



HMGS®

Cold Wars® 2019

Theme: Extreme Terrain – Mountain Warfare

2019 Exhibit, Marketing, & Sponsorship Prospectus

Event Dates:

Thursday, March 14 – Sunday, March 17, 2019

Exhibit Dates:

Friday, March 15 – Sunday March 17, 2019

www.coldwars.org

Heather Blush

Cold Wars® Convention Director

856.452.1707

director@coldwars.org

About HMGS®

The Historical Miniatures Gaming Society, Inc.® (HMGS®) is a 501(c)3 tax-exempt, non-profit, membership-based association established in 1986 and dedicated to the study of military history through gaming. HMGS membership is made up of 2,000+ US and International gamers.

HMGS® hosts three conventions per year: Cold Wars® in March; Historicon®, our four-day show in July; and Fall In!®, held in November. Our attendees are a mix of dedicated, hard-core historical miniature players and fantasy/sci-fi gamers, as well as painters, collectors and the public.

All of our shows feature several days of gaming, seminars, classes, and exhibits that provide an opportunity for our members to come together and study military strategy and history through gaming. We offer attendees a fun opportunity to game through a multi-disciplinary and well balanced convention format.

Why Exhibit

With a membership in excess of 2,000+ miniatures enthusiasts dedicated to historical gaming, there's no better opportunity to get your company's products and services in front of a targeted miniatures-based market. If you want to reach this highly dedicated audience, secure your exhibit space/sponsorship options now.

With its location in Lancaster, PA, HMGS® Cold Wars® anticipates strong attendance at this year's convention. Don't miss this opportunity to meet face to face with those on the "frontlines." There are opportunities for you to show off product during demo games, HMGS® Hobby University™ classes, War College seminars and the new Game Design School.

You will reach:

- **Tabletop Miniatures Gamers**
- **Miniatures Enthusiasts, Painters & Figure Collectors**
- **Novice Gamers, Parents, Educators & the curious public**

