

# APPLICATION & CONTRACT

## for Exhibit Space, Advertising and Sponsorships

This application for exhibit space, advertising and sponsorships indicates applicant's willingness to abide by all accompanying terms, conditions, and exhibitor rules and regulations, as well as any additional conditions New Jersey Association of REALTORS®, New York State Association of REALTORS® and Pennsylvania Association of REALTORS® (hereinafter, "the associations") deem necessary for the success of the Trade Expo.

### SPONSORSHIPS

Packages:

- Diamond (\$7,500)
- Platinum (\$5,000)
- Deluxe (\$2,500)

À La Carte Sponsorships:

- Icebreaker Reception (\$2,500, four maximum)
- Grand Assembly Speaker (\$5,000, **SOLD**)
- Tri-State Lounge (\$1,500/day)
- Program Printing (\$3,500, exclusive)
- Triple Play Highlights (\$2,500, exclusive)
- Convention Lanyards (\$1,000, exclusive, plus cost of lanyards) **SOLD**
- Cyber Lounge (\$5,000, exclusive)
- Shuttle Trolley (\$1,000 per shuttle, 10 available, plus cost of signage)

TOTAL SPONSORSHIP COST: \$ \_\_\_\_\_  
 Due by July 15 for recognition in registration brochure.  
 Due by October 14 for recognition in convention program

### ADVERTISING

Advertise in the official Triple Play 2011 Convention Program.

- Quarter-page B&W Ad (3.75" x 5.25") .....\$225
- Half-page B&W Ad (V: 3.75" x 10.5"; H: 7.75" x 5.25") .. \$400
- Full-page B&W Ad (7.75" x 10.5") .....\$750
- Inside Front or Back 4-color Cover (7.75" x 10.5") ..... **SOLD**

TOTAL ADVERTISING COST: \$ \_\_\_\_\_  
 Due by October 14, 2011.

### EXHIBIT SPACE

Exhibit fee is \$1,500 per 10' x 10' in-line booth and \$2,000 per 10' x 10' corner booth, unless you are purchasing a sponsorship package that includes a complimentary booth(s). Four complimentary convention registrations per booth are included in the fee. Additional registrations are available for a fee of \$50 per registration. Full payment is required with return of this application. Any cancellations must be made in writing. If the exhibitor cancels its contract prior to October 31, 2011, the Associations shall be entitled to retain 25% of the full exhibit booth price as liquidated damages. If the exhibitor cancels its contract after October 31, 2011, the Associations shall be entitled to retain the full exhibit booth price as liquidated damages.

Please refer to the floor plan and indicate booth number choices in order of preference. If choices are not available, the next closest booth location will be assigned.

10' x 10' in-line booth (Cost: \$1,500 per booth)

- 1st choice \_\_\_\_\_
- 2nd choice \_\_\_\_\_
- 3rd choice \_\_\_\_\_

10' x 10' corner booth (Cost: \$2,000 per booth)

- 1st choice \_\_\_\_\_
- 2nd choice \_\_\_\_\_
- 3rd choice \_\_\_\_\_

Please specify any companies you prefer not to be located near on the show floor:

\_\_\_\_\_

\_\_\_\_\_

Total number of exhibit booths: \_\_\_\_\_

TOTAL EXHIBIT COST: \$ \_\_\_\_\_

Please check your Product and Service Category for listing in the exhibitor roster:

- 1031 Tax-Deferred Exchanges
- Affiliate Organizations
- Application Software
- Communication Devices
- Computer Consultants
- Computer Hardware
- Computer Technology
- e-commerce Solutions
- Education & Professional Development
- Environmental Services
- Financial Programs & Services
- Government Agencies
- Green Products & Services
- Home Energy Options
- Home Inspection/Warranty
- Insurance
- Legal Products & Services
- Maps
- Newspapers/Magazines/Home Guides
- Office Equipment & Supplies
- Photographic Equipment
- Premiums & Incentives
- Printing
- Property Information Services
- Real Estate Companies/Franchises
- Real Estate Developers
- Real Estate Software
- REALTOR® Associations
- Relocation & Referral Services
- Security & Safety Products
- Sales Promotion
- Signs
- Tax Planning & Services
- Telemarketing Services
- Title Companies
- Valuation
- Other \_\_\_\_\_

### COMPANY AND PAYMENT INFORMATION

GRAND TOTAL FOR SPONSORSHIPS, EXHIBIT SPACE AND ADVERTISING: \$ \_\_\_\_\_

Contact Name: \_\_\_\_\_

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

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone: \_\_\_\_\_

Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_ Website: \_\_\_\_\_

Company information will be published in the official convention program and on the convention website.

