

ASTC EXHIBITOR & SPONSOR

Rules & Regulations

“ASTC” as used herein refers to the Association of Science-Technology Centers Incorporated, a Maryland nonprofit corporation. The word “Exhibitor” refers to the exhibiting organization indicated on this contract.

General Conduct of Exhibitors

Exhibitors must confine all materials and activities to their contracted booth space. All of the following practices are expressly prohibited: promotion of products or services other than those manufactured or regularly distributed by Exhibitor; use of strolling entertainment or activities outside of contracted booth space; distribution of samples or advertising materials in any area outside of contracted booth space; excessive noise that interferes with other exhibitors; storage or use of flammable or explosive materials or any substance prohibited by local laws or insurance carriers; use of materials with strong odors; solicitation of business by anyone other than representatives of Exhibitor; and promotion of any activities that draw ASTC registrants away from the Exhibit Hall during exhibit hours.

Payment Policy:

Prior to June 1:

Exhibit booths purchased prior to June 1 may be secured with a 50% deposit.

If payment is not included with the contract, exhibitor will have 30 days to pay the deposit or risk losing their booth assignment. All exhibitors who have paid at least a 50% deposit will be included in the preliminary program listing.

After June 1:

If payment is not included with the contract, exhibitor will have 30 days to pay the deposit or risk losing their booth assignment.

All exhibitors who submitted a deposit prior to June 1 must be paid in full by June 1, or risk losing their booth.

Only exhibitors paid in full will be listed in the final program.

Cancellations:

All cancellations must be requested in writing. Send an email to conference@astc.org.

Prior to June 1: ASTC will refund 100% of the payment.

Between June 2 and July 1: ASTC will refund 75% of the payment .

After July 2, no refunds will be issued for cancellation. You may use the payment amount as a credit for the following year's conference (only applied to the following year).

Service Contractor

The official Exhibit Hall services contractor is Global Experience Specialists (GES). If an Exhibitor-Appointed Contractor is employed, the Exhibitor must notify ASTC and GES no later than 45 days prior to the conference with the approximate number of regular and/or supervisory employees working the exhibit area during installation and dismantling. The exhibitor shall provide evidence that the Exhibitor-Appointed Contractor has a proper certificate of insurance with a minimum of \$1,000,000 of liability coverage, including property damage to show management and GES. The Exhibitor-Appointed Contractor to be used must submit a certificate of insurance with at least the following limits:

- Comprehensive General Liability not less than \$2,000,000 with respect to injury to any one person in an occurrence.
- \$2,000,000 with respect to injury to more than one person in an occurrence.

Service Contractor (continued)

- Workers' Compensation Insurance including employee liability coverage, in a minimum amount not less than \$1,000,000 of individual and/or aggregate coverage and/or statutory limitation.
- GES and show management must be named as additional insured.

Exhibit Booth Height and Configuration

Exhibits must be no higher than 8 feet in the back and 4 feet on each side, unless written approval is granted by ASTC. The back 5 feet may be occupied up to a height of 8 feet. The ceiling height of Exhibit Hall is at least 16 feet. No walls, partitions, decorations, or other obstructions may be erected that in any way interfere with the view of another exhibitor. Exhibitors requesting permission for additional booth height, for any type of covering over any portion of the top of their booth, or for the use of any nonstandard booth display materials must submit a detailed sketch or layout (showing the booth in both plan and elevation views, including all dimensions) to ASTC at least 90 days prior to the ASTC Annual Conference. Inline booths requesting additional booth height will be assigned space along the perimeter area of the Exhibit Hall.

Booth Construction/Covered Booths/Decorations

- All decorative and construction materials must be noncombustible, flame-resistive, or treated with a flame retardant solution.
- All curtains, drapes, carpets, and decorative materials must be made with noncombustible or flame-resistive materials
- All booths that are completely enclosed must have within the enclosed area a smoke detector that can be heard outside of the enclosed area.

Display Vehicles

- Vehicles may be allowed in the building for display purposes provided they meet the following requirements:
 - Fueling or fuel removal is PROHIBITED.
 - Vehicles are prohibited from being moved during an event without prior approval.
 - Natural gas-powered vehicles must have the tank purged before entering the building.
- Exhibitors demonstrating or exhibiting a mechanized or motorized part powered by either propellant or electrical system must have prior written approval of the City Fire Department's Public Assembly Officer. Approval must be secured through the event Account Executive not less than 30 days prior to decorator move-in.
- Exhibitors requesting demonstration of, or exhibiting a moving vehicle, must provide the event Account Executive with full written details of the proposed demonstration not less than 30 days prior to decorator move-in. After review by Center management, the request will be forwarded to the City Fire Department's Public Assembly Officer for review and approval. The event Account Executive will provide the exhibitor with the decision of Center management and the City Fire Department's Public Assembly Officer.
- Gasoline-powered vehicles on display must have fuel maintained at 1/4 tank or 5 gallons, whichever is less. Fuel tank caps must be locked or taped shut. Battery cables must be disconnected, and the connecting leads wrapped with electrical tape. Gasoline and diesel-fueled material handling equipment may not be stored overnight in exhibit halls.