EXHIBIT HALL FLOOR PLAN—

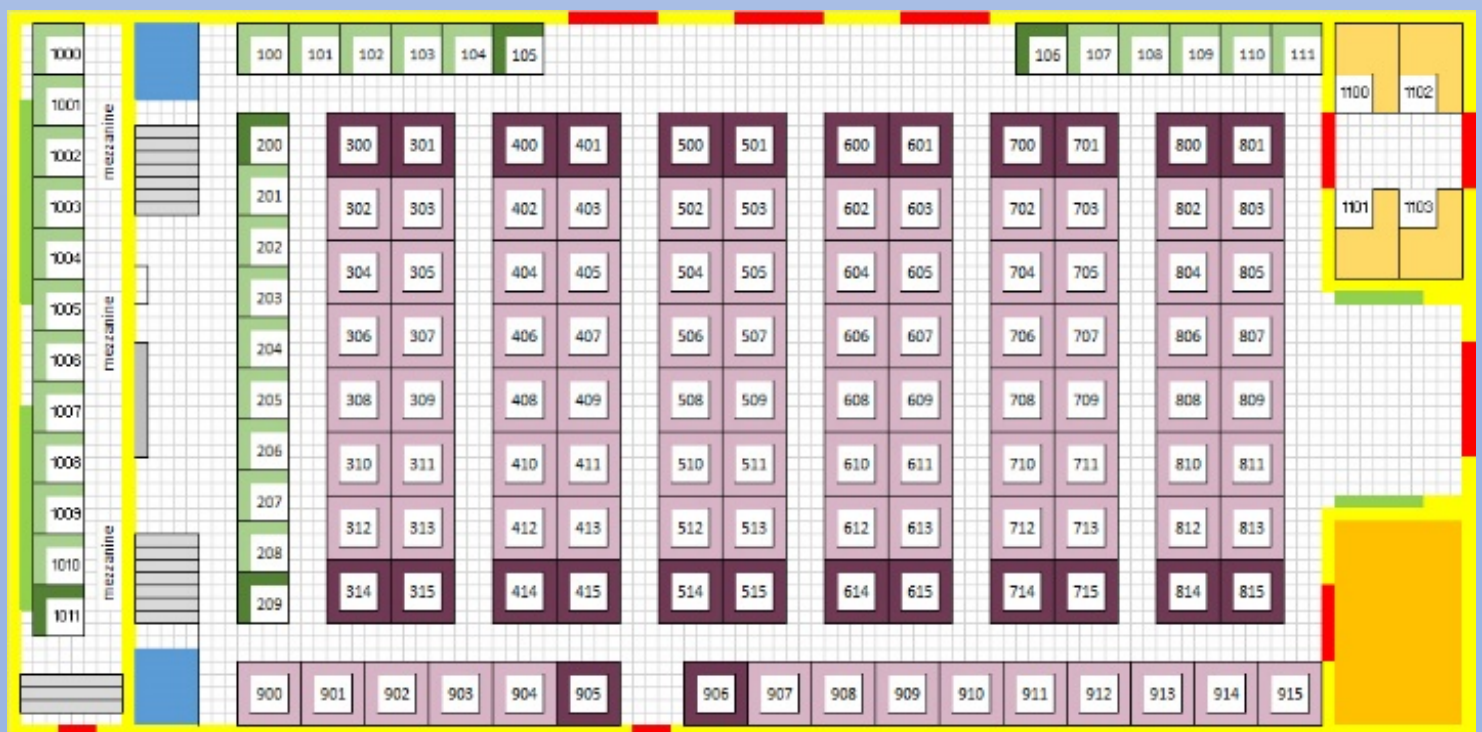


Exhibit Hours/Times:

Booth Set-up & Check-in

Thursday, March 14, 2019

10:00 am – 10:00 pm* Booth Set-up

NEW- There will be a dedicated exhibitor parking area for Cold Wars. We'll be assigning dock times to manage unloading and set up for all exhibitors. *Exhibitors arriving after 7:30 pm on Thursday should plan to unload only (no set-up until the following day)

Friday, March 15, 2019

8:00 am – 11:45 am Booth Set-up

Exhibit Hours—Open to Attendees

Friday, March 15, 2019

12:00 pm – 6:00 pm Exhibits Open

Saturday, March 16, 2019

9:00 am – 6:00 pm Exhibits Open

Sunday, March 17, 2019

9:00 am – 12:00 pm Exhibits Open

Booth Tear-down & Check-out

Sunday, March 17, 2019

12:00 pm – 4:00 pm Booth Tear-down

Cancellation Schedule

All cancellations must be submitted in writing by **Saturday, February 16, 2019**.

Exhibitor booth fees are refundable less a 50% cancellation fee. Booth fees are not refundable under any other circumstances. Advertising and Sponsorship fees are not refundable under any circumstances.

HOTEL ACCOMMODATIONS

Lancaster Host Resort
2300 E Lincoln Hwy
Lancaster, PA 17602

Discounted group rate: **\$124**

Reservations must be made by end of business on **Saturday, January 26, 5:00 pm**, local hotel time, subject to availability of rooms at the time of reservation. Reservations can be made by calling the hotel at **717.299.5500** and referring to the Historical Miniatures Gaming Society.

Booth Fees

	Early Bird 12.30.18 – 01.26.19	Regular Reg 01.27.19 - 02.16.19	Late Reg** 02.17.19 – 03.09.19
Corner booth 10x10 2-sides facing customers	\$300	\$375	\$470
Standard booth 10x10 1-side facing customers	\$200	\$250	\$315
Corner booth 8x8 2-sides facing customers	\$200	\$250	\$315
Standard booth 8x8 1-side facing customers	\$135	\$175	\$220
Special 14'x9' 4x only	\$300	\$350	\$425

****Exhibitor Applications received/paid after February 16, 2019, will NOT be listed in the printed onsite program book. Registrations will not be accepted at all after March 10, 2019**

Assignment of booth space is done on a first-received, first-paid basis with priority given to prior exhibitors. No space will be allocated until payment is received in full.

Exhibit Fees Cover:

- Use of booth space
- Corner booths include two tables; standard Booths include one table
- Exhibit hall lighting, air conditioning, perimeter security
- Inclusion in onsite program
- If Mobile App used, all Exhibitors will be listed in Exhibitors Section of App
- Recognition on website once payment is received
- Two complimentary exhibitor badges per initial booth; one badge per each additional booth
- Opportunity to purchase additional exhibitor badges at \$50 each

ADVERTISING

Onsite Program Advertising: Deadline Friday, February 16, 2019

Advertising in the onsite program, which is constantly referenced throughout the event and is distributed to every attendee on check-in at registration, is a great way to gain visibility around your participation and drive traffic to your booth. The onsite program is often shared and referenced post event with friends and family, as well as posted online for reference. Print-ready, high-resolution artwork must be provided by advertiser.

