

BOOTH SPACE APPLICATION & CONTRACT

ICCFA ANNUAL CONVENTION & EXPOSITION | April 18–21, 2018

Company Information to be Published in Exhibitor Directory

(Due November 22, 2017, for assignment under the cumulative point system.) Please provide information about your company below.

<input type="checkbox"/> First Time Exhibitor	For Office Use Only
<input type="checkbox"/> IMSA Member	Booth #
<input type="checkbox"/> PLPA Member	Points

Exhibiting company name _____

Address _____

City _____ State/Prov _____ Zip/Postal Code _____

Other/additional (addresses outside USA) _____

Phone _____ Company email address _____

Website _____

Main contact for Company _____

Person Responsible for Making Booth Selection & Fern Expo Contact

The following individual will serve as the authorized representative of the company listed above regarding the 2018 ICCFA exposition. This person will receive all exhibit-related mailings and emails regarding the exposition.

Name of authorized representative _____

Email address: _____

Office Phone _____ Cell _____

I have read the rules and regulations pertaining to the 2018 ICCFA exposition and agree that all representatives and exhibiting personnel from my company will comply with them.

Signature of authorized representative _____

Booth Selection and Fees

Application is to be accompanied by \$500 per booth non-refundable deposit to be eligible for assignment. All applications received by November 22, 2017, will be assigned based on ICCFA's point system. All other applications will be assigned on a first-come, first-served basis.

Booth Selections (Visit www.iccfa.com/exhibiting to see the virtual floorplan)

1st choice: _____ 2nd choice: _____ 3rd choice: _____ 4th choice: _____ 5th choice: _____ 6th choice: _____

Vehicles: Will your booth space include vehicles? YES NO If yes, how many? _____

Number and type of booths requested

ICCFA MEMBER

of non-corner booths _____ @ \$1,800 each = \$ _____

of corner booths _____ @ \$2,100 each = \$ _____

of table tops _____ @ \$700 each = \$ _____ (available only to non-profits)

of Island Booth _____ @ \$2,000 each = \$ _____ (20 X 20 or bigger)

NON-MEMBER

of non-corner booths _____ @ \$2,300 each = \$ _____

of corner booths _____ @ \$2,600 each = \$ _____

TOTAL COST OF EXHIBITION SPACE: \$ _____ TOTAL ENCLOSED (minimum of \$500 per booth) \$ _____

Full payment due by February 2, 2018. Any balance remaining on total due will be charged on February 2, 2018, to credit card provided.

Payment Information

Check: (Please make payable to ICCFA) Credit Card: DISCOVER VISA MASTERCARD AMERICAN EXPRESS

Credit card number _____

Name as it appears on credit card _____ Exp. Date _____

Security ID (3-digit # on back of card or 4-digit # on front of AmEx card) _____

Card holder's billing address & zip code _____

Email address (receipt will be emailed to you) _____

Signature _____

For Official Use Only

Date Rec'd	Co. ID #	Check #
Total due \$	Deposit \$	Balance due \$

RULES OF THE EXPO

Necessary regulations for the proper conduct of the exhibits as set forth herein are not considered all-inclusive, nor are they deemed or considered to be exclusive of such other reasonable rules and regulations as may or might become necessary to properly conduct this exposition. Such timely regulations and decisions, as shall be necessary in addition to the following, shall be at the discretion and judgment of the ICCFA's Executive Director, whose decisions and rulings shall be final in all cases, in addition to those explicitly enumerated herein. By signing the space application, the exhibitor agrees for itself and its representatives to abide by all such rules and regulations as well as the decision of the exposition management and the ICCFA Executive Director in interpreting the same.

ACTS OF GOD. The performance of this agreement by either the ICCFA or the exhibitor is subject to acts of God, war, terrorism, government regulation, disaster, strikes, civil disorder, curtailment of transportation facilities or other emergencies making it inadvisable, illegal or impractical to provide the facilities or to hold the Annual Convention & Exposition. It is provided that this agreement may be terminated for any one or more such reasons by written notice from one party to the other without liability.

ADVERTISING. Suppliers are encouraged to promote their products and services in *ICCFA Magazine*, the official magazine of the ICCFA. Advertising packages and pricing can be obtained by contacting Rick Platter at 1.800.645.7700; rplatter@iccfa.com.

AFTER-HOURS ADMISSION TO THE EXHIBIT HALL. During show days, exhibitors are required to wear badges and may enter the hall one hour prior to the scheduled opening time of convention and exhibit activities and remain one hour after the scheduled closing time. Access to the exhibit hall at all other times must be approved by the Executive Director of the ICCFA or a representative.

