

# MuseumExpo™ 2010 Application & Contract for Exhibit Space

American Association of Museums Annual Meeting & MuseumExpo™ 2010 | Los Angeles Convention Center, Los Angeles, CA  
Meeting Dates: May 23–27, 2010 | Exposition Dates: May 24–26, 2010

## PLEASE PRINT OR TYPE

ORGANIZATION \_\_\_\_\_ AAM Industry Partner ID# \_\_\_\_\_

CONTACT PERSON FOR PUBLISHED LISTING \_\_\_\_\_

PHONE \_\_\_\_\_

FAX \_\_\_\_\_

ADDRESS (NO P.O. BOXES PLEASE) \_\_\_\_\_

CITY \_\_\_\_\_

STATE/PROVINCE \_\_\_\_\_ ZIP/POSTAL \_\_\_\_\_ COUNTRY \_\_\_\_\_

E-MAIL \_\_\_\_\_

WEB SITE \_\_\_\_\_

*The above information will be used for all published listings, billing, and correspondence. AAM maintains only one contact per each MuseumExpo™ 2010 Application & Contract for Exhibit Space.*

## EXHIBITOR LISTING UPGRADE

MuseumExpo.org offers both past and new exhibitors many exciting promotional options. Exhibitors can log-on and make relevant updates and edits to their listings, make payments, review the floor plan, and they can take advantage of traffic building features for both their presence at MuseumExpo™ 2010 and promotion leading up to the exhibition—such as uploading logos and linking to a website of their choice.

All exhibitors can still choose among more than 50 product and service categories, and maintain a 25 word or less organization description. *(Please see below for login details.)*

As effective web presence increases brand and name recognition, AAM offers an **Exhibitor Listing Upgrade** for MuseumExpo™ for \$100. The **Exhibitor Listing Upgrade** will let exhibitors upload their logos, enter 50 word or less descriptions, choose up to five searchable products and service categories and link to their websites.

Yes, we would like to take advantage of an **Exhibitor Listing Upgrade**.  
*(Upgrades stay active from the June following MuseumExpo™ 2010 through the following May.)*

## ORGANIZATION DESCRIPTION

Previous exhibitors, please visit [www.museumexpo.org](http://www.museumexpo.org) and login with your organization password to enter your 25 words (or less) products and services organization printed description. You can also edit your address, Products and Categories, and contact information. New exhibitors will be entered into the system, and a confirmation will be sent with your password to allow you to login to enter your description and make relevant changes. If password is misplaced, please e-mail [museumexpo@aam-us.org](mailto:museumexpo@aam-us.org). The printed version of your description will be exported for the Final Program listing on February 1, 2010—no edits can be made for the printed version after February 1, 2010. The online version can be updated and edited up until the Annual Meeting & MuseumExpo™ 2010.

## BOOTH LOCATION

Please list your top six choices. AAM will make every effort to accommodate each applicant's preferred booth location. However, AAM cannot guarantee location requests, nor that we will contact you if your preferences are not available. If your choices are not available, AAM will do its best in placing you nearest to your choices. AAM reserves the right to assign space subject to such parameters as booth structure or size and to rearrange the floor plan as deemed necessary. To view the floor plan, and booth availability, please always refer to our online Interactive Floor Plan—which can be viewed on [www.museumexpo.org](http://www.museumexpo.org). Please note that the Interactive Floor Plan may not always be current. For the most up-to-date booth availability please call 202.289.1818.

1ST CHOICE \_\_\_\_\_ 2ND CHOICE \_\_\_\_\_ 3RD CHOICE \_\_\_\_\_

4TH CHOICE \_\_\_\_\_ 5TH CHOICE \_\_\_\_\_ 6TH CHOICE \_\_\_\_\_

If possible please **separate** our booth from the following companies:

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

If possible, please locate our booth **near** the following companies:

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

**Please fax completed Application & Contract to:**  
**202-756-2890**

## INSURANCE

Name of the insurance company providing coverage for the exhibiting company/organization at MuseumExpo™2010  
*(See MuseumExpo™ Terms and Conditions on reverse side, Section 12, for more information.)*

## BOOTH FURNISHINGS

All 10' x 10', 10' x 20', and 10' x 30' booths will include back and side wall draping and identification sign. Carpet, tables, chairs, wastebaskets, electricity, A/V equipment, etc. and other furnishings / services are available for rent.

