

**OCTOBER 4–8, 2021**  
**ATLANTA**

COMPANY NAME (AS IT SHOULD APPEAR IN THE SHOW GUIDE)

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COMPANY MAILING ADDRESS

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CITY STATE ZIP

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COMPANY PHONE

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COMPANY WEBSITE

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CONTACT NAME TITLE

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EMAIL

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CONTACT OFFICE PHONE CONTACT CELL PHONE

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**Preferred Booths**

1st Choice \_\_\_\_\_ 2nd Choice \_\_\_\_\_ 3rd Choice \_\_\_\_\_

Companies we DO NOT wish to exhibit near:

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Companies we WOULD LIKE to exhibit near:

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## 2021 Booth Rates

**Early Bird discount is ONLY valid until February 26, 2021.**  
 Booths larger than 800 sq. ft. are based on \$13.50 per square foot rate.

Booth size \_\_\_\_' x \_\_\_\_' / Booth Price \$\_\_\_\_\_ (if larger than a 20' x 40')

Size	Booth Price	Furniture Package
<b>10' x 10'</b>	<input type="checkbox"/> \$3,300	<input type="checkbox"/> <b>10x10 Furniture Package - \$800</b> Includes 9'x10' gray carpet one 6' draped table two chairs one wastebasket 500 watt electrical outlet
<b>10' x 20'</b>	<input type="checkbox"/> \$5,250	
<b>10' x 30'</b>	<input type="checkbox"/> \$7,250	<input type="checkbox"/> <b>10x20 Furniture Package - \$1,000</b> Includes 9'x20' gray carpet one 6' draped table two chairs one wastebasket 500 watt electrical outlet
<b>20' x 20'</b>	<input type="checkbox"/> \$8,900	
<b>20' x 30'</b>	<input type="checkbox"/> \$10,400	
<b>20' x 40'</b>	<input type="checkbox"/> \$12,000	No substitutions or changes allowed. DEADLINE: SEPTEMBER 10, 2021

## Financial Summary

Exhibit Space Cost	\$ _____
Sponsorship	\$ _____
Advertising	\$ _____
Furniture Package	\$ _____
<b>Grand Total</b>	<b>\$ _____</b>
50% deposit is due within 30 days	\$ _____
Balance due by April 9, 2021	\$ _____

## Promotional & Sponsorship Opportunities

- Show Bag Insert \$2,000 (limited to 20)
- SimLab \$2,500 (limited to 15)
- Floor Graphic \$600 (3' x 3')
- Passport to Prizes \$300 + prize donation (limited to 32)

## Attendee Guide Advertising

- Ad List due February 5, 2021  
 Ad art due March 8, 2021
- Full Page \$1,650
  - Half Page \$1,050

## Conference Guide Advertising

- Ad list due July 7, 2021  
 Ad art due August 3, 2021
- Full Page \$1,650
  - Half Page \$1,050

APPLICANT'S AUTHORIZED SIGNATURE

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APPLICANT'S PRINTED NAME DATE

PLEASE NOTE THAT BY SUBMITTING THIS FORM, YOU UNDERSTAND THAT YOUR USE OF THIS SPACE IS SUBJECT TO THE CONDITIONS AND TERMS PROVIDED, WHICH UPON ACCEPTANCE BY EMS WORLD EXPO WILL BECOME A BINDING CONTRACT BETWEEN YOU, AS THE EXHIBITOR, AND EMS WORLD EXPO.

## Payment Information

We agree to pay the total booth/vehicle/sponsorship provided. We understand that 50% is due within 30 days and the final balance is due by April 9, 2021.

**All payments are non-refundable.**

- Only charge the deposit to my credit card at this time and approve automatically charging the balance to this credit card on April 9, 2021.
- Charge the entire amount to my credit card at this time.

Check enclosed: Make check payable to HMP and mail your application along with a 50% deposit or full payment to:

**HMP Communications LLC, P.O. Box 22151, New York, NY 10087-2151**

- Credit Card Type:  VISA  MASTERCARD  AMEX  DISCOVER

A 3% administrative fee will be applied to all credit card payments.