BOOTH GUIDELINES. If an exhibitor is using its rental space in a manner that is detrimental to the association, convention or exposition, or infringes on the rental of space by other exhibitors (including sight observation, soliciting products or services outside of the booths assigned, excessive noise, heat, light or pollution emanating from exhibits), or if an exhibitor's display is not in keeping with the character and purpose of the show, the association, through its Executive Director, reserves the right to request corrective action. If an exhibitor is unable or refuses to comply with this request, the association reserves the right to cancel the use for that space, or bar from the exposition hall that exhibit or any part of that exhibit, person or thing, and to remove the exhibit from the exposition hall. In the event that such action is necessary, the exhibitors shall forfeit all money paid or due the association for rental of the booth space.

CHILDREN. Children (minors under the age of 18) are not allowed on the exhibit floor during setup or tear down of exhibit booths.

CANCELLATION OF BOOTH SPACE. The exhibitor shall give the ICCFA written notice of intention to cancel or withdraw from the exposition. In the event that notice is received by February 2, 2018, the exhibitor will receive a refund, except for the \$500 per booth deposit, which is non-refundable. In the event that notice is received after February 1, no refunds will be made and the canceling party will be liable for the entire rental fee in the event that the association is unable to resell the space(s). Under no circumstances will the \$500 per booth deposit be refunded.

CANCELLATION, INTERRUPTION, OR POSTPONEMENT OF THE EXPOSITION. In the event that the exposition is canceled, interrupted or postponed due to any occurrence not occasioned by the conduct of the ICCFA, whether such occurrence be, but not limited to, an act of God, or the result of war, terrorism, riot, civil commotion, strikes, sovereign conduct or by any other cause, or if circumstances make it impossible or impractical for the ICCFA to permit any exhibitor to occupy the premises, the ICCFA shall make a good faith effort to adjust the rental fee for space based on the period of time the space was or could have been occupied by such exhibitor, and the ICCFA is released from any and all claims for damages which may arise in consequence thereof.

CARE OF BUILDING. No exhibitors shall allow any article to be brought into or any act done on the premises that will increase the premiums on or void the policies of insurance held on the building, or injure or deface any part of the building, or permit anything to be done by its representatives or employees by which the premises shall in any manner be damaged, marred or defaced.

CUMULATIVE POINT SYSTEM. Exhibitors accrue five points for their first booth rented each year and one additional point for each booth rented in excess of one per year. Exhibitors accrue one point for each table on display utilized at ICCFA's former Cemetery Operations & Maintenance Conference and the Annual Convention & Exposition.

Points are awarded for advertising placed in *ICCFA Magazine* as follows: 2 points for ads larger than ½ page, 1 point for ads ½ page or smaller; 2 points for a one-year banner ad on the ICCFA website (www.iccfa.com) and ½ point for each three-month banner ad in the ICCFA *Wireless e-newsletter*. Advertising points accrued during the 12-month period of December 2016 through November 2017 will be credited toward the 2018 point system. The ICCFA also recognizes our conference and convention sponsors with points, at a rate of ½ point per \$1,000 in sponsorship, beginning with sponsorships contributed since 2008.

Booth assignment points will be credited only to the entity or person that earned the points and cannot be shared with or assigned to another entity or person. A person or entity owning more than one operation or organization may apply for and rent booth space under its own name and permit its component organizations or entities to use that space. However, the point total used for assignment of space will be based solely on the points earned by the owning or controlling person or entity and will not include points earned by its components or members.

Identifiable components may apply for and rent space under their names, rather than the name of the person or entity controlling the component, and have assignments made based on the component point total. If two entities merge or combine, the surviving organization or operation will receive the higher of the two point totals, but not the combined totals.

EXHIBIT HALL PASSES. Exhibitors wishing to bring visitors to the convention or into the exhibit hall may purchase exhibit hall session passes at the ICCFA's registration desk. Please note that guests using these passes may only visit the exhibit hall and not any of the educational sessions, and may visit the hall only for that one specific session or time period. These passes are not intended for use by exhibiting personnel.

EXHIBITOR'S PROFILE. The Booth Space Application & Contract included in this mailing requests that each exhibiting company provide the ICCFA with a descriptive profile detailing the product, service or history of the company for inclusion in the March/April on-site convention issue of *ICCFA Magazine*. The description should be brief and factual and must be submitted by January 19, 2018, to Managing Editor Susan Loving at sloving@iccfa.com.

EXHIBITOR REPRESENTATIVES. Each exhibiting company shall assign at least one person to be its representative in connection with the installation, operation and removal of its exhibit. The representative shall be the agent of the exhibitor and shall have the authority to enter into this agreement and such service contracts as may be necessary, on behalf of the exhibitor.

All business between the ICCFA and the exhibitor will be conducted only through the latter's designated representative and no other person. Exhibitors desiring to change representatives must notify the association in writing. Three complimentary registrations are provided with each booth and one complimentary registration is provided with each tabletop. All exhibit personnel must register for the ICCFA Annual Convention & Exposition. An Exhibitor Personnel Registration Form is enclosed. In order for the name of a representative and exhibiting company to appear in the convention pre-registration directory, the pre-registration form must be received by February 16, 2018.