Exhibitor Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

By my signature, I confirm I have read and agree to abide by the above Application & Contract and the Exhibitor Rules & Regulations. By signing this contract I also agree to receive marketing materials by fax, e-mail and U.S. Mail from the associations and their representatives.

- Check enclosed OR
- Charge my credit card:  VISA  MasterCard  American Express  Discover

Account #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

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

Mail signed application and check (made payable to "TRIPLE PLAY") to:

Triple Play  
 c/o New Jersey  
 Association of REALTORS®  
 P.O. Box 2098  
 Edison, NJ 08818

eFax to:  
**Maureen 732 - 404 - 8122**  
**Mary 732 - 404 - 8128**



## EXHIBITOR RULES & REGULATIONS

**1. Application & Eligibility:** Application is not guarantee of acceptance as an exhibitor. Application must be completed in full and be executed by an individual who has the authority to act for the applicant. The Association reserves the absolute right to decline any application for any reason if, in the Association's judgment, the product or services to be shown or demonstrated are not acceptable to the real estate business or are inconsistent with the stated purposes of the Associations and the interests of its members.

**2. Cost of Space:** \$1,500 per 10' x 10' aisle booth; \$2,000 per 10' x 10' corner booth.

**3. Booth Package:** The booth rental price includes (A) 10' x 10' booth space; (B) 8' high back drapes and 3' high sidewall drapes; (C) 6' x 30" draped table; (D) two chairs; (E) one wastebasket; (F) 7" x 44" exhibitor sign; (G) security service; (H) four complimentary convention registrations (badges) per booth; (I) company listing in convention program (if contact received by deadline); (J) company listing and website link on convention website; (K) use of Triple Play logo and banner ad on exhibitor's promotional materials.

**4. Exhibit Location and Floor Plan:** Exhibits will be located as shown on the official floor plan. All dimensions and locations shown on the official floor plan are believed, but not warranted, to be accurate. The Association reserves the right to rearrange exhibitors and exhibit booth space as deemed necessary.

**5. Assignment of Space/Terms:** All 2010 Triple Play exhibitors are given the right of first refusal on the space that they occupied in 2010 provided a signed contract and full payment are received by the deadline date of June 15, 2011. After June 15, 2011, exhibit booth sales will be open to all new vendors and space will be determined on a first-come, first-served basis and is contingent upon Association approval, receipt of signed contract and full booth payment.

**6. Exhibit Hours:** The trade expo will be open on Tuesday, December 6, from 12:00 pm – 6:00 pm; Wednesday, December 7, from 9:00 am – 6:00 pm and Thursday, December 8, from 9:00 am – 12:00 pm.

**7. Exhibit Staff Registration & Housing:** Exhibit booths must be manned at all times by qualified regular employees of the exhibitor (or its authorized representatives). All exhibitors (including temporary help and set-up personnel) must wear name badges at all times. These badges are not transferable. Four complimentary badges per booth are included in the booth rental. A fee will be charged for each additional registrant. The Association reserves the right to impose reasonable limitations on the number of exhibit staff within a booth. Housing information will be provided in September and will be made available to all pre-registered exhibitor representatives.

**8. Cancellation of the Exhibit Contract.** Any exhibitor desiring to cancel exhibit space (including a reduction of exhibit space) shall notify the Association in writing. If the exhibitor cancels its contract prior to October 31, 2011, the Association shall be entitled to retain 25% of the full exhibit booth price as liquidated damages. If the exhibitor cancels its contract after October 31, 2011, the Association shall be entitled to retain the full exhibit booth price as liquidated damages. The Association reserves the right to resell and/or reassign the space.

**9. General Service Contractor:** Vista Convention Services will serve as the official general service contractor for the trade expo. Furniture, carpeting, floral, extra draperies, signs, union labor, telephone and Internet access, audiovisual equipment, electrical and crate storage are available from the general service contractor and other designated contractors at exhibitor's expense. An Exhibitor Service Kit with order forms covering these items will be provided to each confirmed exhibitor in September. It is highly recommended that Vista Convention Services be utilized to set-up and dismantle exhibits. If another contractor is used for these purposes, they must notify the Association and Vista Convention Services in writing and submit proof of adequate insurance for liability and worker's compensation.

