



# SPONSORSHIP & EXHIBITOR APPLICATION & CONTRACT

All Booth Sizes are Measured in Square Feet (ft<sup>2</sup>)

Imperial U.S.(ft <sup>2</sup> )	Metric (m <sup>2</sup> )
10 ft x 10 ft = 100 ft <sup>2</sup>	9.3 m <sup>2</sup>
10 ft x 20 ft = 200 ft <sup>2</sup>	18.6 m <sup>2</sup>
20 ft x 20 ft = 400 ft <sup>2</sup>	37.2 m <sup>2</sup>

Please complete, sign, and send this application to BEST PRACTICES EXPO, attention Bill Smith via email at bill@airbestpractices.com. Space is limited and will be allocated on a first come, first served basis. 2021 Exhibitors & Sponsors will receive priority status for the Best Practices 2022 EXPO & Conference. The event runs from October 4-6, 2022 and EXPO HOURS are October 4-5 from 1:30-6:30 each day.

Our Company wishes to Sponsor or Exhibit at the Best Practices 2022 EXPO & Conference, taking place October 4-6, 2022 at the Cobb Galleria Centre In Atlanta. We agree to the terms and conditions of this contract.

Name \_\_\_\_\_  
Title \_\_\_\_\_  
Company \_\_\_\_\_

Street Address \_\_\_\_\_  
City/State/Zip \_\_\_\_\_  
Telephone \_\_\_\_\_  
Email \_\_\_\_\_  
Authorized Signature X \_\_\_\_\_  
Date \_\_\_\_\_

## A. EXHIBITOR SPACE & SPONSORSHIPS

### Sponsorship Level

- DIAMOND SPONSOR 20' x 20' \$20,000
- PLATINUM SPONSOR 20' x 20' \$15,000
- GOLD SPONSOR 10' x 20' \$11,000
- SILVER SPONSOR 10' x 10' \$6,000
- Additional Booth Space – \$2,750 per 100 ft<sup>2</sup>  
\_\_\_\_\_ ft<sup>2</sup> x \$27.50 = \$ \_\_\_\_\_

### Basic Exhibit Space

- Basic Exhibitor 20' x 20'  \$11,000
- 10' x 20'  \$5,500
- 10' x 10'  \$2,750
- Custom Booth Size \_\_\_\_\_ x \_\_\_\_\_  
\$2,750 per 100 ft<sup>2</sup>  
\_\_\_\_\_ ft<sup>2</sup> x \$27.50 = \$ \_\_\_\_\_

**SUBTOTAL \$** \_\_\_\_\_

## B. ONSITE SPONSORSHIPS

- Daily EXPO \$1,000 Energy Treasure Hunt Raffle (20 Available) \$500  
\*Included with Diamond, Platinum, Gold Sponsorship

### Exclusive Sponsorship Opportunities

- Badge Lanyards \$2,500
- Welcome Reception on October 3 \$3,000
- Lunch Sponsor(s)  Tuesday  Wednesday \$4,000
- Coffee Break(s)  Tuesday  Wednesday \$2,000

### Non-Exclusive Sponsorship Opportunities

- Show Bag Inserts (5 Available) \$1,000

**SUBTOTAL \$** \_\_\_\_\_

## TOTAL EXHIBIT & SPONSORSHIP AMOUNT DUE:

A + B Total = \$ \_\_\_\_\_  
Credit Card Convenience Fee 5% = \$ \_\_\_\_\_  
**Total Payment Due \$** \_\_\_\_\_

Indicate Preferred Booth Location Numbers:

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

Identify 3 Competitors Whose Booths You Prefer Not to be Adjacent to. Show management will try to accommodate requests but cannot guarantee to meet the request.

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

## C. PAYMENT INFORMATION

**Deposit Required:** A 50% deposit of the total cost must accompany a completed application if received before April 6, 2022. Exhibit space/ sponsorship will only be reserved when payment is received. The balance is due latest on April 6, 2022. Full payment required for reservations made after April 6, 2022. Booth space will be reserved only when payments are received.

**Cancellation Policy:** Sponsorship (including those with booths) cancellations are not permitted and will incur 100% cancellation fee equal to total cost of sponsorship. Basic exhibitor space only cancellations will incur a minimum 50% cancellation fee. Please note full cancellation terms in Item 7 of terms and conditions.

**Total Payment Enclosed:** \$ \_\_\_\_\_

**Please make checks payable to and mail payment to:** Smith Onandia Communications LLC, 217 Deer Meadow Drive, Pittsburgh, PA 15241. Contact Patricia Smith at patricia@airbestpractices.com or tel: 412-980-9902 with any payment questions.

- Payment by check  Bill our Company (purchase order required)
- Payment by Credit Card 5% Convenience Fee

For credit card payments, please contact Patricia Smith after receipt of invoice at tel: 412-980-9902.

