

# APPLICATION FOR TRADESHOW BOOTH SPACE

Association of Diesel Specialists 2018 International Convention & Tradeshow

**Please remit to:**

The Association of Diesel Specialists  
Convention Headquarters  
Attn: Rosemary Hall  
7250 Heritage Village Plaza, #201  
Gainesville, Virginia 20155 U.S.A.  
Phone: (816) 595-4826 Fax: (847) 770-4952

**For ADS Use Only**

Date _____	Amount _____
Billed _____	Paid _____
Date _____	Ck# _____
Billed _____	Paid _____
Date _____	Ck# _____

This is our application for booth space at the International Convention sponsored by the Association of Diesel Specialists,

**August 7 – 10, 2018**

*Date of Tradeshow*

to be held at

**Manchester Grand Hyatt**

*Convention Facility*

**San Diego, California - U.S.A.**

*City/State*

We understand that booth space will be charged by ADS at the rate of \$2,310/member and \$3,740/non-member for the first booth which includes two non-transferable registrations. Each booth thereafter will be charged at \$1,100 each and does **NOT** include registrations. Booths are sold in 10' x 10' increments. In addition to the cost of the booth, **ALL booth personnel, after the first two, will pay the appropriate registration fees.** If applying for membership and your application is approved prior to or during the Convention, a refund in the difference of member/non-member fees will be issued following the Convention.

**Number of booths** \_\_\_\_\_ **Please list location preferences: 1st** \_\_\_\_\_ **2nd** \_\_\_\_\_ **3rd** \_\_\_\_\_

List company(s) you do not wish to be located near: \_\_\_\_\_

It is our understanding that a deposit, equal to 50% of our total booth fee, is due with our application. Credit card deposits will not be charged until January. Balances are due 30 days prior to the opening of the Tradeshow.

**Our check is enclosed.**  **Please charge \$ \_\_\_\_\_ to credit card:**  Visa  MasterCard  American Express

Card # \_\_\_\_\_ Exp. \_\_\_\_\_ Sec. Code \_\_\_\_\_ Signature \_\_\_\_\_

Collateral services, such as decorating charges, furniture rental, special floodlight connections, and similar services will be billed directly by the appointed exhibit services contractors. (Exhibitors should reach a firm understanding as to the prices and terms of such services at the time of contracting for them in order to avoid the possibility of future disputes.)

This application must list in detail all items intended to be displayed or about which any literature will be distributed, and the Tradeshow will be limited to those items approved for display only under the name or names in which application was made and exhibited products were approved. No exhibitor will be permitted to distribute literature on products other than those approved. ADS reserves the right to exclude, limit, regulate and control exhibits to the end that all exhibits will be consistent with the Exhibitor's application and with the ADS Tradeshow policy.

**Intellectual Property Rights** - Exhibitor represents and warrants to ADS that said exhibitor owns or validly possesses the right or permission to make, use, perform, sell and display any products, materials, information or services that will be displayed at the ADS Tradeshow, including, without limitation, any copyrighted works, trademarks, trade dress, service marks, patented items and trade names that will be displayed or promoted at the exhibitor's booth. In addition, exhibitor acknowledges that intellectual property infringement may result in removal of product, closing an exhibitor's booth and/or a ban from future ADS Tradeshows.

Exhibitor acknowledges, accepts and agrees to the rules, terms and conditions as set forth in the Tradeshow Policies and Procedures, to the rules/regulations and the ADS Intellectual Property Infringement Policy contained in the Tradeshow Prospectus.

Company Name \_\_\_\_\_ Phone ( \_\_\_\_\_ ) \_\_\_\_\_

E-mail \_\_\_\_\_ Fax ( \_\_\_\_\_ ) \_\_\_\_\_

Street Address \_\_\_\_\_ City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_

Signature of Official \_\_\_\_\_ Print Name on Credit Card \_\_\_\_\_

In order for the Tradeshow Committee to be able to qualify you as an exhibitor, please indicate in the space below the products which you propose to exhibit or about which you will be distributing literature. (Attach additional sheets, if necessary.)

