



# 37<sup>th</sup> Photovoltaic Specialists Conference

June 19-24, 2011 • Washington Convention Center • Seattle, WA

## EXHIBIT SPACE APPLICATION

**INSTRUCTIONS:** Type or print on this application. Sign and return the application with a 50% deposit check made payable to PVSC, P.O. Box 485, LaGrange, IL 60525-0485, or fax this application with your credit card payment to 312-541-0573. Applications received after **March 28, 2011** must include full payment.

**1.**

The **KEY CONTACT PERSON** will serve as your primary exhibitor contact and will receive the Exhibitor Updates (by email) and the Exhibitor Service Kit. Please list key contact information below.

Key Contact Person/Title

Key Contact Email Address

Key Contact Phone Number

Company Name

Street Address

City/State/Zip

Phone No.

Fax No.

Company Web Address

**2.**

**EXHIBIT SPACE RENTAL:**

**Standard Package: \$2,700** per 100 sq ft (10' x 10' booth)

**Value Package: \$3,000** per 100 sq ft (10' x 10' booth)  
Extras include: one (1) 6' x 30" skirted table, two (2) folding chairs, booth carpet, one (1) standard electrical drop

**Table Top Package: \$2,000** per 80 sq ft (8' x 10' booth) available for nonprofits and small business (only one (1) Table Top Value Package available per group)  
Extras include: one (1) 6' x 30" skirted table, two (2) folding chairs

Additional charge for **each** exposed corner: **\$250**

Number of Booths	X	Rate	=	Amount
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Number of Corners	X	Corner Charge	=	Amount
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Total
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**3.**

**CANCELLATION POLICY:** Deposits are non-refundable. Cancellation of booth space after **March 28, 2011** will incur 100% of booth rental fee.

All cancellations must be submitted in writing in order to be valid.

**4.**

**LOCATION PREFERENCE:** The following choices indicate the booth number and total square footage of your desired booth space.

1<sup>st</sup> Choice/Total Square Footage

2<sup>nd</sup> Choice/Total Square Footage

We do **NOT** want to be next to, or across the aisle from:

**5.**

**FORM OF PAYMENT:**

Check    Check No. \_\_\_\_\_

Charge:     Visa     MasterCard     AMEX

Please attach a separate form with credit card information.

**6.**

We agree to abide by all rules and regulations governing the exposition as printed on the reverse side hereof and which are a part of this Application. Signed Acceptance of this application by Show Management constitutes a contract.

Print Name

Title

**Authorized Signature** – this line must be signed for acceptance of application.

Date

**Questions?**

Call PVSC Booth Sales at 312-541-0567 or email [david@corcexpo.com](mailto:david@corcexpo.com)

**FOR OFFICE USE ONLY**

Booth Assigned \_\_\_\_\_

Booth Dimensions: \_\_\_\_\_ x \_\_\_\_\_ Exposed Corner(s) \_\_\_\_\_

Full Cost: \$ \_\_\_\_\_

Date Deposit Received \_\_\_\_\_

Date Balance Received \_\_\_\_\_

# RULES & REGULATIONS

The rules and regulations set forth below are a binding part of your contract with the 37<sup>th</sup> Photovoltaic Specialists Conference (PVSC.) We request that you review these rules and regulations thoroughly to help ensure that you make the most of this event. All matters regarding these rules and regulations and exhibitors' compliance therewith shall be determined by PVSC at its sole and absolute discretion.

