MAC
MICHIGAN ASSOCIATION OF CHIROPRACTORS

CONTRACT FOR EXHIBIT SPACE

For MAC office use only.
Ck# _____
Date _____
Amount _____

Spring 2010 Convention & Exhibition

April 23-25, 2010 • Grand Traverse Resort, Traverse City, Michigan

SET-UP

Thursday, April 22, 2010 (6:00p - 8:00p)
Friday, April 23, 2010 (10:00a - 2:00p)

SHOW DATES

Friday, April 23, 2010 (3:00p - 9:00p)
Saturday, April 24, 2010 (8:00a - 7:30p)
Sunday, April 25, 2010 (8:00a - 1:00p)

TEAR-DOWN

Sunday, April 22, 2010 (1:00p - 2:00p)

BOOTH COST

Booths are 8'x10' at the Grand Traverse Resort.

Booth # 1-76, 85-104 (8' x 10' booths) $800*

Booth # 77-84 ..... $850*

Booth prices include: One (1) table, two (2) chairs, and back and side drapery.*

A complimentary booth sign, will be included ***only if requested by April 2, 2010***.

***Electrical outlets NOT included. Electrical outlets (110 ONLY) are $50 each. If 220 is needed, please contact the MAC for additional fees.**

For each additional table or electrical outlet, exhibitor will be charged a $50 fee.

PAYMENT AND CANCELLATION POLICY

A MINIMUM $100 DEPOSIT, PLUS A CREDIT CARD, IS REQUIRED to hold your booth space. Deposits are non-refundable and non-transferable. The balance is due by ***March 26, 2010***. Balances not received by the date of the event will be charged to your credit card.

Cancellations must be made in writing to the MAC, prior to ***March 26, 2010***. **If cancellation is received after *March 26, 2010*, the exhibitor is LIABLE FOR THE FULL PAYMENT of the booth cost. In this event, any balance due will be charged to to your credit card.**

RULES AND REGULATIONS

These are outlined on the reverse side of this contract. Please sign both sides of contract.

Please fill out the Exhibitor Contract completely to register for this event.

RETURN TO:

Michigan Association of Chiropractors
416 W. Ionia • Lansing, MI 48933
(800) 949-1401 • FAX (517) 367-2228

or fill out online at
www.chiromi.com/exhibitor_info

Company Name _____
Address _____
City _____ State _____ Zip _____
Telephone _____ Fax _____
Email _____ Website _____
Representative's Name and Title (please print) _____
Please list the name(s) of the products or services you will exhibit at the show _____

Name(s) to be listed on badges: _____

With reference to the enclosed exhibit layout, please indicate your booth space preference(s)

1st Choice _____ 2nd Choice _____
3rd Choice _____ 4th Choice _____
5th Choice _____ 6th Choice _____

Please list any companies or products you do not wish to have in close proximity, if possible (this may affect your booth choice) _____

Please indicate your booth needs: ☐ Electricity - # of outlets needed* _____

☐ Table(s) - # of tables needed* Please indicate size: ☐ 8 ft.; ☐ 6 ft.; ☐ 4 ft.

☐ Booth Sign: Name to be printed on sign _____

ADVERTISING, SPONSORSHIPS, ETC.

Please indicate if you would like to do any of the following:

☐ "Package" sponsor, includes conventions and advertising in the *Journal*:
☐ Diamond - $10,000; ☐ Platinum - $5,000; ☐ Gold - $3,000; ☐ Silver - $2,000;
☐ Bronze - $1,000; ☐ Other $_____ (see attachment for sponsorship options)

☐ Golf at The Bear, Friday, April 23, 2010 ($75)

☐ Insert in doctor packets ($250) (1,100 copies, max. 8 ½ x 11", due before April 2, 2010)

☐ Participate in the vendor game ($200)

☐ Donate to raffle (please list prize) _____

☐ Donate door prize (please list prize) _____

☐ Sponsor a speaker/event at the convention (the MAC will provide additional information)

PAYMENT INFORMATION

Amount enclosed $_____ ***(minimum $100/booth, plus a credit card required to hold your booth space. Final payment due March 26, 2010. Any balances not received by the March 26, 2010, will be charged to your credit card.)***

Method of Payment: ☐ Check (payable to Mich. Assoc. of Chiropractors): Check # _____

☐ Credit Card # _____ Exp. _____

We, the undersigned agree to abide by all regulations and restrictions on this contract.

