



2021 INDEPENDENTS CONFERENCE & EXPO

May 24-27, 2021 Marriott Harbor Beach Resort
Fort Lauderdale, Florida

1. COMPANY NAME (as it should appear in print and marketing materials, final program, and conference website)

Address _____ City _____ State _____ Zip _____
Phone (____) _____ Website _____

2. EXHIBIT CONTACT NAME (manages booths)

Nickname _____ Title _____
Address _____ City _____ State _____ Zip _____
Direct telephone (____) _____ Email (required) _____

3. CONTACT NAME (contact listing for conference website and final program)

Name _____ Title _____
Telephone _____ Email _____
(email will not appear on website)

4. DESCRIPTION OF PRODUCTS/SERVICES TO BE DISPLAYED (350 characters or less - please print legibly)

5. BOOTH CHOICE FOR EXHIBIT SPACE FOR INDEPENDENTS CONFERENCE & EXPO

1st _____ 2nd _____ 3rd _____

To assist us in assigning the best location, please list the names of competitors you do not wish to be near:

	MEMBER	NON-MEMBER
Single Booth	\$4,000	\$5,500

CONFERENCE BADGES:
Exhibit fee includes two (2) complimentary registrations per 8' x 10' booth. An exhibitor registration code will be provided following booth assignment confirmation.

Amount due AFSA \$ _____

Payment: To secure your exhibit space, complete and return all 3-pages of this form to AFSA **with payment** for total cost of your space. Booth space will be assigned on a first-come, first-served basis. Applicant agrees to abide by the terms and conditions set forth by AFSA as noted in the Rules & Regulations.

- Check here that you **have** read and will follow the rules & regulations, **AND** please **SIGN and COMPLETE** the bottom of page 3 of this document!
- Check enclosed (Checks payable to AFSA)
- Our Exhibit fee is included in our **signed and submitted** AFSA Premier Business Partnership (PBP) Agreement.

Check # _____ Total \$ _____

Bill my: American Express Discover Visa MasterCard

Card number _____ Expiration _____ CW _____

Name as it appears on card _____

Authorized Signature: _____



Mail completed form with payment to: Jenny Bengtson - Director, Member Services and Marketing
American Financial Services Association, 919 18th Street, NW, Suite 300, Washington, DC 20006-5517
Phone: (202) 776-7304 • Email: jbengtson@afsamail.org



AMERICAN FINANCIAL SERVICES ASSOCIATION RULES AND REGULATIONS GOVERNING THE 2021 AFSA EXPOSITIONS



CONVENING ORGANIZATION AND SHOW MANAGEMENT:

American Financial Services Association (AFSA), 919 Eighteenth Street, NW, Suite 300, Washington, DC 20006-5517, Phone: (202) 296-5544. Website: www.afsaonline.org. Event dates and event facility are printed on the Application and Contract form. Facility Rules & Regulations will be printed in the Exhibitor Services Kit and will be available on the conference's website.

GENERAL SERVICES CONTRACTOR (GSC)/SHOW

DECORATORS: Independents Conference & Expo – May 24-27, 2021, **EXPO Convention Contractors, Inc.**, Miami, Florida. Once available, a link to the exhibitor's kit will be emailed to the Exhibit Contact listed on the application and will be posted to the Show's website.

ELIGIBLE EXHIBITS AND RESTRICTIONS: AFSA reserves the right to exercise its sole discretion in the acceptance or refusal of applications and/or limit space assigned to any one Company. AFSA reserves the right to decline to permit an exhibitor to conduct and maintain an exhibit if, in the judgment of AFSA, said exhibitor or exhibit, or proposed exhibit, shall in any respect be deemed unsuitable. AFSA is not liable for any refunds, rentals, or other exhibit expenses.

SPACE ASSIGNMENTS AND SUBLEASE: Applications received will be recorded in the order of receipt and insofar as possible, space will be assigned on a first-come, first-served basis. Instances may occur in which Show Management may need to modify exhibitor's space assignment. Exhibitors may NOT sublease the booth, or any equipment provided by Show Management; nor shall Exhibitor assign this lease in whole or in part without written approval, by Show Management, in advance of the Show or onsite. This includes subsidiaries; only one company per booth lease without pre-show written approval by Show Management. AFSA does not guarantee separation of competing exhibitors. AFSA reserves the right to alter the exhibit floor plan as it deems necessary. In all questions of booth design or layout, AFSA reserves final approval authority.