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(Please return to ADS Convention Headquarters. Keep a copy for your records.)

# TRADESHOW POLICIES AND PROCEDURES

Exhibitor acknowledges, accepts and agrees to the rules, and terms and conditions as set forth below:

1. These terms constitute part of the contract between the Association of Diesel Specialists (ADS) and the Exhibitor for exhibit space at the International Convention & Tradeshow.
2. The Tradeshow Committee shall have primary responsibility for organizing the show to provide a complete, well-balanced tradeshow contained within available space. ADS Headquarters convention staff will assist the committee in carrying out its assignments.
3. The Tradeshow Committee shall consist of a chairman appointed by the President, and a sufficient number of members to effectively, and efficiently perform committee assignments. One committee member shall be a Service member from the Board of Directors. At least two committee members shall be from ADS Manufacturers.
4. The cost of the first booth includes two non-transferable registrations. Additional booth space(s) do **not** include registrations. All booth personnel, after the first two, will be required to pay full registration fees, whether meetings are attended or not. Companies utilizing only one booth space with just one attendee may apply for a discount. Visiting "VIP" employees (i.e., CEO, President) of exhibiting companies will be admitted to the Tradeshow for one day to see the show on a complimentary basis; such VIPs may not serve as booth personnel. See "Tradeshow Hall Passes" policy for further details.
5. Applications for tradeshow space shall be made to ADS Headquarters using the official application form. Upon receipt, the Tradeshow Committee chairman will be promptly notified, and unless there is any objection, the application will be accepted.
6. Whenever possible, space assignment will be made by the ADS Tradeshow Committee in keeping with the preference as to location requested by the Exhibitor. However, ADS reserves the right to make the final determination of all space assignments in the best interest of the Tradeshow.
7. Booth space is reserved on the basis of a signed application and a deposit of at least one-half of the total exhibit fee. The remaining exhibit fee is payable thirty (30) days prior to the opening of the Tradeshow. If payment is not received, ADS reserves the right to sell the space to another Exhibitor and all deposits will be forfeited.
8. If an Exhibitor cancels all or any of their participation less than thirty (30) days before the convention, no refunds will be made. All other cancellations will forfeit 50% of their total booth fee.
9. Solicitation for exhibitors shall be made to ADS Manufacturer, Allied Equipment, Replacement Parts Manufacturer, Diesel Engine & Vehicle Manufacturer and Distributor Members, plus non-member Exhibitors who exhibited at the preceding Tradeshow. This priority privilege shall expire 180 days prior to the opening day of the Tradeshow after which all applications will be considered in order of their receipt at ADS Headquarters.
10. An Exhibitor will exhibit only under the name or names in which application was made and exhibited products were approved.
11. ADS Tradeshow hours are established by the Convention Planning Committee each year and are designed to fit in with the program schedule.
12. ADS reserves the right to refuse admittance to Exhibitors displaying materials and/or equipment which are not in keeping with the interests of ADS.
13. ADS shall not be responsible for loss or damage to Exhibitors' display and other property. It is the responsibility of individual Exhibitors to insure their own property against fire, theft and other casualties. In addition, Exhibitors will be required to indemnify and hold harmless ADS and its officers, members and staff from any and all claims, liability and expenses arising out of personal injury or property damage caused by exhibitors, exhibit hall, exhibit space and exhibit personnel. Also, each Exhibitor will fulfill the Association's and the convention facility's requirements for assumption of liability, indemnification and insurance. These requirements are set forth in the Tradeshow Prospectus or may be obtained by request from ADS Headquarters.
14. Violation of any Tradeshow Committee rules shall be justification for exclusion of any Exhibitor from an invitation to participate in future ADS Tradeshows. Any such action shall have the approval of ADS legal counsel.
15. It is traditional (but not mandatory) for Exhibitors to contribute to the "Get Acquainted Reception", which is the opening event of the ADS Convention. The amount to be contributed is determined each year.
16. Any and all matters specifically not covered herein shall be subject to the discretion of ADS. The foregoing terms and conditions may be amended at any time.