Authorized Signature _____ Date _____

Company Name _____

EXHIBITION RULES AND REGULATIONS

1. **Management.** The word "management" as used herein shall mean authorized representatives of the Michigan Association of Chiropractors (MAC), including staff and the executive director of the MAC.

2. **Eligibiliy.** Exhibits will be limited to those companies or other entities offering materials, products, or services of specific interest to registrants. Management reserves the right to determine eligibility of any product or service for display. Exhibiting companies' representatives must list the participating principals as the exhibitor on record. Only the sign of the exhibitors whose name appears upon the face of this contract may be placed on the booth or in the printed list of Exhibitors. No exhibits or advertising will be extended beyond the space allotted to the exhibitor, or above the back and side rails. Exhibitor agrees that his exhibit shall be admitted, and shall remain from day to day solely on strict compliance with the rules herein laid down. Management reserves the right to reject, eject, or prohibit any exhibit in whole or in part, or exhibitor or his representatives, upon management's good faith determination that the same is not in accordance with these Rules and Regulations.

3. **Space Assignment.** Every effort will be made to assign the exhibitor to one of their chosen spaces. However, the management reserves the right to make the final space assignment, or change space assignment after the acceptance of the application, should it be necessary in the best interest of the exposition. **No exhibitor shall assign, sublet, or share the whole or any part of their space. No exhibitor has the right to deviate from the approved floor plan for the event.**

4. **Limitation of Liability.** The exhibitor agrees to indemnify and hold harmless the management, any sponsors, owner, exhibition hall facility, and city in which this exhibition is being held, and their officers, agents and employees against all claims, losses, suits, damages, judgements, expenses, costs, and charges of every kind resulting from its occupancy of the space herein contracted for by reason of personal injuries, death, property damages or any other cause sustained by any person. The management shall not be responsible for loss or damage to displays or goods belonging to exhibitors, whether resulting from fire, storms, act of God, air conditioning or heating failure, theft, pilferage, mysterious disappearance, bomb threats, or other causes. All such items are brought to the exhibition and displayed at exhibitor's own risk, and should be safeguarded at all times.

5. **Default of Occupancy.** If exhibition space is not occupied by the time set for completion of installation of displays, such space may be possessed by management for such purposes as it may see fit.

6. **Damage to Property.** Exhibitor is liable for any damage caused by his product, exhibit or representatives, to building floors, walls, or to standard booth equipment, or to other exhibitors' property.

7. **Special Services.** Electricity, extra tables, as well as other special services needed by individual exhibitors, are provided only when the exhibitor orders and agrees to pay for them specifically from the management.

8. **Booth Representative.** Booth representatives shall be restricted to exhibitor's employees and their authorized representatives. Booth representatives shall wear badge identification furnished by the management at all times during show hours. Management may limit the booth representatives at any time. All booths must be staffed by the exhibitor during all open show hours.

9. **Safety and Fire Laws.** Local fire and safety laws and regulations must be strictly observed by the exhibitor. Crowding will be restricted. Aisles and fire exits must not be blocked by exhibits.

10. **Lotteries/Contests.** The operation of games of chance or lottery devices, or the actual or simulated pursuit of any recreational pastime is permitted only to the extent permitted by applicable law and on written approval from management.

11. **Personnel and Attire.** Management reserves the right to determine whether the character and/or attire of booth personnel is acceptable and in keeping with the best interests of exhibitors and exhibition. Further, exhibitors expressly agree that their personnel will not conduct official exhibitor functions in their private rooms during business hours of the exhibition.

12. **Exhibitor Conduct.** The distribution of samples, souvenirs, publications, or other sales or sales promotion activities must be conducted by the exhibitor only from within the exhibit booth. The distribution of any articles that interferes with the activities in, or obstructs access to, neighboring booths or the aisles, is prohibited.