- 1. PAYMENT AND CANCELLATION** - All booth reservations made on or before **March 28, 2011** must be accompanied by **50% deposit and signed contract**, and full payment must be made after **March 28, 2011**. Booth reservations made on or after **March 28, 2011** must be accompanied by full payment and a signed contract. Applications will not be processed nor exhibit space assigned until exhibitor submits the appropriate payment by the dates set forth above. Incomplete applications will not be processed. Deposits are nonrefundable.  
**Cancellation of booth space after March 28, 2011** will incur **100%** of the booth rental fee. All cancellations must be submitted in writing in order to be valid. No exhibitor will be permitted to bring any equipment or display material on the exhibit floor without prior full payment on their booth or any other delinquent account with PVSC.
- 2. NO EXHIBITS OUTSIDE OF PVSC EXHIBIT JURISDICTION** - No exhibit eligible for this show will be permitted in a hotel room or outside of the regular jurisdiction of the PVSC Show Management. All exhibitors are prohibited from distributing any materials from outside of their specific display area.
- 3. SPACE ALLOCATION** - PVSC shall use its best efforts to locate Exhibitor's booth in one of the locations designated by Exhibitor on the Exhibit Space Application/Contract. Notwithstanding the foregoing, PVSC reserves the right to change the location of any booth at any time as PVSC, at its sole discretion, deems necessary or appropriate. The Exhibitor will be notified by Show Management of such change.
- 4. SUBLETTING SPACE** - Exhibitors may not assign, sublet, or apportion to others all or part of their space and may not advertise or display goods or services other than those manufactured or sold by them in the regular course of business. However, an exhibitor may use outside equipment or products to enhance his own presentation without giving credit to the manufacturer.
- 5. DISPLAY** - Exhibitor shall not exhibit any products or services other than those described in its Application/Contract or approved in writing by PVSC. Exhibitor shall not in any manner indicate that a PVSC endorsement or approval of exhibitor's product or service has been given by PVSC merely because PVSC approved such product or service or advertising material displayed or disseminated at the exhibit. PVSC reserves the right to prohibit or require the removal of any display or exhibit, or any part of an exhibit, which it deems unsuitable or not in keeping with the character of the Trade Show.
- 6. BOOTH CONSTRUCTION AND ARRANGEMENT** - Exhibitor shall not perform any alteration, including, but not limited to, any repair, painting, staining, and drilling, to any portion of the facility or the exhibit booths without the prior written consent of the facility and PVSC. All work involved in installing and dismantling exhibits and displays will be governed by local union regulations. PVSC will provide and arrange for the installation of uniform draped backgrounds to a height of eight feet above the floor, draped side rails which will be three feet high and a company identification sign with the exhibitor's name. Each exhibit must be confined to the space limits indicated on the floor plan. No part of any standard booth may be over eight feet high. All exceptions to the standard rule must receive permission from the PVSC Show Management in writing.  
**NOTE: Displays in island booths may exceed twelve feet high, with approval of Show Management. Please refer to the booth construction and design specifications. The PVSC Show Management's ruling in such matters is final.**
- 7. EXHIBIT SPACE** - Exhibit space is priced at variable rates depending on the purchased booth package. Each exposed corner is priced at \$250.00.
- 8. INSTALLING EXHIBITS** - If installation of any exhibit has not started four working hours before the show opens, the management shall order the exhibit to be erected and the exhibitor will be billed for all charges. All exhibits must be fully operational one hour before the show opens. After that time, no installation work will be permitted without special permission from PVSC.
- 9. REMOVING EXHIBITS** - All exhibits must remain fully operational until the closing hour of the final day of the exhibition. For one hour after closing, exhibitors may pack table items, but should not interfere with the removal of aisle carpet and return of empty crates. Each exhibitor will complete arrangements for removing his material in accordance with the information provided in the service kit. These arrangements can be made at the Exhibitor Service Desk. If exhibitor fails to timely remove his materials from the exhibit area, exhibitor shall indemnify, hold harmless and defend PVSC from and against any and all fees, costs or expenses PVSC must pay as a result of such late removal. PVSC shall not be responsible for materials left after **June 23, 2011**. Any property remaining in the exhibit area after one hour following the cessation of the Trade Show may be disposed of or stored or shipped at exhibitor's sole cost as PVSC or the facility deems appropriate. All space occupied by an exhibit must be left in the same condition as it was before set up. PVSC shall charge exhibitor for additional clean-up charges PVSC incurs resulting from exhibitor's failure to properly clean his exhibit space at the completion of the Trade Show.
- 10. CONTRACTOR SERVICES** - About 60 days before the show opens an exhibitor service kit will be available. Installation hours will be listed in the service kit. This kit will contain all forms for ordering necessary services. PVSC will designate contractors to provide all show services other than supervision of booth installation and dismantling. The exhibitor shall provide only the material and equipment owned and to be used in the exhibit space. Contractors will provide all other items. An exception will be made only when the exhibitor has received PVSC's written approval therefore at least 45 days before the show opens. No third party or agent requests will be granted. An exception will be granted only if it will not interfere with, or prejudice, the orderly installation, interim services, or dismantling of the exhibition. An exception will be denied if it interferes with commitments PVSC has made in any contract with service contractors, or in its agreement with the lessor of the exhibition space. For electrical, plumbing, telephone, drayage, and rigging services, no exception will be made. All employees of agents representing the exhibitor must be identified by an official PVSC badge. All persons performing services directly for an exhibitor, other than the exhibitor's employees, must maintain liability insurance in the amount of not less than \$1,000,000 per occurrence, with PVSC named as an additional insured and such persons must provide PVSC with certificates of insurance at least 30 days before the show opens, or PVSC may revoke any exception made. The official drayage contractor will have complete control of all dock and loading facilities. The contractor will receive all direct and advance shipments and van loads, handle all freight and provide all rigging, labor and equipment. All services not ordered in advance must be procured through the Exhibitor Service Desk on the exhibit floor. **IF THIS RULE IS VIOLATED, PVSC MAY REMOVE THE EXHIBITOR AND ANY UNAUTHORIZED CONTRACTOR FROM THE SHOW. The exhibitor waives any right to service or to written notice of PVSC intentions to close an exhibit.** PVSC assumes no liability for any work performed by any contractor, and exhibitor shall look solely to such contractor in the event of any injury or damage resulting from the work performed by such contractor.
- 11. STORING CRATES AND BOXES** - The official drayage contractor will handle and provide storage spaces for crates and boxes during the exhibition and will return properly marked materials after the show is over. The contractor will supply tags to be attached to each piece stored. Small boxes should be nested in larger ones to reduce the number of pieces to be stored. No boards will be accepted for storage unless they are securely tied in bundles and tagged. Fire regulations require that wrapping materials such as paper, excelsior, etc. must be completely enclosed within the packing boxes. Materials violating these regulations will be considered refuse and will be discarded at exhibitor's cost and without liability to PVSC.
- 12. FIRE REGULATIONS** - Carpets, drapes, curtains, scenery and all other materials used for artistic enhancement in displays must be flame-proofed by a method and compound to conform with applicable fire laws. The use of paper material having an acetate cellulose or nitrate cellulose content or incapable of being flame-proofed is not permitted. Samples of merchandise displayed for sale are exempt from the above rules.
- 13. SAFETY GUARDS AND PROTECTION** - Exhibitor shall comply with all applicable fire, health and safety regulations. Exhibitor shall set up his exhibit and display his products and services in a manner, which will not expose the public to injury. Any piece of machinery on display that has movable parts must have adequate safeguards to protect the public from injury throughout the exhibit period.
- 14. CHILDREN** - Children 15 years of age and under must be accompanied by a parent or guardian to be permitted on the exhibit floor. No children 15 years of age and under are allowed in the exhibit hall during set-up or dismantling. The rule applies to exhibitors as well as attendees.