## PAYMENT INFORMATION

Applications received by October 31, 2009 will receive a 5% early-bird discount. A 50% non-refundable deposit is required with this application if you contract booth space by December 4, 2009. You will be invoiced for the remaining amount. Balance are due within 30 days of receipt of invoice. After December 4, 2009, applications must be accompanied by full payment.

## CANCELLATION POLICY

Cancellations must be made in writing. Deposits are non-refundable. Refunds will not be made after February 1, 2010. See MuseumExpo™2010 Terms and Conditions, Section 4 for further clarification.

Rates	10' x 10'	10' x 20'	10' x 30'	20' x 20'
<b>Commercial Non-Member</b>	\$2,520	\$4,514	\$6,771	\$9,240
<b>*Industry Partner</b>	\$2,310	\$4,094	\$6,141	\$8,400
<i>Specialized Exhibit Area (Discounts do not apply to this area)</i>				
<b>*AAM Non-Profit Member</b>	\$1,890	\$3,360	\$5,040	\$6,720
<b>Federal Agencies</b>	\$500	N/A	N/A	N/A

## CORNER BOOTHS **Add \$300 for each corner to the above rates.**

Corner space will be assigned and billed if inline space is not available.

\*In order to qualify for member rates, the applicant must be an Industry Partner member in good standing with AAM upon receipt of application by AAM.

## SELECT BOOTH SIZE 10' X 10' 10' X 20' 10' X 30' 20' X 20' Other

Booth Rate: \$ \_\_\_\_\_  
Corner Fees (if applicable): \$ \_\_\_\_\_  
Subtotal: \$ \_\_\_\_\_  
Discount (as per Terms & Conditions): \$ \_\_\_\_\_  
*(Before October 31, 2009)*  
Exhibitor Listing Upgrade: \$ \_\_\_\_\_  
**Total Cost** \$ \_\_\_\_\_  
Less Deposit (Non-Refundable) \$ \_\_\_\_\_  
**Balance Due:** \$ \_\_\_\_\_

Check attached (make payable to American Association of Museums)

Charge my credit card:  VISA  MasterCard  American Express

**Charge for:**  Total Cost  Deposit

Account # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name of Cardholder (Please print) \_\_\_\_\_

Signature \_\_\_\_\_

It is not AAM's policy to contact Exhibitors before we charge credit cards.

## ACCEPTANCE OF CONTRACT

Applications will not be accepted without proper payment and signature. By completing this application, we/I have read and agree to abide by the terms of this Application and the Terms and Conditions of the AAM Annual Meeting & MuseumExpo™2010. Acceptance of this application constitutes a contract.

Signature \_\_\_\_\_

Title \_\_\_\_\_ Date \_\_\_\_\_

## AAM USE ONLY

Date Received \_\_\_\_\_ Check/CC Number \_\_\_\_\_

Balance Received \_\_\_\_\_ Booth Assignment \_\_\_\_\_

# Terms and Conditions

American Association of Museums Annual Meeting & MuseumExpo™ 2010 | May 23–27, 2010 | Los Angeles Convention Center, Los Angeles, CA  
1575 Eye Street NW, Suite 400 | Washington, DC 20005 | (202) 289-1818 | fax (202) 756-2890 | museumexpo@aam-us.org | MuseumExpo.org

## 1. MuseumExpo™ 2010 TERMS OF AGREEMENT

It is understood that the following terms are accepted as part of the contract between the American Association of Museums (AAM) and the individual who has authority to act as applicant (exhibitor) and rent exhibit space at AAM's trade show, MuseumExpo™2010. It is agreed that the exhibitor will abide by the rules and regulations as set forth in the terms of this agreement and the MuseumExpo™2010 Exhibitor Service Manual, before, during, and after the annual meeting, and by other reasonable rules considered necessary by AAM and the Los Angeles Convention Center.

AAM shall have the sole authority to interpret and enforce all rules and regulations included herein, to make any amendments thereto, and to make further rules and regulations as necessary to ensure the orderly conduct of MuseumExpo™2010. The parties hereby agree and acknowledge that any waiver of or failure to exercise any right provided for herein shall not be deemed a waiver of any further or future right under this Agreement.

## 2. ACCEPTANCE OF EXHIBIT APPLICATIONS

The character of the exhibit is subject to the approval of the AAM MuseumExpo™ Show Manager. Only professional equipment and services related to the museum profession and industry may be displayed.