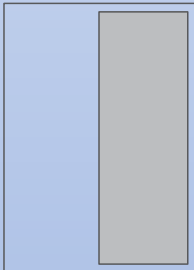
Inside front cover (4-color):	\$150
Inside back cover (4-color):	\$150
Outside back cover (4-color):	\$200
Full page:	\$75
Half page, horizontal:	\$50
Half page, vertical:	\$50
Quarter page:	\$30



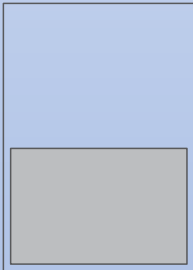
Full Page
(With Bleed)
8.75" x 11.25"



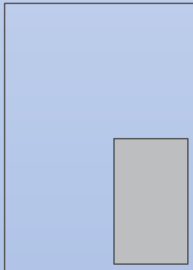
Full Page
(No Bleed)
7.5" x 10"



1/2 Page
(Vertical)
3.75" x 10"



1/2 Page
(Horizontal)
7.5" x 5"



1/4 Page
(Vertical)
3.75" x 5"



Every AD Purchase of a Half Page or Larger gets a Free Company Logo on HMGS Website Rotating Banner

SPONSORSHIP OPPORTUNITIES

Most sponsorship deadlines are Friday, February 16, 2019, and must be paid in full at time of request. All opportunities are on a first-received, first-paid basis.

Mobile App: \$1,500

This downloadable application will be available to all meeting attendees providing real-time access to convention schedule and key information in real-time on their smart phones. The interactive app will give attendees virtual access to the PEL, agenda, speaker bios, exhibitor descriptions, maps, and sponsor information. The application is also available through the web. Sponsorship of the 2019 mobile app enables you to exclusively brand the landing page that appears each time an attendee opens the app. Deadline for app sponsorship is Friday, January 30, 2019. **One Opportunity Available**

Attendee Bags with Your One-color Logo: \$1,800

Every attendee receives this bag when checking in at registration. This bag provides highly visible branding with the sponsor's company/product prominently visible throughout the event. Sponsor is responsible for providing high-resolution artwork. Proof will be provided for sponsor review prior to production. **One Opportunity Available**



Lanyards for Name Badges with Your One-color Logo: \$1,800



Attendees will advertise your company brand/product name around their neck for the entire three days. The logo of your choosing will be branded multiple times on each lanyard distributed to each attendee on check-in at

registration. **One Opportunity Available**

Attendee Welcome Reception: \$40

The Afternoon Exhibitor beer offering morphs into a welcome reception for all. There is no better way to create devoted customers and lifelong gamers than this networking event for First-time HMGS convention attendees. We plan to roll a little red carpet and ensure that everyone feels welcome. There will be beer, soft drinks and light snacks as well as small door prizes and SWAG. You can also participate by donating door prizes.

Multiple Opportunities Available

On-Site "You Are Here" Maps: \$150

HMGS attendees will see your logo displayed prominently on large 3-sided "You are Here" convention maps placed strategically around the venue. Sponsor is responsible for providing high-resolution artwork. Proof will be provided for sponsor review prior to production. **Eight Opportunities Available**

Bar Coasters with Your 1-color Logo: \$300



HMGS attendees love beer and spending time with good friends in the onsite bar. Show off your company and increase visibility in that favorite of favorite places other than the gaming hall, the convention bar. **1,000** 4-inch square

coasters imprinted with your logo will be provided while supplies last with your sponsorship. **Two Opportunities Available**

Bag Insert: \$30

Reach all attendees and increase visibility around your participation by providing an insert to the registration bag. Inserts are restricted to flat items such as flyers or CDs and may be no larger than 8.5" x 11". Information may include product or service promotion. All costs associated with producing and shipping an insert are the responsibility of the supporting company. Materials must arrive at the hotel by Tuesday, March 13, 2019, and must be addressed to the attention of Heather Blush/HMGS.

Distribution Quantities: 1,800 pieces

Unlimited Opportunities Available

HMGS® allows exhibitor product items to be given for inclusion in attendee gift bags as well for "in kind" sponsorship credit. Minimum amount of product is 500 pieces. Please contact the Exhibit Hall Manager for more information.

EXHIBITOR TERMS & CONDITIONS

The Terms & Conditions contained herein are intended by the Historical Miniatures Gaming Society, Inc.® to serve the best interest of the convention, the exhibitors and the attendees, and to give notice to applicants and exhibitors of governing terms & conditions. All applicants, exhibitors and exhibitor-appointed contractors are bound by these rules and regulations.

HMGS® shall have full authority to interpret or amend these terms, and its decision is final. Exhibitors agree to abide by any terms & conditions that may hereafter be adopted, which shall be as much a part of these Terms and Conditions as though originally incorporated. All issues not addressed herein are subject to the decision of HMGS®.