- 15. CANCELLATION OF EXHIBITION** - It is mutually agreed that in the event of cancellation of the PVSC Exhibit due to fire, strikes, governmental regulations or unforeseen emergencies which would prevent its scheduled opening or continuance then and thereupon this agreement is terminated and the PVSC Show Management shall determine an equitable basis for the refund of such a portion of the exhibit fees as is possible after consideration of expenditure and commitments already made.
- 16. LIABILITY AND SECURITY** - Neither PVSC, its officers, directors, agents and members, the management of the exhibit, nor the owners of the exhibit facility, their agents, servants, contractors, or employees are or shall be liable for injuries to any persons or for damage to property owned or controlled by the exhibitor unless caused by or resulting from the negligence of PVSC, the management of the exhibit, or owners of the exhibit facility or the gross negligence or willful misconduct of their respective agents, servants and employees as the case may be. Exhibitors shall indemnify and hold harmless the PVSC, its officers, directors, agents and members, and the facility from and against any and all liability of whatever kind or nature arising out of or resulting from exhibitor's participation in the Trade Show. General overall guard service will be provided by PVSC for the exhibition period, but PVSC and the guard service will not be responsible for any loss or damage. Each exhibitor must make provisions for the safeguarding of goods, materials, equipment, and displays at all times. Each exhibitor should secure insurance at his own cost and expense. Nothing should be posted on, tacked, nailed or screwed or otherwise attached to columns, walls, floors or other parts of the building or furniture. Whatever is necessary to properly protect the building, equipment or furniture will be at the expense of the exhibitors. Exhibitors are liable for any damage they cause to the exhibit hall property. No lighter-than-air balloons are allowed.
- 17. BADGES AND EXHIBIT PERSONNEL** - Each exhibitor shall receive an allotment of nontransferable identification badges as dictated by the amount of exhibit space purchased. All representatives who work in the booth for exhibitor must be employees of the exhibitor. Badges deformed or mutilated in any way, shape or form will not be acceptable. No transfer of badges is allowed. Individuals who do not have badges will not be admitted into the exhibit area. Badges are not to be defaced by inserting business cards. False certification of any individual as an exhibitor's representative, misuse of exhibitor's badges, or any other method or device used to assist unauthorized personnel to gain admittance to the exhibit floor will be a cause for expelling the exhibitor's representatives from the exhibition hall, or removing exhibitor's exhibit from the floor, or both, without PVSC being obligated to provide exhibitor a refund. Exhibitor shall use reasonable efforts to cause each person employed by exhibitor in connection with the exhibit to at all times maintain a neat, clean appearance and behave in a polite and professional manner.
- 18. REGISTRATION OF ATTENDEES** - PVSC Show Management shall have sole control over admission policies at all times. All persons visiting the convention session rooms and the exhibit area as well as exhibitor personnel shall be required to register and wear an appropriate badge while in attendance.
- 19. DIRECT SALES** - Cash and carry sales are allowed within the exhibit areas.
- 20. SPECIAL VISUAL AND SOUND EFFECTS** - Audio-visual and other sound effects will be permitted only where and when they do not interfere with the activities of neighboring exhibitors. Demonstration of operational equipment also may not create objectionable noise levels. Public address or amplifying devices, which project beyond exhibitor's space are prohibited.
- 21. IRREGULAR ACTIVITIES** - Each exhibitor's activities must be confined to the booth space. No noise makers of any kind will be permitted. All exhibitors distributing "stick-ons" for attendees' badges may not obstruct the attendee's name or affiliation on his or her badge. If complaints arise, the offender will be denied the right to distribute the "stick-on." Sideshow tactics or other undignified displays are prohibited. PVSC at its sole discretion shall have the right to prohibit the distribution of samples or handouts that it deems inappropriate or objectionable. Prizes, awards, drawings, raffles, lotteries or contests of any kind are permitted only with the prior written approval of PVSC Show Management. Distribution of small novelty items (e.g., luggage tags, pencils, pocket calendars) shall not be permitted without the prior written approval of PVSC. Press conferences by exhibitors on the exhibit floor during exhibit hours are prohibited. Distribution of refreshments or food will not be permitted without prior written approval by the official catering service.
- 22. SOCIAL FUNCTIONS** - Exhibitors may conduct social functions in public areas of hotels provided such functions are held at such times and places as not to interfere or conflict with PVSC's scheduled activities, and provided further that exhibitor receives the written approval of PVSC prior to conducting such functions. All functions must be scheduled through the PVSC Show Management. Notwithstanding the foregoing, under no circumstances will social functions of any kind be allowed in the hotel or any other location during meeting or exhibit hours.
- 23. AMERICANS WITH DISABILITIES ACT** - Exhibitor agrees to comply with all applicable provisions of the Americans With Disabilities Act (ADA) and shall indemnify PVSC, its officers, directors, members and agents from and against any loss, damage, claim, liability and expense (including reasonable attorneys' fees) resulting from or arising out of exhibitor's failure to comply with the provisions of ADA.
- 24. MUSIC** - Exhibitors shall not play any music during the Trade Show and shall indemnify PVSC, its officers, directors, members and agents from and against any loss, damage, claim, liability and expense (including reasonable attorneys' fees) resulting from or arising out of exhibitor's playing of music during the Trade Show.
- 25. TAXES** - Exhibitor shall comply with all applicable federal, state and local tax requirements.