## 3. PAYMENT INFORMATION

Applications received before May 31, 2009 will receive a 10% discount. Applications received between June 1, 2009 until October 31, 2009 will receive a 5% early bird discount. A 50% non-refundable deposit is required with this application if you contract booth space before December 4, 2009. You will be invoiced for the remaining amount. The balance is due within 30 days of receipt of invoice. After December 4, 2009, all applications must be accompanied by full payment. Companies who have not paid in full by February 1, 2010 risk forfeiting their booth space. AAM will not apply credit toward future MuseumExpo™, or Association advertising. AAM reserves the right to deny participation in MuseumExpo™2010 if applicant is not in good standing with AAM.

## 4. EXHIBIT BOOTH CANCELLATION, REFUND & BOOTH REDUCTION POLICY

Exhibit Booth Cancellations: must be made in writing. It is mutually agreed that by canceling exhibit booth space, the exhibitor relinquishes all benefits included with the exhibit booth space, including the complimentary registrations and access to the attendee mailing list. Exhibit Booth Refunds: Deposits are non-refundable. No refunds will be issued for cancellations received after February 1, 2010. Booth reductions can be made; however, exhibitors are responsible for 75% of their original booth fee. The difference in rates between the exhibitor's initial booth rate/downsized rate cannot be applied to any other AAM services. All booth reduction requests must be made in writing before February 1, 2010.

## 5. LOCATION OF EXHIBITS/FACILITY

MuseumExpo™2010 will be located in Exhibit Halls A & B of the Los Angeles Convention Center.

## 6. UNION REGULATION/JURISDICTION

**a. Sign/Scene and Pictorial Painters Union Local 831:** Local 831 has jurisdiction over the erection, clean-up, touch-up, dismantling, repair and building of all exhibits in this area. These exhibits can include headers, floor covering, aisle covering, hanging of decorative material from the ceilings, painting and hanging of all types of signs, pictorial and scenic painting, etc. Their work also covers the changing of electric light bulbs in the exhibits, repairing of all animations, and the cleaning of the exhibit before the show opens.

An Exhibitor is permitted to work with a Union Installer on a one to one basis provided he is a permanent employee of the Exhibitor's company. This rule does not cover casual workers or a worker hired from an agency or union company.

An exhibitor may install and/or dismantle his own display providing the total time for installation of floor covering, drapes for whatever purpose, hanging of signs or any material, does not take any more than 30 minutes for one person to complete. This does not mean 15 minutes for two persons, or 10 minutes for 3 persons. If the work described above requires more than 30 minutes, the work must be done by properly qualified non-union personnel.

All recognized Union shops shall have the privilege to deliver their materials and unload it as well as the material of their clients, providing they have either just built the exhibit or have performed some work on it that would require unpacking some of the exhibit material.

The dismantling of the above systems are also the responsibility of the Union. All displays erected in this area must display an appropriate Union label, unless they are fabricated by the exhibiting company. Proof of this exception lies with the Exhibitor.

**b. Teamsters Union Local 329 (Drayage Firm):** The teamsters are responsible for the loading and unloading of all trucks or trailers of common carriers including van-lines, as well as the handling of empty crates and the operation of the form list trucks. They also have jurisdiction of the loading and unloading of individual company vehicles other than the companies covered by the Sign, Scene and Pictorial Printers union local 831. The above exception for exhibit builders is in effect only when they have either just built the exhibit or have performed some work on it that would require unpacking some of the exhibit material.

Riggers will have the responsibility for unloading, uncrating, unskidding, leveling, cleaning and assembly of heavy machinery and equipment; as well as, hanging light trusses and other loads from the ceiling in all exhibit halls. Their jurisdiction also covers the reverse operations as outlined above for the removal of the equipment.

**c. Carpet Layers:** The carpet layers are responsible for laying floor covering materials and the removal of these materials when the entire exhibition floor is covered.

**d. Tipping:** AAM's official decorating firm requests that exhibitors do not tip its employees. This applies to all decorator employees, union employees and subcontractors employees.