    The exhibitor shall conduct and operate its exhibit so as not to annoy, endanger, or interfere with the rights of other exhibitors and visitors. Any practice resulting in complaints from any other exhibitor or any visitor which, in the opinion of management, interferes with the rights of others, or exposes them to annoyance or danger, may be prohibited by management, and may be grounds for expulsion of the exhibitor.

13. **Obstruction of Aisles or Booths.** Any demonstration or activity that results in obstruction of aisles, or prevents ready access to nearby booths, shall be suspended for any periods specified by management.

14. **Cancellation of Booth Space.** Deposits are non-refundable and non-transferable. In the event of a cancellation by the exhibitor, that exhibitor must notify management in writing, and is responsible for the amount due as per payment terms on this contract.

15. **Termination of Exhibition.** The MAC, its agents, and employees will not be liable for failure to hold exhibition as scheduled. Payments, minus any actual expenses incurred in connection with the exhibition, for exhibit space will be returned in the event that exposition is cancelled prior to the opening date as a result of fire, any act of God, strike, epidemic, or public catastrophe, or any reason which makes it impossible or impractical to hold the exposition.

16. **Resolution of Disputes.** In the event of a dispute or disagreement between exhibitor and an official contractor, or between two or more exhibitors, all interpretations of the rules governing the exhibition, actions, or decisions concerning the dispute or disagreement by management intended to resolve the dispute or disagreement, shall be binding on the exhibitor.

17. **Receipt of Goods and Exhibits.** All arriving goods and exhibits will be received at the receiving areas designated by location officials. All incoming goods and exhibits must be clearly marked, and all charges prepaid by the exhibitor.

18. **Care and Removal of Exhibits.** The management will maintain the cleanliness of all aisles. Exhibitor must, at their own expense, keep their exhibit clean and in good order. All exhibits must remain fully intact until the exhibition has officially ended. Exhibits must be removed from the building by the time specified in the exhibitor packet. In the event any exhibitor fails to remove their exhibit in the allotted time, the management reserves the right, at the exhibitor's expense, to ship the exhibit through a carrier of management's choosing, or to place the same in a storage warehouse, subject to exhibitor's disposition, or make such other disposition of the property as it may deem desirable without any liability to the management.

19. **Insurance.** Exhibitors are advised to ensure that their regular business insurance includes extraterritorial coverage, and that they have theft, public liability, and property damage insurance.

20. **Losses.** Management shall bear no responsibility for damage to exhibitor's property, or lost shipment, either coming in or going out, nor for moving costs. Damage to inadequately packed property is exhibitor's own responsibility. If exhibit fails to arrive, exhibitor is nonetheless responsible for exhibit space cost. Exhibitor is advised to insure against these risks.

21. **Questions.** Any questions concerning your exhibit, other exhibiting events, or any event problem should be directed to the Management.

22. **Logo/Trademark.** The Exhibitors and their representatives agree that the "MAC" logo is copyrighted property of the Michigan Association of Chiropractors, whose name is also copyrighted, and that no logo or trademark owned by the MAC shall be used in any advertisement or publication without prior written approval by the MAC as to form and use. Any unauthorized use of any copyrighted trademark, name or logo owned by the MAC shall be grounds for legal action by the MAC against advertiser/exhibitor.

23. **Amendment to Rules.** Any matters not specifically covered by the proceeding rules shall be subject solely to the decision of Management. The Management shall have full power in the matter of interpretation, amendment, and enforcement of all said rules and regulations.

24. **Default.** If the Exhibitor defaults in any of its obligations under this contract, or violates its obligations or covenants under this contract, the Management may, without notice, terminate this agreement, and retain all monies received on account as liquidated damages. The Management may thereupon direct the Exhibitor forthwith to move its employees or agents and all of its articles of merchandise and other personal property from the space contracted for, and from the Exhibition Hall.

25. **Agreement to Rules.** Exhibitor, for themselves and their employees and representatives, agree to abide by the foregoing rules, and by any amendments that may be put into effect by Management.

We, the undersigned agree to abide by all regulations and restrictions on this contract.

Date _____

Authorized Signature _____

Company Name _____