CANCELLATION: Cancellations of exhibit space must be directed in writing (email is acceptable) to AFSA. Cancellations received up to 40 days (April 14, 2021, 5:00 pm EST) prior to the exhibit opening will be subject to full refund. Cancellations after that time obligates the exhibitor to full payment of the rental and no refunds will be made. Failure to contact Exhibits Management about cancelling (being a No-Show) may result in denial of exhibiting at future AFSA events. Failure to occupy exhibit space will be deemed as a cancellation and does not relieve the Exhibitor from its obligation to pay the full booth rental fee. Any exhibiting company cancelling with a balance due is responsible for paying the remainder in full within 30 days of the cancellation.

OFFICIAL GENERAL SERVICE CONTRACTOR/SHOW

DECORATORS: Exhibitors are required to utilize the official General Service Contractor (GSC) to handle drayage on show site. Booth carpeting, decorations, furniture, flowers, signs, and electrical connections are available to the Exhibitor through the official GSC, who will bill the Exhibitor directly. If Exhibitor chooses to use its own contractor, the contractor will be required to provide a certificate of insurance to Show Management, naming American Financial Services

Association, the official GSC, and the facility as additional insured. The exhibiting company must agree to indemnify AFSA from any claims relating to the said contractor's services. AFSA and the official General Service Contractor are not responsible for any service provided by independent contractors.

An exhibitor's service kit with order forms, rates, and instructions for the services provided will be made available on the official show website prior to show. An exhibitor's service desk will be available during installation and dismantle for exhibitor's last-minute requirements.

BOOTH PROVISIONS: AFSA shall supply, at no charge to the exhibitor over the regular booth rental fee, the following standard booth decorations for each exhibit: Eight-foot (8') high curtain backgrounds, three-foot (3') high curtain sidewalls, a 7" x 44" standard exhibitor identification sign with the exhibitor's name, 6' x 30" draped table with two (2) chairs and a wastebasket. Ballrooms are carpeted by the hotel – at present, the carpet is a variegated beige and light teal. All other equipment and services are the sole responsibility of the exhibitor. Additionally, two (2) complimentary registrations will be provided to each exhibiting company for each booth rented. Please note booth size: 8' D x 10' W at the Independents Conference.

EXHIBIT HALL BADGES: All exhibit booth personnel must be registered. Once booth assignment is confirmed, instructions and the Show's exhibitor registration code will be sent to the Exhibit Contact listed on the application.

USE OF DISPLAY SPACE: The sale of merchandise or equipment of any kind is prohibited in the exhibit hall without prior approval from Show Management.

INSTALLATION, SHOW, AND DISMANTLEMENT: Show Management reserves the right to refuse admittance of exhibits or materials to the Show until all dues and fees owed are paid in full. Exhibitor agrees to comply with assigned installation, show and dismantle days and hours as outlined in the Exhibitor Prospectus. If booth space is not occupied one hour before the opening of the show, AFSA reserves the right to use such space as it sees fit, to eliminate blank spaces in the exhibit hall. Exhibits may not be broken-down or removed from the Facility until final closing of the show unless special permission is obtained in writing in advance from Show Management. **Early tear-down may result in denial of exhibiting at future AFSA events. Exhibits must be removed from the hotel/facility when specified in the Exhibitor Prospectus.** Any displays or materials left in booths, without instructions, will be discarded.

BOOTH CONSTRUCTION, RESTRICTIONS AND

BOUNDARIES: Each exhibitor is required to respect the rights of other exhibitors and to recognize that the general appearance of the exposition, as a whole, must take precedence over that of any individual exhibit. Standard booths are limited to 8' high background drapes and 3' high side drapes, which must remain in place during this year's event. Maximum height of exhibit is 8' and may extend only one-half of the booth depth from the back wall. Height in the front half of the exhibit space cannot exceed 4'. Any deviation from

these rules must be approved in writing by Show Management in advance of the Show.

Booths shall not obstruct other exhibitors or aisles. All parts of all exhibits must be exhibited within Exhibitor’s assigned space boundaries. Aisle space is under the control of Show Management. Unless the exhibitor is an official sponsor of an exhibit hall event, the passing out of food, beverage or any marketing items in the aisles is strictly prohibited.

