

54<sup>TH</sup> ANNUAL CONVENTION AND EXPO  
**APPLICATION-CONTRACT FOR EXHIBIT SPACE**  
 Marriott Grande Dunes Resort, Myrtle Beach, SC - August 6-9 (Expo Date: August 7)



**2009** *Clash of the Titans* 

**Company Information**

Company \_\_\_\_\_

Mailing Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

**Contact Information**

Official Contact \_\_\_\_\_ Telephone \_\_\_\_\_

Email \_\_\_\_\_

**2 FREE Registrations** 1 \_\_\_\_\_ 2 \_\_\_\_\_

**Product or Service**

What type of product or service will you be exhibiting? \_\_\_\_\_

APPLICATION WILL NOT BE ACCEPTED UNLESS ACCOMPANIED BY PAYMENT IN FULL	DEADLINE June 1, 2009	COST	TOTAL
CIADA Member BOOTH 10'w x 8'd		\$ 795.00	
Non-member BOOTH 10'w x 8'd		\$1050.00	
Will you need High Speed Internet Connection?	<input type="checkbox"/> YES <input type="checkbox"/> NO	\$ 300.00	
Will you need a table? <input type="checkbox"/> 1 INCLUDED w/booth	Additional Table 1 <input type="checkbox"/> 2 <input type="checkbox"/>	\$ 25.00	
<b>Total Booth Registration Fees Due</b>			

**Payment Information**

TOTAL DUE \$   Mastercard  VISA  Check Enclosed (Please make payable to: CIADA)

Credit Card #

Expires \_\_\_\_\_ Credit Card Billing Zip Code \_\_\_\_\_

V- Code \_\_\_\_\_ Credit Card Billing Street # \_\_\_\_\_

Name on card \_\_\_\_\_

Signature \_\_\_\_\_

APP CODE	LAST 4
AMOUNT	DATE
FOR ADMIN USE ONLY	

The undersigned acknowledges receipt of General Information and hereby makes application for exhibit space during Expo 2009, Marriott Grande Dunes Resort, Friday, August 7, 2009. I the undersigned have received, read and agree to comply with the Official Rules and Conditions of Contract that accompany the application. Exhibitor understands that exhibit space shall be at the discretion of Show Management. No space will be reserved or assigned until application and payment are received. Applications by fax will be accepted only if payment is made by credit card.

Print Name & Title \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**APPLICATION WILL NOT BE ACCEPTED IF THE ABOVE IS NOT SIGNED.**

**Mail with payment to** CIADA, Attn: Catherine Neely, P.O. Box 1088, Harrisburg, NC 28075  
 Fax: 800-992-4232

Questions may be emailed to [cneely@theciada.com](mailto:cneely@theciada.com).

# CIADA EXPO 2009 OFFICIAL RULES AND CONDITIONS OF CONTRACT

The following constitutes a part of the Application for Exhibit Space. REVIEW CAREFULLY. Each exhibiting company is responsible for informing all booth personnel of these rules.

**ELIGIBILITY.** Members of CIADA who are engaged in offering services for sale are eligible to apply for exhibit space. In addition, companies who are not members of CIADA but who are engaged in offering services for sale are eligible to apply for exhibit space. CIADA reserves the right to determine the eligibility of any company or product for inclusion in the trade show exhibition and to reject any application at will and without cause.

**CONTRACT FOR SPACE.** By submitting an application for exhibit space, the applicant warrants his authority to bind the exhibiting company and releases the Carolinas Independent Automobile Dealers Association and its agents from any and all liabilities to applicant, its agents, licensees, or employees that may arise or be asserted as a result of submission of an application or of participating in this exposition. Acceptance of an application does not imply endorsement by CIADA of the applicant's products, nor does rejection imply lack of merit of product or manufacturer.

The cost of exhibit space per booth includes the right to occupy the specified space on the exhibit floor, an 8-foot high back drape the length of the contracted space, 3-foot high side rail drapes at each end of the contracted space, electricity, one table, 2 chairs and two (2) convention registrations valued at \$420.00. It is recommended that you supply your own extension cords or power bars you may need. These are available from the hotel but carry a surcharge and you will be charged for them.

**CANCELLATIONS.** No refund will be made for space that is not used. If space is unoccupied at the opening of the exposition, CIADA reserves the right to rent or use said space without obligation of refund. If CIADA receives written cancellation of reserved space on or before June 1, 2009, 5:00 p.m., EST, there will be a cancellation penalty of 25% per booth space. If written cancellation is received after 5:00 p.m., EST June 1, 2009, no refund will be made. Space remaining unpaid after June 1, 2009 may be reassigned.

**USE OF EXHIBIT SPACE.** Sharing booth space is not permitted without authorization by CIADA. No exhibitor may sublet, assign, apportion or share any part of the space allotted or represent, advertise or distribute literature for the product of any other firm or individual except as approved in writing by CIADA.

The purpose of the exhibit should be to inform and educate regarding characteristics and uses of the products. Personnel qualified to offer technical explanations and answer questions should staff exhibits. Exhibits must be staffed at all times during exposition hours.