NAME ON CREDIT CARD

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CREDIT CARD # EXPIRATION DATE CVV

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Return signed application to Tara Fields at [tfields@hmpglobal.com](mailto:tfields@hmpglobal.com)

AUTHORIZED SIGNATURE

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This form indicates the policies and regulations set forth as part of the contract for the conference referenced in this contract with EMS World Expo, part of HMP. EMS World Expo reserves the sole right to render all interpretations, to amend and enforce these policies and regulations, and to establish any and all further regulations not specifically covered below to assure the general success and well-being of the conference. EMS World Expo reserves the right to decline, prohibit, and/or deny any exhibit or sponsorship that in its sole judgment is contrary to the character, objectives, and best interests of the conference or suitable for its attendee audience.

- 1. EXHIBITOR'S INFORMATION KIT:** A complete Exhibitor's Information Kit containing all the necessary order forms for drayage, electrical service, furniture rental, carpeting, cleaning, etc will be sent via email to each exhibitor after confirmation of space assignments. The official decorating company of the Event will also provide instructions within the Kit so forms may be processed online.
- 2. GENERAL EXHIBIT INFORMATION:** All exhibits must be set up by the time and date in the conference Exhibitor Information Kit. The exhibits officially close at the time and date in the Exhibitor Information Kit. No exhibitors may dismantle exhibits until the official closing time. EMS World Expo reserves the right to assign booth space.
- 3. EXHIBITOR SERVICES:** The official decorating and drayage company of the Event will provide and distribute an Exhibitor Information Kit containing literature and rates for all services and equipment. All furnishings and special requirements should be ordered through that decorating company.
- 4. DISPLAY RULES AND REGULATIONS:** EMS World Expo follows the IAEE Guidelines for Display Rules and Regulations: <https://www.hmpglobal.com/meetings/IAEEGuidelines.pdf>
- 5. EXHIBIT COORDINATOR:** The Exhibitor Information Kit will provide an exhibitor contact. For identified events, the official decorating company will direct and manage all of the following services and will have a service desk in operation at the time of installation and dismantle: Exhibitor's Information Kit distribution, furnishings, labor, rent or exhibit displays, signage, material handling services and transportation services.
- 6. PHOTOGRAPHY IN THE EXHIBIT HALL:** The use of cameras (including but not limited to cellular phones, film, digital, video taking or image or sound capturing) or audio taping equipment is prohibited anywhere during the conference without prior permission from EMS World Expo.
- 7. SUBLETTING OF SPACE:** The exhibitor agrees that the display will be confined to the area of space reserved and that sub-letting or showing products other than those manufactured or represented by the exhibitor is strictly prohibited.
- 8. ARRANGEMENT OF EXHIBITS:** The exhibitor agrees to manage his/her exhibits so as not to obstruct or interfere in any way with the general view, the view of the exhibits of other exhibitors, or the free passage of spectators. The decision of EMS World Expo as to what constitutes such obstruction or interferences will be final.
- 9. CARE OF SPACE:** The exhibitor agrees not to deface, injure, or mar the exhibition hall of the venue, any of the furniture or fixtures contained therein, and/or any of the property of whatever nature placed therein. The exhibitor will be liable to EMS World Expo and/or the venue for any damage resulting to such exhibition hall, furniture and fixtures contained therein, and/or such property placed therein by EMS World Expo, which will occur by reason of the commission or omissions of any exhibitor and/or its agents, servants, or employees. The exhibitor will defend and hold harmless EMS World Expo from all claims and suits against EMS World Expo arising from the aforesaid commissions or omissions of the exhibitor, their agents, servants, or employees. All material used by exhibitors must conform to the requirements of the Fire Department of the city in which the venue is located.
- 10. INSURANCE:** EMS World Expo assumes no responsibility for the safety of the personnel and property of exhibitors or the personal property of their officers, agents, servants, or employees. Any exhibitor wishing to insure his/her personnel or goods against injury, theft, damage by fire, accident, or other cause must do so at his/her own expense
- 11. SECURITY:** EMS World Expo and the venue are not responsible for loss of or damage to exhibitor property. Exhibitors will be required to display proper credentials to gain access to the exhibit floor.
- 12. LIABILITY:** EMS World Expo will not be liable for any damages in the event that performance of this contract is rendered impossible for any of the following causes: destruction of the exhibit hall or any substantial portion thereof by fire, earthquake, the elements, a public enemy, strikes or other public disorder, impossibility of performance created by law or any public authority, and/or for any cause beyond its control or the control of the venue.
- 13. CHILDREN:** Under no circumstances will children under the age of 18 be allowed in the exhibit hall during installation or dismantle. For reasons of insurance children are not permitted on the show floor. Because of limited seating capacity and the