## 7. BOOTH EQUIPMENT AND SERVICES PROVIDED

Back and side wall draping, and one identification sign (7" high x 44" wide) will be provided by the association without cost to the exhibitor if ordered in advance. Furnishings including carpet, tables and chairs can be ordered at exhibiting company's expense. Adequate lighting will be provided in the exhibit hall; however, other services, such as compressed air and water, electricity, telephone and internet access will be provided by the Los Angeles Convention Center at an additional charge to the exhibiting company. Order forms for these services will be provided in the MuseumExpo™ Exhibitor Service Manual.

## 8. FLOOR PLAN

AAM retains the right to modify the floor plan to the extent necessary for the best interest of the AAM and the exposition. To view the most current MuseumExpo™ 2010 floor plan refer to the interactive floor plan — which can be viewed at [www.museumexpo.org](http://www.museumexpo.org).

## 9. SECURITY

Neither AAM nor the Los Angeles Convention Center will be in any way liable or responsible for the loss, theft, or disappearance of personal or commercial property from exhibitor's booth space or from the exhibit hall.

## 10. RULES AND REGULATIONS

AAM Annual Meeting & MuseumExpo™2010 Policy: "Vendors who sell products and/or services to the museum community are not allowed to conduct or solicit business in the Los Angeles Convention Center, unless they have purchased exhibit booth space, rented an Exhibitor Forum or sponsored an exhibit hall special event at MuseumExpo™2010." Violation of this policy will result in AAM's refusal to accept any and all registrations and future registrations.

**a. Exhibit Booth Structure:** No walls, partitions, decorations, or other obstructions may be erected that in any way interfere with the view of another exhibitor. Exhibitors who wish to use any non-standard

booth equipment, signs, decorations, or arrangements of display materials that in any way conflict with the stated regulations must submit two copies of a detailed sketch or layout (including all dimensions) no later than February 1, 2010 for approval by the MuseumExpo™ Show Manager.

**b. Standard Exhibit Configuration (10' x 10', 10' x 20' and 10' x 30' booths):** Exhibits must not be higher than 8' in the back and 4' on each side. Display fixtures over 4' high must be confined to the area of the exhibit booth which is within 5' of the backline. Nothing over 4' high can be within 5' of the aisle line (the front half of the booth). Hanging signage and other items from the ceiling is not permitted.

**c. Island Exhibit Configurations:** Island exhibits must not be higher than 16 feet (subject to Convention Center ceiling height.) Multi-story exhibits must be approved through stamp or signature of a structural engineer indicating that the structure is properly engineered for the proposed use. All island configurations and multi-story exhibits must be pre-approved by the AAM MuseumExpo™ Show Manager and the Los Angeles Convention Center.

**d. Exhibit Materials:** No combustible decoration, such as crepe paper, cardboard, or corrugated paper, may be used at any time. All packing containers, excelsior, and wrapping paper, which must be flameproof, are to be removed from the floor and must not be stored under tables or behind displays. All muslin, velvet, silken or any other decoration must stand a flameproof test as prescribed by the fire ordinance of the City of Los Angeles. All materials and fluids which are inflammable are to be kept in safety containers. Open flames, butane gas, acetylene, oxygen tanks, or other flammable materials are not permitted. Balloons are not permitted in the exhibit hall.

**e. Exhibit Booth Staffing:** AAM and MuseumExpo™ requires that each organization open its exhibit booth on time each day and that all booths be staffed throughout the day until the hall closing announcement has been made. A \$500.00 fee will be charged to exhibitors who break down prior to the official close of the show. Exhibitors who break down prior to official closing will not be permitted to exhibit at future MuseumExpo™ shows. All booth personnel must be employed / contracted with organization contracting exhibit space from AAM.

**f. Soliciting/Demonstrating:** Soliciting or demonstrating by an exhibitor must be confined to the exhibitor's own booth and may not interfere with neighboring booths.

**g. Contests/Raffles/Giveaways:** Contests, lotteries, raffles, and games of chance may be conducted only with the prior approval of the AAM MuseumExpo™ Show Manager.

**h. Noise:** The noise level from any demonstration or sound system should be kept to a minimum.

**i. Destruction of Property:** Nothing shall be posted on, tacked, nailed, screwed, taped, stapled, or otherwise attached to ceilings, columns, walls, floors, painted surfaces, or other parts of the building or furniture. No holes may be drilled, cored, or punched in the building. All property destroyed or damaged by an exhibitor must be replaced in original condition by the exhibitor at the exhibitor's expense.