FASTENING OF SIGNS OR OTHER ARTICLES: It is prohibited to fasten signs or other articles to the walls, pillars, or electrical fixtures of the Facility. The use of thumbtacks, tape, nails, screws, bolts, or any other tool or material that could mar the floor or walls is prohibited. Drip pans must be used under all equipment where there is a possibility of leakage. Any damages to the Facility made by an exhibitor’s staff or contractor are the sole responsibility of their exhibiting company.

MUSIC, AUDIO EFFECTS, PHOTOGRAPHY, AND VIDEOTAPING: Music and audio-visual devices with sound are permitted only in those locations designed by Show Management and at such decibel intensity as not to interfere with the activities of other exhibitors.

Only the exhibitor may grant permission to have its exhibit and/or products photographed.

Any person who attends an AFSA convention, conference, seminar, or other program grants permission to AFSA, its employees and agents (collectively “AFSA”) to record his or her visual/audio images, including, but not limited to, photographs, digital images, voices, sound or video recordings, audio clips, or accompanying written descriptions, and, without notifying such person, to use his or her name and such images for any purpose of AFSA, including advertisements for AFSA and its programs.

SECURITY/INSURANCE: AFSA and the General Services Contractor cannot and will not be responsible for damage to, loss, and/or theft of property belonging to any exhibitor, its agents, employees, business invitees, visitors, or guests. Each exhibitor must carry its own insurance.

LIMITATION OF LIABILITY: It is agreed that AFSA, the official service contractors and the management of the Facility and/or Headquarters hotel are not liable to the exhibitor for any loss, damage to goods, or injury to its property contained in such exhibits or injuries to his person, his agents, employees or others, no matter how sustained from fire, strikes, water, storms, vandalism, theft, smoke, accident,

pandemic, or other causes, nor any consequential damage to his business for failure to provide space for the exhibit or for the failure to hold the event as scheduled. The Exhibitor assumes entire responsibility and all claims for such losses, damage, or injury being hereby expressly waived by the exhibitor.

The Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save AFSA and its officers, directors, employees, agents and authorized representatives, and the Facility and/or Headquarters hotel and its respective owners, managers, subsidiaries, affiliates, employees and agents harmless against all claims, losses, and damages to persons or property, governmental charges or fines and attorney fees arising out of, or caused by, exhibitors installation, removal, maintenance, occupancy, or use of the exhibit premises or a part of thereof, excluding any such liability caused by sole negligence of the Facility or Headquarters hotels, employees and agents.

FORCE MAJEURE: In the event the Facility or any part of the exhibit area thereof becomes unavailable, whether for the entire event or a portion of the event, as a result of fire, flood, tempest, inclement weather, pandemic, or other such cause, or as a result of governmental intervention, malicious damage, acts of war, strike, lock-out, labor dispute, riot, or other cause or agency over which Show Management has no control or should Show Management decide, because of such cause, that it is necessary to cancel, postpone or re-site the exposition or reduce the move-in or installation time, show-time or move-out time, Show Management shall not be liable to indemnify or reimburse exhibitors in respect to any damage or loss, direct or indirect, arising as a result thereof.

SPECIAL MEETINGS/EVENTS: No Exhibitor shall hold any social event, hospitality suite, meeting, or demonstration to which attendees are invited that conflicts with the official Show schedule. In addition, ANY such activities may not take place outside the official Show schedule without the express written permission of Show Management.

ACCESS AND USE OF ATTENDEE LIST: Exhibitors will be emailed Attendee Rosters beginning approximately 6-weeks before the Show. Exhibitors are allowed to use the attendee list for its marketing purposes for this event alone; restricted to one pre-conference and one post-conference marketing outreach. At no time is the list to be used by, for, or disclosed to other parties, including subsidiaries.

THESE CITED TERMS & CONDITIONS, AND RULES & REGULATIONS, as well as all conditions stated in the Exhibitor Prospectus and exhibit application become a part of the contract between the Exhibitor and AFSA. This contract shall be governed by the laws of the District of Columbia.

I agree to the terms listed in the Rules and Regulations governing the AFSA Exposition.

Signature: _____ Date: _____

Print Name: _____ Title: _____

Company: _____