Access By Minors

Children under the age of eighteen (18) are not permitted on the exhibit floor during installation, dismantle, or show hours, unless show management has given permission for minors to be present during show hours (e.g., part of an exhibit or focus group). Please ensure that all hired contractors and others servicing the event comply with this guideline.

Free Item "Giveaways"

- Exhibitors may give away free items to event attendees, with the exception of firearms and other weapons, helium-filled balloons, stickers, or decals. Food and beverage sample items are restricted as follows:
 - Exhibitors may provide "bite size" food samples of their individual brand-name products. Approved sample sizes are three (3) ounces or less.
 - The serving of generic products (i.e., frozen yogurt, ice cream, popcorn, cookies, coffee, bottled water, etc.) by exhibitors for the purpose of drawing attention to their booth is permitted only when the product being served is purchased from the exclusive in-house concessionaire.

Liability and Insurance

- Exhibitor agrees to assume all liability for loss or damage of any property of Exhibitor which Exhibitor may suffer during installation or removal or during the Annual Conference and Exhibit Hall if by reason of burglary, fire, accident, or any destructive cause. Exhibitor also expressly agrees to indemnify and hold harmless the Association of Science-Technology Centers Incorporated, GES Company, Convention Center, and all officers, employees, and agents of ASTC from any and all claims, liabilities, losses, damages, and expenses that may ensue from accidents, injuries, fire, theft, or any other cause. Exhibitor shall, at its own expense, secure and maintain throughout the period of the Annual Conference and Exhibit Hall, inclusive of move-in and move-out days, commercial liability insurance. Upon request Exhibitor shall provide ASTC with an insurance certificate naming ASTC as an Additional Insured under Exhibitor's general liability insurance policy.
- Although security guards will be provided, no guarantee of security is implied. Exhibitor retains sole responsibility for its own exhibit materials. In the event the Exhibit Hall is canceled, the liability of ASTC shall be limited to the money paid by Exhibitor as exhibit booth rental, less a proportionate share of all expenses incurred by ASTC as related to the Exhibit Hall.

Installation/Dismantling

Exhibit booth installation and dismantling must be performed within the applicable union guidelines in effect at the Convention Center. Exhibitors will have access to the Exhibit Hall for set-up from 8:00 a.m. to 5:00 p.m. on Friday, October 17, 2014; all exhibits must be set up and ready for show by 9:00 a.m. on Saturday, October 18. ASTC reserves the right to reassign any space not installed at that time and to do so without obligation to refund exhibit fees or provide other exhibit space. No booth or display may be dismantled before show closing on Sunday, October 19, 2014. All exhibits must be completely dismantled by Monday, October 20, 2014 by 10:00 a.m.

Electric

All electrical outlets will be installed on the floor at the draped back wall of in-line and peninsula booths. All island booths require labor unless all electrical outlets are installed at one location at our discretion. Distribution and connection of outlets are chargeable on a time and material basis. To determine if you need electrical labor, please refer to the following list of services:

- All under-carpet distribution of electrical wiring.
- All facility overhead distribution of electrical wiring, including coaxial cable, fiber optics, twisted pair, etc., and the distribution of same from product to booth and from booth to booth.
- All motor and equipment hook-ups requiring hard wiring connections.

Electric (continued)

- Installation and/or repair of electrical fixtures.
- Installation of electrical motors and electrical apparatus to be energized.

Union

GES will provide display union personnel to provide labor for the installation and dismantling of your exhibit. Full-time, bona fide employees of the exhibiting companies are allowed to set their own exhibits without assistance from this union. Any labor services that may be required beyond what your regular full-time employees can provide must be rendered by union labor. Labor can be ordered in advance by returning the labor form included in the Exhibitor Service Manual, or on show site.

Exclusion

ASTC reserves the right to refuse any applicant for exhibit space and the right to restrict or evict any exhibitor that, in the opinion of ASTC, detracts from the general character of the Exhibit Hall. This reservation applies to displays, printed matter, promotional materials, noise, personal conduct, and method of operation. In the event of such restrictions or eviction, ASTC will not be liable for any refunds or other exhibit expenses. ASTC members or vendors who sell products and services to the science center and museum community are not allowed to conduct or solicit business in the Convention Center or any ASTC conference hotels unless they have purchased exhibit booth space or sponsored an official event at the ASTC Annual Conference. Violation of this policy may result in ASTC's refusal to accept any and all registrations and future registrations.

Subletting of Space

Exhibitor shall not assign, sublet, or apportion the whole or any part of the space allotted without the prior written consent of ASTC.