- highly technical nature of the programs, children under the age of 18 are not invited to attend presentations.
- 14. SHIPPING INSTRUCTIONS:** Please ship early and prepay all transportation charges. Collect shipments will not be accepted and all shipments should be labeled with return address. Additional shipping instructions and labels will be provided in the Exhibitor's Information Kit. All shipments should be packed securely and fully prepaid. Bills of lading should be forwarded to the drayage agent when shipment is made. Each exhibitor agrees to ship his/her materials at the company's own risk and expense.
  - 15. CONDUCT OF EXHIBITS:** Canvassing or distributing of promotional outside the exhibitor's own booth will not be permitted. EMS World Expo reserves the right to monitor and reduce any exhibitor sound system so that it does not interfere with the show and/or other exhibitors. Exhibitors may not serve or dispense food or beverages of any type from their booths or in the exhibit area without the consent of EMS World Expo. No part of the display including products is permitted outside the exhibit space. Products and furnishings should be arranged with the safety of the exhibitors and attendees in mind. Each exhibitor must make provisions for the safeguarding of his goods, materials, equipment, and display at all times. The exhibitor will indemnify and hold EMS World Expo and the venue harmless against all such claims. All of the exhibitor's property should be deemed to remain under the exhibitor's custody and control in storage, in transit to or from, or within the confines of EMS World Expo or its service contractor.
  - 16. UTILITIES AND SERVICES:** Rates and data for electrical power, telephone connections, and Internet will be provided in the Exhibitor's Information Kit.
  - 17. CANCELLATION BY EXHIBITOR:** Any cancellation of or reduction in space must be communicated to EMS World Expo in writing. Cancellation of or reduction in space in no way relieves Company of its financial obligations as outlined herein. A full one hundred percent (100%) of the total Contract amount will be due for any cancellations received less than 6 months before the date of the EMS World Expo as outlined herein. Management may, at its sole discretion, reassign any cancelled space.
  - 18. CANCELLATION BY THE EVENT ORGANIZER:** In the event, that EMS World Expo be cancelled by EMS World Expo, EMS World Expo will refund the exhibit booth fee(s), including deposit(s), previously paid by Exhibitor, minus any expenses already incurred by EMS World Expo. Exhibitor may choose to transfer any remaining balance of fees (after incurred expenses by EMS World Expo have been deducted from previously paid fees) to a future live or virtual event, or toward print or digital products. EMS World Expo shall be under no liability to the Exhibitor or any other person in respect of any actions, proceedings, claims, demands, losses (including consequential losses), costs, or expenses whatsoever which may be brought against or suffered or incurred by the Exhibitor as the result thereof.
  - 19. CHANGES BY THE EVENT ORGANIZER:** In the event, that EMS World Expo is postponed or converted to a virtual event by EMS World Expo, EMS World Expo will transfer all previously paid fees to the new event (live or virtual). If the meeting is postponed and moves to alternate exhibit space, EMS World Expo will assign booth space comparable in size and location to the Exhibitor and Exhibitor agrees to use such space under the terms of this Contract. Should Exhibitor be unable to participate in the postponed or virtual event, previously paid fees will be transferred to a future event or applied towards print or digital products. EMS World Expo shall be under no liability to the Exhibitor or any other person or company in respect of any actions, proceedings, claims, demands, losses (including consequential losses), costs, or expenses whatsoever which may be brought against or suffered or incurred by the Exhibitor as the result thereof.
  - 20. PAYMENT:** Exhibit space cost and payment terms are stated on the front of this contract, and all payments are non-refundable. In the event of total or partial cancellation (space reduction) by Exhibitor, the Booth Fee will not be reduced or refunded, amount will be due. If Exhibitor fails to pay the entire Booth Fee at the times specified, or fails to comply with any of the terms and conditions or rules and regulations, Management may reassign the booth location reserved for Exhibitor and/or may resell that booth location to another party. The entire Booth Fee must be paid in full prior to move-in of the exposition. If Exhibitor cancels or breaches this agreement for any reason whatsoever, in addition to whatever rights Management may have under applicable law, any payments made by Exhibitor prior to the date of termination shall be retained by Management as liquidated damages and not as a penalty. Management and Exhibitor agree that such amounts constitute a reasonable provision for liquidated damages. Exhibitor shall also be liable for any payments required to be paid but not paid as of the date of cancellation or breach of this agreement. If the exposition is canceled or is not held for any reason whatsoever, then this agreement shall be canceled. Exhibitor's sole and exclusive remedy shall be to receive a refund of all amounts Exhibitor has actually paid on account of this contract. If for any reason beyond Management's reasonable control (e.g., an act of God, fire, labor disturbance, etc.) the exposition is materially curtailed, Exhibitor's sole and exclusive remedy shall be to receive a pro-rata refund of the Booth Fee.