**CONDUCT.** All demonstrations, interviews and other exhibit activities must be conducted so as not to infringe on the rights of other exhibitors or offend visitors to the exhibit. No undignified manner of attracting attention will be permitted.

The exhibitor assumes all costs arising from the use of patented, trademarked, copyrighted or service-marked materials, equipment, devices, processes or dramatic or musical rights used in or incorporated in the conduct of this event; and exhibitor warrants and represents that it will not be in violation of any laws governing the use of such proprietary works. Exhibitor agrees to indemnify and hold CIADA harmless for all damages and costs resulting from any infringement.

**ENTERTAINMENT AND MEETINGS.** In order to maintain the professional purpose of this convention and exposition, no company-sponsored functions, such as tours, film showings, sales meetings, presentations, or similar activities shall be scheduled during exhibit hours or in conflict with any officially programmed CIADA event.

**SOUVENIRS, SAMPLES AND LITERATURE.** Distribution of souvenirs and samples is permitted provided it is done in a dignified fashion and does not interfere with other exhibits. Distribution of literature by all exhibitors is encouraged, but may only take place within the exhibitor's booth space.

**CARE OF PREMISES.** No part of an exhibit, signs or other materials may be pasted, nailed or otherwise affixed to walls, doors, or other surfaces in a way that might mar or deface the convention center or property of any other company or person. Damage from failure to observe this notice is payable by the exhibitor.

**EXHIBITOR BADGES.** Exhibit personnel must register and wear CIADA identification badges, clearly visible at all times, while on the exhibit floor. Lending a badge to another person is prohibited.

**INSURANCE.** The exhibitor takes part in the exposition entirely at his/her own risk. The exhibitor assumes all responsibility for any and all loss, theft or damage to exhibitor's displays, equipment and other property while on the Marriott Resort premises, and hereby waives any claim or demand it may have against the Marriott Resort or its affiliates arising from such a loss, theft or damage. In addition, the exhibitor agrees to defend (if requested), indemnify and hold harmless Carolinas Independent Automobile Dealers Association and the Marriott Resort, and each of their respective parents, subsidiaries, employees, officers, directors, agents and other related or affiliated companies from and against any liabilities, obligations, claims, damages, suits, costs and expenses, including, without limitation, attorneys' fees and costs arising from or in connection with the exhibitor's occupancy and use of the exhibition premises or any part thereof or any negligent act, error or omission of the exhibitor or its employees, subcontractors or agents.

The exhibitor shall obtain and keep in force during the term of the installation and use of the exhibit premises, policies of Comprehensive General Liability Insurance and Contractual Liability Insurance, insuring and specifically referring to the Contractual Liability set forth in this exhibit agreement, in an amount not less than \$2,000,000 Combined Single Limit for personal injury and property damage. The Resort, its owners, and its Operator, Inc. shall be included in such policies as additional names insureds. In addition, the exhibitor acknowledges that neither the Resort, its owners, nor its Operator, Inc. maintain insurance covering exhibitor's property and that it is the sole responsibility of the exhibitor to obtain business interruption and property damage insurance insuring any losses by the exhibitor.

**INSTALLATION AND REMOVAL.** The setting up of exhibits may begin at 12:00 noon Friday, August 7, 2009. Displays must be in place and ready for preview by 6:00 p.m. Friday, August 7, 2009 and remain intact until close of the exposition at 9:00 p.m. Friday, August 7, 2009 when dismantling and removal may begin. Early dismantling is prohibited. If early dismantling or failure to set up exhibit for the entire duration of the show occurs for any reason, the exhibitor may be penalized including being banned from participating in future shows. The exhibits must be removed by 12:00 midnight Friday, August 7, 2009.

**STRIKES, FIRE AND NATURAL DISASTERS.** CIADA reserves the right to change the location and dates of the exposition in the event a strike, fire or natural disaster should render the hall and/or city in which the exposition has been scheduled unusable or inadvisable.

**INTERPRETATION AND ENFORCEMENT.** These regulations constitute a part of the contract between the exhibitor and Carolinas Independent Automobile Dealers Association. CIADA has full power of interpretation and enforcement of these rules.

All matters in question not covered by these regulations are subject to the decision of CIADA, and all decisions so made shall be binding on all parties affected by them as by the original regulations. Exhibitors or their representatives who fail to observe these conditions of contract or who, in the opinion of CIADA, conduct themselves unethically or in such a manner as to reflect upon the professionalism of the show, may be dismissed from the exhibit without refund and will not be allowed to exhibit at Expo 2010. CIADA reserves the right to reject, eject or prohibit any exhibit in whole or in part, or any exhibitor or its representatives, at will without cause.

**EXPO THEME.** The theme for 2009 will be "Clash of the Titans". It is not mandatory, but all exhibitors are encouraged to participate in the theme party by decorating their booths and dressing in costume.

**GIVEAWAYS.** If you plan to have a "giveaway" from your booth at the Expo, please bring it with you so you won't have to go out and get one at the last minute.