**10. Shipping/Delivery Information:** Vista Convention Services will provide information on shipping methods and rates. The exhibitor shall ship, at its own risk and expense, all articles to be exhibited. No exhibit material is to be sent directly to the Atlantic City Convention Center. Exhibitors have the right to unload/load their own vehicles, during move-in and move-out times, in an area to be specified by the show contractor, provided that the vehicle is no larger than a van; they provide their own dollies/hand trucks; and they utilize no motorized lift equipment. Exhibit materials may be hand-carried through public doorways, provided that no material handling equipment other than personal luggage carriers are used.

**11. Storage:** The Atlantic City Convention Center has no special storage for exhibits and storage of empty crates during the trade expo. Storage arrangements can be made with Vista Convention Services.

**12. Food & Beverage:** Ovations is the exclusive supplier and retailer of all food and beverage of any type at the Atlantic City Convention Center. Exhibitors offering food and/or beverage sampling must first be approved by Ovations.

### **13. Construction, Installation and Use of Exhibits and Exhibit Facilities:**

**A. Acceptability of Exhibits** – All exhibits shall serve the interests of the members of the Associations and shall be operated in a way that will not detract from other exhibits, the trade expo or the convention as a whole. The Association reserves the right to require immediate withdrawal of any exhibit believed at its sole discretion to be injurious to the purpose of the Associations.

**B. Restrictions and Use of Space** – No exhibitor shall sublet, assign or share any space allocated to it without the written consent of the Associations. Soliciting, demonstrating or distributing advertising materials must be confined to the exhibitor's own booth. Any activity that causes attendees to congregate in the aisle or in adjacent exhibit booths will be curtailed or eliminated. Aisle space, air space, public space, any area surrounding the booth, registration areas and meeting rooms shall not be used for exhibit purposes. Operation of sound devices is allowed if the exhibitor complies with volume level restrictions and noise level does not disrupt the activities of neighboring exhibitors. No alcohol is to be dispensed within the Trade Expo. Failure to comply with these regulations can result in dismissal from the Trade Expo.

**C. Guidelines for Display** – Each exhibitor is entitled to a reasonable sightline from the aisle. Exhibits shall be constructed and arranged so that they neither obstruct the general view or the sightlines of neighboring exhibitors. Exhibit fixtures, components and identification signs will be permitted to a maximum height of 8'. The maximum height of 8' is allowed only in the rear half of the booth space, with a 4' height restriction for the remaining space forward to the aisle. No aisle booths may be over 8' high except for booths on perimeter walls where the height limit is 12' high. For end-cap booths (generally two booths on the end of an aisle), the maximum back wall height of 8' is allowed only in the rear half of the booth space and within 5' of the two side aisles with a 4' height restriction on materials in the remaining space forward to the aisle. For peninsula booths (generally four booths on the end of an aisle), the maximum back wall height is restricted to 4' high within 5' of each side aisle, permitting adequate line of sight for the adjoining booths. Sixteen feet is the typical maximum height allowance for

the center portion of the back wall. For island booths (generally a 20' x 20' space exposed to aisles on all four sides), the entire cubic content of the space may be used up to the maximum allowable height of sixteen feet. Additionally, exhibitor agrees to comply with the American with Disabilities Act and its regulations in the design of the booth.

**D. Installation and Dismantling of Exhibits** – All exhibits must be in place and ready for display by Tuesday, December 6, at 12:00 pm. The exhibitor may set up the exhibit on Monday, December 5, from 9:00 am to 5:00 pm and on Tuesday, December 6, from 9:00 am to 12:00 pm. No exhibits may be erected after the Trade Expo opens. Space not occupied by 12:00 pm on Tuesday, December 6 will be forfeited by the exhibitor and may be resold and reassigned at the sole discretion of the Association without refund of booth rental fees. Dismantling of exhibits is on Thursday, December 8, from 12:00 pm to 6:00 pm. No exhibits may be dismantled before the official closing time. Exhibitors attempting to begin dismantling before the official closing time will be asked to stop; in addition, this breach of the rules and regulations will deny the exhibitor the opportunity to exhibit at future shows. Setting up, dismantling and removal of exhibits are the responsibility of the exhibitor. No trash, extra products, flyers, etc. may be left in the booth. Should the exhibitor fail to remove its exhibit and/or trash after the dismantling time has ended, this removal will be arranged by the Association at the exhibitor's expense.