Hospitality Suites, Private Parties, Meeting Room Requests

The following groups are invited to host a meeting that will be publicized in the preliminary and final conference programs. (Event forms must be received by April 15 to be included in the preliminary program and August 1 to be included in the final program.)

- Communities of Practice (CoPs) (Current or exploratory)
 - For requirements and a list of current CoPs, please visit www.astc.org/profdev/communities.
- ASTC Partners: Those who have a partnership agreement or grant with ASTC, or a past partner.
 - Examples include NISENET, CAISE, NSF, AAAS, AAM, NSTA, SMEC, Learning Labs, etc.

Additional groups permitted to request meeting space that will not be publicized (in the preliminary and final programs and on signage). Please note product demonstrations are available for purchase by exhibitors and sponsors, and they will be publicized in the preliminary and final programs. Visit the ASTC Integrated Marketing Prospectus for details.

- Official ASTC Annual Conference Exhibitors
- Official ASTC Annual Conference Sponsors

All requests are subject to availability and do not include food and beverage, audio visual, internet, possible room rental, and any other fees incurred for having a meeting at the host hotel. Once ASTC receives your event request form, an acceptance/rejection notice will be sent within 3-5 business days.

Please fill out the event request form and contact conference@astc.org for more information.

ASTC ADVERTISING POLICIES

Terms and Conditions

Association of Science-Technology Centers (hereinafter called ASTC) publications are published for and on behalf of the Association's membership and to advance informal science education. ASTC therefore reserves the right to reject, omit, or cancel advertising that it feels is not in the best interest of the membership or the profession.

Ad Submission Details:

- Insertion orders must be confirmed in writing by the space closing date listed on the rate card. Orders received after space reservation deadline will not be published for that issue. Verbal or electronic mail orders, without contracts, are not acceptable.
- Artwork must arrive by specified art closing dates.
- Previous artwork will be repeated if new artwork is not received by the closing date.
- Artwork should be high resolution (300 dpi) PDF.
- Artwork must be submitted to ASTC's Dropbox site. Place the artwork in the folder relevant to the program that you want the ad to run in.
- ASTC cannot guarantee accurate color reproduction if a SWOP standard proof is not supplied.
- ASTC, or their contracted printers, will not edit, design, or alter any advertiser-submitted ad. Ads must be resubmitted if advertisers wish to have an ad altered in any manner.
- The word "advertisement" will be placed with copy which, in the publisher's opinion, resembles editorial matter. Publisher reserves the right to determine ad placement, although every effort will be made to fulfill ad placement requests.
- No conditions, printed or otherwise, appearing on the space order, billing instructions, or copy instructions that conflict with the publisher's stated policy will be binding on the publisher.
- Advertisers and agencies assume liability for content of advertisements and assume responsibility for any claims therefore made against the publisher.

Payment/Billing

- Rates quoted are per insertion. Rates are net.
- Advertisers under contract will be rate-protected as per the terms of the contract and rate card.
- ASTC requires advertisers to prepay with insertion order. Copy of issue will be sent to advertising agency or advertiser immediately after publication
- Invoices will be generated for each ad per contract frequency.
- Payment must be received prior to the ad being printed.
- The publisher reserves the right to require full payment in advance for organizations with a poor credit history.
- ASTC provides one issue per each insertion to contract contact. ASTC does not provide tear-sheets.
- A 15% agency discount, per ad and per advertising organization, is applicable only when given agency submits two (2) or more insertion contracts from nonaffiliated advertising organizations, per rate card.

Payment/Billing (continued)

- Agency discounts are not applicable to agencies representing a single organization, or to in-house agencies.
- Agencies do not qualify for a double discount on final programs, or with other advertising promotions in other ASTC publications. Thus, when agency discount is applied, no other discount will be applicable above and beyond initial agency discount.

Cancellations

- No advertisement cancellations or changes in insertion orders will be accepted after the space reservation closing dates.
- Cancellations must be received in writing prior to the space closing date.
- Any advertiser canceling advertisements after the closing date must pay the full space charge.
- Advertisers who fail to comply with frequency contracts will be responsible for full fee at shorter rate and adjusted invoice generated for previous ads when relevant.
- Advertisers receiving discounted rate for ad placement in both preliminary and final programs who cancel their final program ad after the preliminary program has gone to print will be responsible for paying the full fee for the preliminary program ad. An adjusted invoice will be generated when relevant.
- Advertisers represented by agencies who receive agency discount will be responsible for non-discount rate if agency representation is less than two (2) per rate card. When relevant an adjusted invoice will be generated for previous ads when one, or more, agency-represented advertising organization cancels, resulting in agency representation being less than two (2) non-affiliated organizations.

Delinquent Accounts

Those accounts that are outstanding for 60 days or more by the closing date of the current issue will be restricted from advertising until full payment is received. Accounts more than 90 days past due will be referred to our collection agency.