- a. For any signed Contract received more than six (6) months before the date of the Event outlined herein, Company will remit payment to EMS World Expo according to the following schedule:
  - i. A non-refundable fifty percent (50%) of the total Contract amount is due upon signing this Contract. Payment not made via credit card upon signing this Contract will be invoiced. Payment must be received by EMS World Expo according to the payment terms stated on the Invoice. Until payment is received, EMS World Expo may, at its sole discretion, re-assign any exhibit space or sponsorship outlined herein.
  - ii. The remaining fifty percent (50%) of the total Contract amount is due no less than six (6) months before the date of the Event as outlined herein. Payment not made in full via credit card upon signing this Contract will be invoiced. Payment must be received by EMS World Expo according to the payment terms stated on the Invoice. Until payment is received, EMS World Expo may, at its sole discretion, re-assign any exhibit space or sponsorship outlined herein.
- b. For any signed Contract received within six (6) months before the date of the Event outlined herein, Company will remit payment to EMS World Expo according to the following schedule:
  - i. A non-refundable one hundred percent (100%) of the total Contract amount is due upon signing this Contract. Payment not made via credit card upon signing this Contract will be invoiced. Payment must be received by EMS World Expo according to the payment terms stated on the Invoice. Until payment is received, EMS World Expo may, at its sole discretion, re-assign any exhibit space or sponsorship outlined herein.
- c. Payment can be made by credit card or by check.

Make check payable to HMP and mail with a copy of your signed contract to:

HMP Communications, LLC  
P.O. Box 22151  
New York, NY 10087-2151

Credit Card: Please complete the form at [https:// payment.hmpglobal.com/ph/index.php](https://payment.hmpglobal.com/ph/index.php). There is a 3% credit card processing fee except for those located in CA, CO, CT, FL, KS, ME, MA, NY, OK, TX, and Puerto Rico.

- 21. RIGGING:** Additional rigging fees may apply for hanging signs in booths. Rates will be provided in the Exhibitor's Information Kit.
  - 22. INTELLECTUAL PROPERTY:** Exhibitor grants EMS World Expo a limited, non-exclusive, non-transferable license to use exhibitor's name and marks in connection with the Event. Exhibitor may not use EMS World Expo's name, trademarks, logos, or research in its booth or in any information it provides to its clients, except to inform clients that it will be participating as an exhibitor or sponsor of the event. The use of EMS World Expo's logo/name or the event logo/name by exhibitor before, during or after the event is strictly forbidden without the prior written consent of EMS World Expo.
  - 23. DECORATION:** EMS World Expo shall have full discretion in the placing, arrangement, and appearance of all items displayed by exhibitor and may require the replacing, rearrangement, or redecoration of any item or of any booth, and no liability shall attach to management for costs that may devolve upon exhibitor there by.
  - 24. OUTSIDE ACTIVITIES:** Exhibitor shall not conduct any event that will take qualified show attendees from the Event. Exhibitor shall not conduct or sponsor at any time during the Event any off-site hospitality events.
  - 25. LOTTERIES & CONTESTS:** The operation of games of chance, lottery devices, or the actual or simulated pursuit of any recreational pastime is permitted only to the extent permitted by applicable law and upon EMS World Expo's written approval.
  - 26. ADMISSION:** EMS World Expo shall have sole control over admission policies at all times. Booth personnel are restricted to exhibitor's employees and authorized representatives. All exhibitor personnel must wear an Exhibitor badge at all times. EMS World Expo reserves the right to limit the number of booth personnel at any time. Exhibitor's booth must be staffed during exhibit hall hours.
- Any person who attends an HMP organized event grants permission to HMP, its employees, and agents (collectively "HMP") 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 HMP, including advertisements for HMP and its programs.