- 26. EXHIBITOR INFORMATION** - PVSC may use the information supplied by an exhibitor on exhibitor's Application/Contract as part of PVSC's marketing, advertising and other informational materials.  
**BREACH** - In the event the Exhibitor shall fail in any respect to comply with the terms of the Application/Contract or these Rules and Regulations, the Association shall have the right, without notice to the Exhibitor, to sell or offer for sale the space hereby leased and the Exhibitor shall be liable for any deficiency, loss or damage suffered by the Association, by reason thereof, which loss, deficiency or damage, the Exhibitor agrees to pay the Association upon demand. PVSC Show Management shall have sole authority to interpret and enforce all rules and regulations contained herein to make amendments thereto and to make such further rules and regulations as shall be necessary for the orderly conduct of the conventions and exposition. Any company violating any of the rules and regulations will forfeit its right to exhibit in subsequent years.  
**ELIGIBILITY** - PVSC Show Management reserves the right to determine the eligibility of any company or product for inclusion in the Exhibition. All decisions of PVSC are final. Exhibitor agrees to comply with all subsequent rules and regulations adopted by PVSC. In addition to other remedies available to PVSC if exhibitor violates these Rules and Regulations, PVSC may, at its option, require exhibitor to forfeit his right to occupy exhibit space, vacate exhibit space or forfeit all monies paid to PVSC.

Date \_\_\_\_\_

**Authorized Signature – This line must be signed for acceptance of application.**

Title \_\_\_\_\_