**E. Fire and Safety Regulations** – All local regulations will be strictly enforced and the exhibitor assumes responsibility for compliance with such regulations. All materials used in the exhibit area must be flame proof and fire resistant in order to conform to local fire ordinances and regulations of the local fire department. All aisles, exits, fire stations and fire extinguisher equipment must be kept clear at all times. There is no smoking in this facility. Please contact the Association for guidelines for vehicle displays.

**G. Protection of Atlantic City Convention Center Property** – Acceptance of exhibit space makes it obligatory on the part of the exhibitors that they shall not deface, injure or mar the Atlantic City Convention Center property. Nothing shall be taped, pasted, tacked, nailed, screwed or otherwise attached to columns, walls, floors or other parts of the building or furniture. No helium balloons shall be given away or sold. No glitter or confetti shall be permitted in the exhibit area. No adhesive backed decals and stickers shall be given away. No freight shall be allowed on public escalators or elevators. Any damage done and costs associated with removal or clean-up shall be paid for by the exhibitor.

**14. Indemnification:** This contract shall not be considered a partnership, joint venture or agency between the Association and the exhibitor. It is agreed that exhibitors will assume the entire responsibility and hereby agree to protect, indemnify and hold harmless the Association and the Atlantic City Convention Center against all claims, losses and damages to persons or property arising out of or caused by exhibitor's installation, removal, maintenance, occupancy or use of exhibition premises or any part thereof as well as any neglect, intentionally wrongful or illegal act by exhibitor or any of its representatives.

**15. Insurance:** Exhibitors shall acknowledge that the Association, the Atlantic City Convention Center and Vista Convention Services do not maintain insurance coverage for exhibitor's property or injury to exhibitor or its representatives, agents, employees, licensees or invitees. It is recommended that exhibitor obtain adequate insurance coverage, at its own expense, for property loss or damage and liability for personal injury.

**16. Choice of Law:** This contract shall be governed, construed, applied and enforced in accordance with the internal laws of the State of New Jersey without regard to conflict of law principles. Exhibitor consents to and confers personal jurisdiction on all courts of record in New Jersey and the federal government located in New Jersey and agrees that service of process may be made by mailing a copy of the summons and complaint to exhibitor at exhibitor's address.

**17. Music Licensing:** If applicable, exhibitor warrants that it shall have obtained appropriate licenses and the authority to use copyrighted music.

**18. Taxes:** If applicable, the exhibitor must contact the NJ Division of Taxation for information and/or appropriate forms for collecting tax on sales and/or re-sales.

**19. Security:** The Association shall provide security guard service on a 24-hour basis from move-in through move-out. Reasonable precautions are taken to protect property but the Association does not insure and are not guarantors of the safety of persons or the protection of property. For information on individual booth guard services, contact the Association.

**20. Function Space:** The Atlantic City Convention Center shall not provide space for display or exhibition purposes other than that provided and confirmed by the Association under this contract. No display or exhibition space shall be available at any other hotel. Hospitality rooms and meeting space shall be subject to prescribed regulations and shall be closed during convention education sessions and trade expo hours.

**21. Unauthorized Solicitation:** Solicitation of business on the premises of the trade show floor by anyone other than official Triple Play 2011 exhibitors is strictly prohibited. Solicitation of business in education sessions and meetings is entirely prohibited.

## SPONSOR & ADVERTISER DEADLINES AND SPECIFICATIONS

**IMPORTANT, PLEASE NOTE: Logos and ads must be submitted electronically by e-mail to [marty@njar.com](mailto:marty@njar.com).**

**Logo format:** Camera-ready, full-color AND black/white, high-resolution EPS file ONLY.

**Logo submission deadline:** July 15, 2011. Logos submitted after this date will NOT be included in the registration brochure mailing sent to all members of the Association.

**Ad format:** High-resolution, print-ready PDF or EPS file ONLY.

**Ad submission deadline:** October 14, 2011.

The following will NOT be accepted: low resolution files; ads submitted in Microsoft Word or Publisher or any format other than PDF or EPS; ads not sized properly; and ads submitted after October 14, 2011. In the event that the materials are not submitted properly or by the deadline, the ad will NOT appear and the advertiser will be responsible for payment.

A cancellation fee of 25% per sponsorship and/or advertisement will be charged to a sponsor/advertiser who cancels their contract prior to October 31, 2011. After October 31, 2011, sponsor/advertiser is obligated to full payment of the sponsorship/advertisement fee.