The exhibitor understands and agrees that the information contained in this document and the HMGS® Terms & Conditions are an integral and binding part of the Exhibitor/Sponsor agreement and that signing the exhibit space application/contract indicates understanding and agreement to comply with all policies, rules, regulations, terms and conditions, and any others issued by HMGS® regarding the convention; willingness to abide by the payment policy; acknowledgment of having read HMGS® Terms & Conditions; and agreement to distribute them for proper execution to those individuals involved with exhibiting.

Exhibit Eligibility

HMGS® retains the sole authority to determine the eligibility of any company and/or its products.

HMGS® reserves the right to refuse applications from companies not meeting standard requirements or expectations. HMGS® reserves the right to curtail or to close exhibits, wholly or in part, that reflect unfavorably on the character and the purpose of the convention. This applies to displays, literature, advertising novelties, souvenirs, conduct of persons, etc.

Assignment of Space

Priority for space assignment will be made on a first-received, first-paid basis, taking prior exhibiting history, space configuration and booth size into consideration, Management reserves the right to make any revisions necessary to the floor plan.

Exhibitors wishing to avoid assignment of space adjacent to that of a particular competitor should note that on their applications. Careful consideration will be given to all such requests, but cannot be guaranteed.

All space is assigned solely by HMGS Show Management. While show management will make every attempt to accommodate exhibit space requests, show management reserves the right to modify the floor plan to serve the best interests of the event. Such a modification does not relieve

exhibitor of contracted liability. HMGS's decisions about exhibitor space assignments are final and binding.

Fees & Payments

Full payment for space/advertising MUST accompany your completed and signed Exhibitor Application (online or mailed). Space will be assigned when your application and full payment is received. No space will be assigned without full payment for all items.

Payment may be made with PayPal, American Express, MasterCard, Visa or Check. Make all checks payable to: HMGS, Inc. All checks written on foreign bank accounts must include a \$45.00 Bank Processing Fee. There will be a \$35.00 charge for checks returned for insufficient funds, and a Bank Check or Money Order will be required to replace any returned check.

Freight and Material Handling

Exhibitors using displays are responsible for all arrangements: assembly/shipping, fees, etc. All Exhibitor shipments must be addressed to: Lancaster Host Resort and Conference Center, 2300 Lincoln Highway East, Lancaster, PA 17602.

The Lancaster Host will accept shipment of materials only 48 hours or less in advance of the show due to limited storage space. All packages must be labeled with:

Cold Wars

[NAME OF PERSON WHO IS TO RECEIVE THE PACKAGE(S)]
(RELEVANT DATE)

"Hold For Arrival"

The Lancaster Host will apply a receiving charge for the receiving and handling of packages shipped to the Lancaster Host. The Lancaster Host will receive packages through Common Carrier with a receiving charge of \$10.00 per package shipped and received. Letters and parcels weighing one pound or less are received free of charge.

The Lancaster Host will receive materials shipped via Freight Carrier at a charge of \$33.00 per hundredweight (one hundred pounds) provided that advance notice of three (3) business days is given prior to delivery. Applicable labor charges will also be applied for special deliveries and send-outs. Also, carriers unable to unload cargo to surface areas will be unloaded by forklift at the Exhibitor's expense of \$85.00 per hour with a one-hour minimum.

Shipments will not be received prior to 48 hours in advance of convention.

Limitations

Exhibitors, their agents, servants, employees or families may not sell new retail goods normally sold to the public as part of their normal dealer operations in Wally's Basement. Exhibitor agrees that doing so will be cause for immediate removal from the convention without a refund and result in forfeiture of any future priority, and possible rejection of application to future HMGS® conventions.

Onsite Operation

Upon arrival all exhibitors must check-in at the Exhibitor HQ table at the front of the hall. Staff will present you with your Exhibitor's Packet and escort you to your space, which will be marked for easy identification. **Markers, including tape affixed to the floor used to layout booth space in the Exhibit Hall, may not be moved or removed by anyone but convention staff.**

Pack-out

Exhibitor may not begin dismantling or packing any table or display before the official close of the Exhibit Hall at noon Sunday without prior approval. Dismantling or packing prior to that time may result in forfeiture of any future priority and possible rejection of application to future HMGS® shows.