### For Show Management Use Only

Date Received \_\_\_\_\_ By \_\_\_\_\_ Check # \_\_\_\_\_  
Deposit \_\_\_\_\_ Quote # \_\_\_\_\_ PO # \_\_\_\_\_  
Booth Assigned \_\_\_\_\_ Total Sq. Feet \_\_\_\_\_  
Sponsored Items \_\_\_\_\_



# SPONSORSHIP & EXHIBITOR APPLICATION & CONTRACT

## 2022 Best Practices Expo and Conference Exhibitor/Sponsor Contract Terms

As an Exhibitor and/or Sponsor in the show, we hereby agree to conduct business in a professional manner, to observe the regular hours of the exposition, and to the following terms and conditions:

1. Exhibitor/sponsors will indemnify, defend, and hold Smith Onandia Communications LLC (SOC), Show Management and its contractors, show hosts, sponsors and cosponsors, and the Cobb Galleria Centre in Atlanta harmless from any claims, losses, expenses, (including attorneys' fees) and liability arising in connection with the "Best Practices" meeting being held October 4-6, 2022 at the Cobb Galleria Centre in Atlanta. Exhibitor agrees to make no claims whatsoever for loss, theft, damage, destruction of goods; nor for any injury to themselves or employees while in the exposition quarters; nor for any damage of any nature, including damage to their business, nor for any loss resulting from labor disputes, acts of God or nature, or any action of any nature of SOC and Show Management. Force Majeure: In the event of the Exhibit Hall or any part of the exhibit area thereof is unavailable whether for the entire event, or a portion of the event as a result of wind, fire, flood, tempest, act of God or nature, or any other such cause or as a result of governmental intervention, malicious damage, acts of war, acts of terrorism, strike, lockout, labor dispute, riot, virus, disease, pandemic or any other cause or agency over which Show Management has no control, or should Management decide that because of any such cause it is necessary to cancel, postpone, or resite this show, SOC, Show Management, Host and Sponsors shall not be liable to indemnify or reimburse the Exhibitor in any respect of any damage or loss, direct or indirect, arising as a result thereof.
2. Upon submitting booth/sponsorship contract we understand booth/sponsorship space is non-cancelable and we agree to adhere to the cancellation policy terms (No. 7). Sponsorship cancellations are not permitted and will incur 100% cancellation fee equal to total cost of sponsorship. For Basic Exhibit Space only: if we cancel, we will be charged a minimum of 50% of the published booth fee for the number of spaces we have contracted. Use of space: Exhibitors shall not assign, share or sublet any space without written consent of SOC.
3. Exhibitor/sponsors are advised to carry floater insurance to cover their exhibit material against damage and loss and public liability insurance to cover against injury to the Exhibitor, its staff, and to injury to others. All property of Exhibitor is understood to remain under its custody and control in transit to and from and within the confines of the exhibit area and Exhibitor shall maintain insurance covering Exhibitor's property. Exhibitor shall also carry comprehensive general liability and property damage liability and statutory Workmen's Compensation with employers' liability. Appropriate Certificates of Insurance shall be furnished by Exhibitor upon request by Show Management or its contractors. Obtaining insurance and amount of insurance remains solely the responsibility of the Exhibitor.
4. In island spaces with aisles on all four sides, overhead panels or "bridge type" construction may be permitted. No exhibit shall be permitted to interfere with a neighboring exhibit. Island exhibits must not include a back wall that blocks visibility of neighboring booths. In-line booth side-dividers of a height in excess of 36" must not extend further than three (3) feet out from the back wall. Booth walls or equipment displayed must not exceed eight (8) feet in height. Any exceptions must first be approved by Exhibition Management. Exposed/unsightly portions of booth may be ordered "masked" by Show Management – the expense for which is the sole responsibility of the Exhibitor. Carpeting of exhibit space is required. SOC retains the right to change the expo floorplan and Exhibitor's booth location without prior notice.
5. All exhibits must be set up by 12:00 noon on October 4. Booth space not set up and claimed prior to the show opening will be forfeited and may be reassigned by Show Management at its discretion. SOC reserves the right to force set an exhibitor's booth if freight has been delivered or remove freight from the floor prior to show opening. All charges will be applied to the exhibitor's account.
6. Regulations and Compliance: No explosives, fuel, combustibles, or hazardous materials, decorative materials not fireproof nor flameproof, or any materials or substances deemed hazardous under applicable fire regulations may be brought into the Exhibit Hall. Exhibitor must observe all union regulations in force in the Exhibit Hall and use qualified personnel for services. All Exhibitor's electrical, pneumatic, and hydraulic equipment must meet requirements of all applicable electrical and safety codes.
7. Cancellation, change of space, change of Exhibitor information, and refund policy:
  - a. Sponsorship (including those with exhibit booths) cancellations are not permitted and will incur 100% cancellation fee equal to total cost of sponsorship.
  - b. Exhibitor/sponsor agrees to notify Show Management in writing if it needs to change its booth size, change its company name.
  - c. For Basic Exhibit Space only:
    - i. Written cancellation received by Exhibit Manager more than 90 days prior to the opening date of the show, cancellation fee of 50% of total booth and sponsorship cost will be assessed.
    - ii. Written cancellation received within 60 to 90 days prior to the opening date of the show, cancellation/ penalty fee of full amount of booth and sponsorship cost will be assessed regardless of cancellation notification, and no refund will be made.
    - iii. Written cancellation received less than 60 days prior to the opening date of the show, total payment for the booth space is due regardless of cancellation notification, and no refunds will be made.
    - iv. If an Exhibitor decreases its booth size from the original contract, it will be deemed a cancellation for the booths decreased, and the show's cancellation schedule will apply.
8. Exhibitor/sponsor agrees to immediately notify SOC Show Management in writing prior to the show of any changes in company profile. Upon submitting the reservation/contract form, exhibiting/sponsor company is liable for payment for applicable booth space or sponsorship fee. No refunds or transfers of Exhibitor/Sponsor funds are permitted. In case of a dispute, the governing laws of Pennsylvania will apply. Any legal or collection-related costs incurred by Show Management resulting from delinquent payment by Exhibitor will be paid for by Exhibitor.