**j. Subletting Space:** Booth share is prohibited. An exhibitor may not assign, sublet, or apportion all or any part of the space allotted to him/her. Any materials other than those manufactured or distributed by the exhibitor in the regular course of business may not be displayed by the exhibitor or be allowed by the exhibitor to be displayed by other persons or firms.

**k. Decorum:** AAM shall have the right to exclude or to require modification of any display or demonstration which, in its sole discretion, it considers not proper or not otherwise in keeping with the character of the MuseumExpo™2010. Exhibitors shall be bound by the decisions of AAM MuseumExpo™2010 Management in all matters related to the Expo.

## 11. CANCELLATION OR RELOCATION OF THE ANNUAL MEETING AND MUSEUMEXPO™

In the event of cancellation or relocation of the AAM Annual Meeting and MuseumExpo™ due to circumstances within the association's control, the liability of the AAM shall be limited to a refund of deposit fees paid to the AAM by the exhibitor. In the event the association has no control over the cancellation or relocation of the annual meeting and MuseumExpo™ the AAM shall have no liability of any kind for deposits or fees paid by the exhibitor.

## 12. LIABILITY AND INSURANCE

The American Association of Museums shall not be liable for loss or damage of any property of exhibitor which exhibitor may suffer during installation or removal or during the annual meeting and MuseumExpo™ itself by reason of burglary, fire, accident, or any destructive cause. Insurance, if desired, must be placed by the exhibitor.

Exhibitor shall, at its own expense, secure and maintain through the period of the annual meeting and MuseumExpo™, inclusive of move-in and move-out days, commercial liability insurance with combined single limit of at least \$1,000,000.00 each occurrence for bodily injury and property damage. Such insurance shall name the following: American Association of Museums, the Los Angeles Convention Center, and the City of Los Angeles, and their respective members, officers, agents, and employees. At least 60 days prior to the move-in date, exhibitor shall provide the American Association of Museums with Certificate of Insurance as evidence of coverage.

**Indemnification and Waiver:** Exhibitor agrees to indemnify, hold harmless and defend the American Association of Museums, the Los Angeles Convention Center, and the City of Los Angeles, and their respective members, officers, directors, agents, and employees ("Indemnittees") from and against all liabilities, damages, actions, losses, claims and expenses (inclusive of attorney's fees) on account of personal injury, death, or damage to or loss of property or profits arising out of or contributed to by any act, omission, negligence, fault or violation of law or ordinance by the Exhibitor or its employees, agents, contractors, patrons, or invitees.

AAM shall not be liable for any failure to deliver space to an exhibitor or for the loss of allotted space of an exhibitor, who has contracted for exhibit space, if non-delivery is due to destruction of or damage to the building or the exhibit area by fire, or act of God, acts of public enemy, strikes, the authority of the law, or any cause beyond its control.

## 13. RIGHT TO REMOVE THE EXHIBITOR'S PROPERTY

AAM reserves the right to remove from the exposition hall premises any or all of the property of the exhibitor should the AAM Annual Meeting and MuseumExpo™ be canceled or relocated or should the exhibitor violate any of the conditions of the exhibitor's agreement. This right may be exercised without prior notice or hearing.

## 14. PATENT, COPYRIGHT, OR TRADE SECRET

The exhibitor agrees to hold AAM, their officers, directors, employees and agents, harmless from all loss, cost claims, causes or action, obligations, suits, damages, liability expenses, and costs including attorney's fees arising from our or out of any violation or infringement (or claimed violation or infringement) by exhibitor, exhibitor's agents or employees of any patent copyright, or trade secret rights or privileges.

## 15. MUSIC LICENSE & OTHER INTELLECTUAL PROPERTY

Each exhibitor is responsible for obtaining all necessary licenses and permits to use music, photographs, or other copyrighted material in exhibit booths or displays. No exhibitor will be permitted to play, broadcast, or perform music or display any other copyrighted material, such as photographs or other artistic works, without first presenting to show management satisfactory proof that the exhibitor has, or does not need, a license to use such music or copyrighted material.

The exhibitor agrees to hold the AAM, their officers, directors, employees and agents, harmless from all loss, cost claims, causes or action, obligations, suits, damages, liability expenses, and costs including attorney's fees arising from our or out of any violation or infringement (or claimed violation or infringement) by exhibitor, exhibitor's agents or employees of any patent copyright, or trade secret rights or privileges.