Americans with Disabilities Act (ADA)

Exhibitors are fully responsible for complying with the Americans with Disabilities Act (ADA) with regard to booth space, including, but not limited to, the wheelchair access provisions. Exhibitors indemnify, hold harmless and defend HMGS®, its officers, directors, agents, members, and volunteers from and against any claims, liabilities, losses, damages, and expenses (including attorneys' fees and expenses) resulting from or arising out of the exhibitors' failure or allegations of exhibitors' failure to comply with the provisions of the ADA. Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information Line (800.514.0301).

Conduct

Professional behavior is expected from each company and its representatives at all times during the HMGS® Cold Wars® Convention. Sponsors, exhibitors and their representatives, and exhibitor-appointed contractors shall conduct themselves in a manner that is appropriate for the event, which includes but is not limited to the following restrictions: no smoking, no profanity, and no display of inappropriate content or clothing. In the event of inappropriate behavior at the event, HMGS® COLD WARS® reserves the right to close the sponsor's display or exhibit, and all sponsor fees paid to HMGS® COLD WARS® will be forfeited. Any provocation of another either verbally, physically or by any other means will result in all parties involved surrendering their badges immediately and being escorted off the premises by security, and all parties being prohibited from attending the remainder of the HMGS® Convention.

Care of Premises

No part of an exhibit, sign or other materials may be posted, nailed, taped, or otherwise affixed to walls, doors or floor surfaces in a way that will mar or deface the premises. The use of Velcro, stick-on decals or similar items and/or tape on any vertical surface, including, but not limited to, painted walls and portable walls within the facility, is strictly prohibited. Exhibitors are responsible for any damage to the facility.

Demonstrations

Demonstration areas must be organized within the contracted exhibit space. Demonstration tables cannot be placed closer than two feet from the aisle. Should spectators or samplers interfere with the normal traffic flow in the aisle or overflow into neighboring exhibits, HMGS® reserves the right to require the exhibitor to immediately discontinue the activity.

Display Regulations

The listing of height restrictions and display regulations for each allowable booth type follow.

LINEAR BOOTHS are sold in increments of 10 ft. wide and 10ft. deep (i.e., 10ft. by 10ft.). The back wall height may be a maximum of 8ft. Regardless of the number of linear booths utilized (e.g., 10ft. by 20ft., 10ft. by 30ft., 10ft. by 40ft., etc.), display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. For 10ft. by 10ft. or 10ft. by 20ft. booths, the maximum height of 8ft. is allowed only in the rear half of the booth space, with a 4ft. height restriction imposed on all materials in the remaining space forward to the aisle. (Note: When three or more linear booths are used in combination as a single exhibit space, the forward space 4ft. height limitation is applied only to that portion of exhibit space which is within 10ft. of an adjoining booth.) Linear booths are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle.

CORNER BOOTHS are linear booths at the end of a series of in-line booths with exposure to intersecting aisles on two sides. All other guidelines for linear booths apply.

PERIMETER BOOTHS are linear booths that back to an outside wall of the exhibit facility rather than to another exhibit. All guidelines for linear booths apply to perimeter booths except that the maximum back wall height is 12ft. In addition, a hanging sign is allowed with the restriction that the top of the sign be at 12ft. or below.

ISLAND BOOTHS are 20ft. by 20ft. or larger. The entire cubic content of the space may be used up to the maximum allowable height of 16ft, depending on ceiling height in the hall.

Drayage

The exhibitor is responsible for arranging all shipments, supplies and drayage service

Exhibitor Registration

Names of all participants affiliated with the exhibitor must be provided through the HMGS® COLD WARS® Exhibit Hall Manager prior to the deadline of Friday, February 16, 2019. Registered exhibitors must be employed by the exhibiting company or have a direct business affiliation. Registration after the deadline or onsite will result in higher registration fees. The exhibitor badge allows access to the entire convention.

Exhibits must be staffed at all times during open hall hours. HMGS® enforces the opening and closing hours. Companies that do not keep their booths staffed and operating until the official closing time jeopardize their participation at future HMGS® conventions.

Additional exhibitor badges will be available at \$50 each. Please contact HMGS® Exhibit Hall Manager at exhibitors@coldwars.org if you require additional badges. Badges are linked to individual attendees—full, proper names must be supplied. Each person must have and display a badge to attend convention events.

Fire and Safety Guidelines

Exhibitors must comply with all federal, state and local fire and building codes that apply. A full set of the Fire and Safety Regulations can be provided upon request.

Giveaways

Exhibitors may provide small promotional items to distribute to anyone visiting the exhibitor's booth in order to assist visitors in remembering an exhibitor or a service offered. Examples of approved giveaways: pens/pencils, key chains, caps/visors, stress balls, t-shirts, shirts. Candy, including chocolates, may be distributed if individually wrapped or in individual serving containers; any other food samples must receive prior approval from HMGS® and the venue.

