

## Terms & Conditions

- 1. Agreement to Rules:** By participating in the HTNG Startup Alley ("Startup Alley"), your company ("Applicant") agrees to comply with these Official Rules. All decisions regarding Startup Alley will be made by HTNG Illinois ("HTNG") in its sole discretion and are final.
- 2. Eligibility:** Startup Alley is open to HTNG Startup members and non-members. For non-members, the first year of HTNG Startup Membership is included. Non-members must meet the eligibility requirements for HTNG Startup membership and complete and sign the eligibility form provided as Exhibit A. HTNG reserves the right to turn down an Applicant that does not meet the eligibility requirements and refund all fees paid under this application.
- 3. Rights:** By participating, you are promising that you own all rights to the software, images, content, and related collateral being presented. You also agree to allow HTNG to use your product name and your organization's name, identification and logo to promote or publicize the event in any manner, without limitation, and without further compensation. You agree to indemnify HTNG, including for legal costs, against any challenges to the ownership, use of, or rights to your product's technology and promotional material.
- 4. Deadline:** The deadline for the application and participation fee is 11:59 PM CST on Friday, February 9, 2018.
- 5. Participation Fee:** The participation fee is US \$3,000 for HTNG Startup members and US \$ 4,000 for non-members. The participation fee can be paid by Credit Card, ACH (US banks only), check drawn on a US bank, or bank transfer. This fee is due within 2 weeks of an approved application, or by Friday, February 9, 2018, whichever comes first. LIMITED SPACES ARE AVAILABLE AND WILL BE CONFIRMED ON A FIRST COME, FIRST SERVE BASIS BASED ON THE DATE AND TIME PAYMENT IS RECEIVED BY HTNG. NO APPLICATION OR SPACE WILL BE CONFIRMED UNTIL PAYMENT IS RECEIVED. TABLES WILL BE ASSIGNED BY HTNG.
- 6. Refunds:** IF THE APPLICATION FORM AND PAYMENT IS NOT RECEIVED BY THE DEADLINES STATED ABOVE, PARTICIPATION WILL BE FORFEITED.
- 7. Conference Registrations:** One conference registration to the HT-NEXT Conference is included in the Startup Alley participation fee. This will include access for one person from mid-day on Tuesday, March 13 until the end of the conference on Wednesday, March 14. Entrance is not permitted prior to this time. If the Applicant would like to register additional employees of the company for the same time period, this is permitted at standard registration fees.
- 8. Travel Arrangements:** Travel and hotel arrangements are not included and must be arranged at the Applicant's expense. The group rate at the Manchester Hyatt Regency is available on a first come first served basis and expires on February 12, 2018 or prior if the block is sold out. After February 12, 2018, rates are subject to the hotel's prevailing rates. Visit [www.ht-next.com](http://www.ht-next.com) for more information.
- 9. Exhibition Area:** Each participant will be provided a highboy table (tables are 30" in diameter) located in the Grand Hall Foyer on Wednesday, March 14 beginning 10:45 a.m. through 3:40 p.m. (set up can begin at 10:00 a.m. on March 14). Signage will be provided listing the Applicant's logo. You are encouraged to wear a T-shirt or other appropriate attire that promotes your brand. All literature and equipment required must be provided by the Applicant and must fit on the table provided. Equipment (including monitors) must measure no more than 25" in diameter. No additional signage, literature racks or banners of any kind are allowed. 110v power will be provided at your table upon request at no additional charge. Standard hotel wi-fi will also be provided. Please note Applicant is encouraged to make contingency plans to allow you to present your product without wi-fi access in the case of interruptions or inadequate bandwidth.
- 10. Publicity:** Applicants agree that HTNG must approve any written public announcement, such as a press release, before they may distribute it. Applicants also grant HTNG permission to use their company and product name in promotional communications about the event. By participating, Applicant also confirms that they have the authority to grant permission on behalf of the Applicant company(ies). Applicant agrees that HTNG may share the contact details of submitter and/or attendee(s) with media partners who may contact them for interviews, product information or other purposes.
- 11.** HTNG is not responsible for errors of any kind, including technical hardware or software failures in connection with Startup Alley, including lost or unavailable network connections, or failed, incomplete, garbled or delayed computer transmission that may limit entrants' ability to participate.
- 12.** HTNG's liability to the Applicant shall in no case exceed the entry fees paid.
- 13.** This agreement is governed by the laws of the State of Illinois. All claims relating in any manner to this event or to any submission must be resolved in the federal courts of the United States of America or state courts of Cook County, Illinois. All issues and questions concerning the construction, validity, rights and obligations of participants and HTNG in connection with the event, shall be governed by and construed in accordance with the laws of the State of Illinois, without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any jurisdiction other than the state of Illinois.
- 14.** HTNG is not responsible for any typographical errors in these Official Rules, or any inaccurate or incorrect data contained on the website.
- 15.** For more information or clarification of any of these rules, please contact [StartupAlley@htng.org](mailto:StartupAlley@htng.org)



# Startup Member Certificate of Eligibility

This certificate of eligibility may be subject to a Non-Disclosure Agreement upon request.

The company identified below has applied for a reduced-fee membership in Hospitality Technology Next Generation (HTNG), based on qualifying as a "startup" company. HTNG defines a startup company as any company that was first incorporated less than three years from the date of application, and that is not funded by an established company operating in the hospitality technology industry (including online distribution). Payment for the membership must be received no later than three years and 30 days from the company's date of incorporation.

To confirm eligibility, fill out the below form, **attach evidence of the date of incorporation**, sign, and return to [membership@htng.org](mailto:membership@htng.org)

Company Name: \_\_\_\_\_

Date of Incorporation: Month: \_\_\_\_\_ Day: \_\_\_\_\_ Year: \_\_\_\_\_

Attach a copy of your certificate of incorporation or other verifiable documentation showing the date of incorporation (this may be a link to an online registry operated by the government of the country or state in which you are incorporated)

List below (or on additional page) each individual owner who holds, directly or beneficially, more than 5% of the capital stock of the company. Provide the total percentage of ownership held by all individual owners as a group \_\_\_\_\_%.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

List each corporate owner that holds, directly or beneficially, more than 5% of the capital stock of the company, including the percentage held. If none, check here:

<u>Owner</u>	<u>Percent</u>
_____	_____
_____	_____
_____	_____
_____	_____

I certify that the information on this form is complete and accurate. I understand that if approved, the company will be eligible for a discount of approximately 75% on HTNG Corporate Industry Partner memberships for a maximum of two years; and that the discounted installment after the first year may be denied if a company active in the hotel technology industry acquires a significant beneficial ownership, or if the company acquires such a company or a substantial portion of the assets of such a company.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Printed Name: \_\_\_\_\_ Title: \_\_\_\_\_