Hanging Signs, Banners or Graphics

Professionally designed banners may be displayed on the back drape of the booth. HMGS® COLD WARS® encourages exhibitors to creatively theme their booth(s). Hanging signs and graphics are permitted in perimeter booths with the top of the sign at 12 feet or below and in island booths with the top of the sign at 16 feet or below. These booths should comply with all ordinary use-of-space requirements. Hanging signs and graphics must be fixed and within the confines of the booth. All hanging signs and graphics must be set back 10 feet from adjacent booths. No booth that shares a back wall with another booth will be permitted to have a hanging sign.

Indemnification

The exhibitor agrees to protect, indemnify and hold harmless HMGS®, HISTORICON®, the convention venue, and their respective officers, directors, agents, and volunteers against and from any and all suits, claims, proceedings, actions at law or in equity, hearings, investigations, charges, complaints, audits, notices, demands, direct or indirect liabilities, indebtedness, guaranties, endorsements, losses, damages, judgments, deficiencies, costs, expenses (including but not limited to attorneys' fees), assessments, fees, interest payments, penalties, disbursements, obligations, or responsibilities, whether known or unknown, asserted or unasserted, due or to become due, obsolete, accrued, absolute, liquidated or unliquidated, contingent or fixed, consequential or special, secured or unsecured, determined or undeterminable, imposed on, asserted against or incurred or suffered by any one or more of them, based upon, arising out of, or resulting from, directly or indirectly, the Exhibitor's occupancy or use of the exhibition premises, including but not limited to the sale of goods and services, in the show or on and adjacent to the convention venue, including storage and parking areas, any breach of, or inaccuracy of any of Exhibitor's representations or warranties in these Terms & Conditions, or any claims arising out of or related to Exhibitor's website.

Insurance

Exhibitors are required to insure their own display materials. In the event HMGS® or the owners of the convention site shall be held liable for any reason that might result from an exhibitor's action or failure to act in any manner whatsoever, said exhibitors shall reimburse HMGS® and/or the convention-site owners for all resulting costs and liability.

Liability

The Exhibitor assumes all risks of loss, injury, theft, or damage of any kind or nature whatsoever to any exhibit or component thereof, including any goods, merchandise, chattels, papers and business records, or other property that may be in or come into the exhibitor's possession during the course of the exhibit, or in the course of assembling or disassembling the exhibit, and to assume all liability for damage to property, person or persons arising from accidental or other causes incidental to movement and operation of exhibit, and here releases HISTORICON®, its volunteers and the convention venue from any liability whatsoever. Notwithstanding anything to the contrary in these Terms & Conditions, HMGS®'s liability to Exhibitor shall not exceed the amount paid by Exhibitor to HMGS® in connection with these Terms & Conditions and the agreement in to which they are incorporated.

Limitations

Exhibitors, their agents, servants, employees or families may not sell new retail goods normally sold to the public as part of their normal dealer operations in Wally's Basement. Exhibitor agrees that doing so will be cause for immediate removal from the convention without a refund and result in

forfeiture of any future priority, and possible rejection of application to future HMGS® conventions.

Use of Marks & Likeness

Exhibitor, on behalf of itself and its employees, agents and contractors, grants to HMGS® a perpetual, royalty-free, non-exclusive and worldwide right and license to make reasonable marketing use of the trademarks, service marks and trade dress, personal likeness and image, and other identifying depictions of Exhibitor (or its employees, agents or contractors, as applicable), to the extent that such are contained or depicted in photographs and/or video, including but not limited to electronically stored and displayed photographs and/or video, taken by or on behalf of HMGS® at or in connection with HISTORICON®.

No Show Policy

An exhibiting company will be considered a no-show if its booth space is unoccupied 30 minutes before the opening of the Exhibitor Hall to the public unless otherwise approved by convention management. In the event exhibitor fails to occupy space, convention management has right to use said unoccupied space to suit its own convenience, including renting said space to another exhibitor, without rebate or allowance due to defaulting exhibitor. The exhibitor shall be deemed to have cancelled their Exhibit Space Application /Contract for the HMGS® COLD WARS® Convention. HMGS® will require a written explanation of why the company did not show before future participation in any HMGS® convention will be allowed. The exhibit space may be assigned to another exhibitor and HMGS COLD WARS® will not provide a refund to the original company. HMGS COLD WARS® is not obligated to relocate that exhibitor if they arrive after the deadline.

Non-Exhibiting Suppliers

Non-exhibiting suppliers are prohibited from selling products and services or distributing items in the aisle, food and/or seating areas of the exhibit floor. Any non-exhibiting supplier selling products or services or distributing items in these areas will be escorted from the exhibit floor by on-site security personnel; convention credentials will be forfeited for the duration of the show; and the incident will be reported for further action. Any exhibitors observing such activity should communicate these infractions to HMGS® COLD WARS® staff or security monitoring the exhibit floor.

Outstanding Payments

Any exhibiting company that has an outstanding balance will be prohibited from exhibiting until this balance has been paid. Outstanding balances may include fees incurred through HMGS® COLD WARS® advertising or sponsorship.

Prohibited Practices

These practices are prohibited in the Exhibit Hall:

- Obstructing aisle space due to any activity in an

exhibitor's booth.

- Selling outside the confines of your booth and/or in the aisle.
- Audio systems that disturb neighboring exhibits. (Using an open audio system is strongly discouraged. The exhibitor must stop using a system if HMGS® determines that the sound level is objectionable to registrants or adjacent exhibitors. Further, the exhibitor is responsible for any and all fees that may be due for the use of copyrighted music used in audio presentations.)
- Non-exhibiting suppliers selling on the show floor will be escorted from the floor and not allowed to return.
- No gambling or games of chance.
- Attendees and exhibitors are expressly prohibited from carrying weapons and/or weapon replicas on their person. Weapons and/or weapon replicas may be displayed and/or sold in the Exhibitor Hall. Displayed weapons must be secured to tables or display for safety. Weapons purchased in Exhibitor Hall must be safely contained or packaged by the seller in such a manner that all edges are covered securely. The purchaser must remove purchased weapons from the convention site to a safe location (hotel room or vehicle) at his or her earliest opportunity.
- Video and/or music reproductions—you must be officially licensed to sell videos and/or music. Sales of reproductions (bootlegs) will not be tolerated
- No displays may be set up in aisles or fire exits, or be placed in such fashion as to block the flow of traffic. During event hours, all aisles should be kept clear for your safety, as well as the safety of event patrons. Displays and activities must be designed as to not block or reduce the flow of traffic (this also means you are NOT allowed to place chairs in the aisles). Likewise, exhibitors may not sell merchandise from boxes under or around their tables (i.e., floor space) which block aisles. Note the area of your booth will be clearly marked and all displays (spin racks, blister racks, chairs, etc.) MAY NOT go out of that area. You can, however, sell from under any table inside your booth area. This is a fire and safety consideration which both convention management and the convention center will enforce. Damage resulting from event-related activities such as equipment movement, two-sided tape, nailing, etc., will be charged to the responsible parties.
- Exhibitor may not engage in activities or promotional activities posing any potential injury to participants, bystanders, or fellow exhibitors. Exhibitor may not block aisle-ways. If it is exhibitor's intent to draw a crowd or form a line, provision must be made for the crowd or line to be able to stand within the confines of exhibitor's rented space, not in the surrounding aisle-ways, unless specifically arranged in advance with convention management.

Security

Each exhibitor is responsible for safeguarding its goods, materials, equipment, and exhibit at all times during the HMGS® COLD WARS® convention. HMGS® provides security guard service for the perimeter of the Exhibit Hall, but neither the guard service nor HMGS® is responsible for loss of or

Completing the Exhibitor Application Online –

Step 1 – [Login](#) - You must be logged in to the site – Please submit a Contact Us form if you need assistance with your credentials

Step 2 – Click Fall In!® Exhibitor Application Link under Calendar (Right Sidebar)

Step 3 – Click Register under Registration Information

Step 4 – Make your booth selection under Related Products and add the quantity needed. Select any additional items (Additional Badges) you wish to under Related Products

Step 5 – Complete the Registration Information Section making sure to fill in all * Required Fields – some fields will auto-fill from your profile.

Step 6 - Complete the Badge Request Section with a first name and last name for each person – nicknames or Minion 1, etc. are unacceptable. Don't forget to list yourself if you will need a badge. You receive 2 complimentary badges with the first booth and earn 1 badge for each booth after that. You may request Youth Badges for children age 14 or under – these are free. You may purchase additional Badges over the allotted amount for \$50 each – please indicate a quantity under Related Products and list names under Additional Badges.

Step 7 – Complete the Volunteer Rewards Program Acceptance Section.

Step 8 – Read the Terms and Conditions (Link is at Top of Page) and complete the Acceptance Section.

Step 9 – Complete the Electronic Signature

Step 10 - Click **Save & Finalize Registration** - A Pop-up “Finalize Event Registration” - Are you sure you want to finalize this event registration? Click Yes

If you have updated your profile information your contact information will auto-fill**


Step 11 – Checkout (Step 1 of 2). Your Recipient Information will auto-fill from the previous screens**. Please complete any required* field necessary.

Under Payment Information, Select your payment method. You may use the following:

- Paypal – Follow the Steps to Pay through Paypal
- Credit Card – American Express, Discover, MasterCard or Visa – Complete the Card information

You may mark the box next to Check here if the billing address is the same as the recipient information to auto-fill the Billing Information and then click PROCEED TO CONFIRMATION

Check out Step 2 – Verify information and then click COMPLETE ORDER.

Click the  View Invoice/Receipt to print out a receipt copy and save for your records.

CONGRATULATIONS YOU HAVE COMPLETED REGISTRATION – PLEASE PRINT YOUR EVENT REGISTRATION AND YOUR INVOICE/RECEIPT FOR YOUR RECORDS. WE STRONGLY SUGGEST BRINGING A COPY OF YOUR RECEIPT TO THE CONVENTION.

damage to any property. Deliveries or removal of equipment are permitted only during move-in and move-out. HMGS® strongly recommends that you do not leave cash in your booth unsupervised.

No one will be allowed into the Exhibit Hall during closed hours. All needed items and valuables must be taken with the exhibitor before the Exhibit Hall closes each evening.

Exhibitors will be allowed into the hall one hour before Exhibit Hall opens to the public each day.

Selling Products or Services

Exhibiting companies that sell taxable goods or services on-site are responsible for researching and complying with all Pennsylvania State and Pennsylvania Department of Revenue requirements.

The Exhibitor will comply with all laws of the United States, as well as all applicable state or local laws, regulations, ordinances, rules, and requirements of police and fire departments or other authorities of such jurisdictions; will obtain all necessary permits and licenses with respect to their activities; and will not do or suffer to be done anything during or in connection with HISTORICON®, including but not limited to offering and selling goods and services, in violation of any such laws, regulations, ordinances, rules, or requirements, including but not limited to those respecting infringement of patents, copyrights, or trademarks, misappropriation of trade secrets, unfair competition, privacy, publicity, and moral rights. If the attention of said Exhibitor is called to any such violation committed by said Exhibitor, or committed by any person employed by or admitted to the premises by said Exhibitor, said Exhibitor will immediately desist and correct, or cause to be corrected, such violation. The Exhibitor shall indemnify, defend, and hold harmless HMGS® from and against any and all claims, harm, losses, costs, damages, liability, or expenses (including attorney's fees) alleging violations of any such law, regulation.

HMGS® MAKES NO WARRANTY, WHETHER EXPRESS OR IMPLIED, AS TO GOODS AND SERVICES OFFERED BY ANY EXHIBITOR, AND HEREBY DISCLAIMS ANY AND ALL WARRANTIES INCLUDING BUT NOT LIMITED TO IMPLIED WARRANTIES OF MERCHANTABILITY, OF FITNESS FOR A PARTICULAR PURPOSE, OR AGAINST INFRINGEMENT.

Exhibitors are solely responsible for paying all applicable city, county, state, and federal taxes on sales and promotional

activities at the convention.

Show Cancellation Policy

Should HMGS COLD WARS® elect to cancel the show, HMGS COLD WARS® liability to the Exhibitor shall be the refund of any payments for booth space received. HMGS COLD WARS® shall not be liable for any consequential damages that may arise from such cancellation. Should the show be cancelled due to circumstances beyond the control of HMGS COLD WARS®, including, but not limited to, acts of God, acts of war, governmental emergency, labor strike, or destruction of exhibit facility, HMGS® shall return each Exhibitor's space payment less a pro rata share of costs and expenses incurred.

Storage

Storage of all sales literature and catalogs must be accommodated on or under the tables provided. No crates, fiber cases, cardboard boxes, or reserve supplies may be stored behind the booth back walls.

Logo Requirements and Use *

To ensure that your company receives the highest quality logo recognition, HMGS® COLD WARS® must receive your logo in a high-resolution Vector format of at least 300 dpi. The deadline for providing your company logo is **Friday, February 16, 2019**.

Non-Smoking Policy

HMGS® policy strictly prohibits the use of tobacco products, including e-cigarettes/vaping, in all areas of the hotel (including during installation and dismantling) and all hotel meeting rooms hosting HMGS® COLD WARS® events. Exhibitors are responsible for ensuring that all individuals associated with the exhibiting company comply with this policy.