Exhibitors will be provided identification badges in accordance with exhibitor convention registration policy. Badges will not be transferable and will be required for admittance to the exposition hall. To be permitted entrance to the exposition hall, an organization or person(s) supplying goods and services to the cemetery, funeral service, cremation and memorialization industry must have contracted for booth space. Non-exhibiting firms and/or persons will not be permitted to conduct promotional or sales activities in the exposition hall. Anyone violating this policy will be escorted from the exposition hall and their registration credentials may be revoked.

FIRE REGULATIONS. Exhibitors agree to adhere to all exposition hall fire regulations in designing, setting up and operating their exhibit. Gasoline or other flammable materials shall not be permitted in the exposition hall unless essential to either display or exhibit. In no case shall gasoline or other flammables be stored in the halls.

FOOD AND BEVERAGES. The ICCFA will provide free food and beverage service at assigned food and bar stations throughout all exhibit hours. Exhibitors who wish to provide food and/or beverages within their booth may do so through the Catering Sales Manager of the convention center. Outside food and beverages are not permitted within the hall.

FORCE MAJEURE. If any part of the Mandalay Bay Resort & Casino is destroyed or damaged by any cause that renders the holding of this exposition impractical, the performance of this agreement is excused. However, exhibitors shall be liable for all fees due under this agreement which have accrued as of the time of termination. However, if such lack of performance is due to the acts or omissions of any exhibitor, then the party responsible for such acts or omissions shall be liable for the full amount hereunder in addition to charges for related claims and damage. The exhibitor hereby waives any claim for damages or compensation from the ICCFA or Mandalay Bay Resort & Casino on account of such termination.

FERN EXPO CO. SERVICE CENTER. A Fern Expo Co. representative will be available at the service desk during move-in and move-out times, all show hours as well as one hour prior to and one hour after the scheduled show hours, to address questions regarding orders and other services.

HANGING SIGNS AND OTHER MATERIALS. Exhibitors wishing to hang signs or other materials over their booth(s) must submit a written request to the attention of ICCFA's show manager and Kelly Hook at Fern Expo Co. for approval thirty (30) days prior to the convention.

INSTALLATION AND DISMANTLING. Exhibitors will be permitted to begin assembling their exhibits at 12 p.m. on Tuesday, April 17. In all cases, booths must be substantially set up by 4 p.m. on Wednesday, April 18, for inspection by the ICCFA Executive Director and/or the designated exposition manager to ensure compliance with the rules and regulations set forth in this prospectus.

In the event an exhibit has not been properly set up by that time, the ICCFA reserves the right to remove unsightly materials or to cover them in an appropriate manner at the exhibitor's expense. Exposed unfinished sides or exhibit backgrounds must be draped to present an attractive appearance. The exhibit will be inspected during the set-up time and the decorator, with the approval of the show manager, will provide draping as deemed necessary. Any charges incurred will be the responsibility of the exhibitor. No set-up will be permitted during exposition hours. Exhibitors who plan to hire the services of another exhibit service firm (other than the official service contractor, Fern Expo Co.) must abide by the following rules:

1. They must notify ICCFA by February 2, 2018, of the name, address and telephone number of the service firm, and the name of the supervisor in attendance.
2. The service firm must notify ICCFA by February 2, 2018, of the names of all exhibiting companies for which it has orders and the names of all employees working on the show, and furnish proof that adequate insurance is maintained to cover possible liabilities.
3. Upon arrival at the exposition site, service companies must check in at the exhibitor registration booth to receive permits to work on the exposition floor. The unpacking, assembly and dismantling of displays and equipment may be done by employees of the exhibiting company.

Fern Expo Co. will have skilled craftsmen available to perform these services if needed. Arrangements for all temporary labor should be made through Fern Expo Co. Official labor order forms are included in the Exhibitor Service Kit.

DISMANTLING. All exhibits must be removed from the exhibit area by the exhibiting company at its own expense no later than 7 p.m., Friday, April 20. If an exhibitor fails to remove its exhibit on this day, the ICCFA may remove such exhibit to a storage warehouse at the risk and expense of the exhibitor, who shall pay any damage or expense incurred by the association in removing the exhibit. No exhibit or part of an exhibit may be removed from the space allocated during the period of the exposition, except in cases of extreme necessity. Permission for such removal must be obtained from the ICCFA Executive Director or a designated representative. Any exhibit torn down prior to official closing time without permission from the ICCFA Executive Director or a designated representative will not accrue points for the current year.

INSURANCE. Exhibitors must make provisions for the safekeeping of their goods before, during and after the ICCFA exposition. Neither the ICCFA nor the management of the exposition hall shall be responsible for any injury which may occur to an exhibitor or its representatives or employees, nor for the safety of any exhibit or other property against robbery, fire, accident or any other destructive cause. Insurance, if desired, shall be taken out by the exhibitor, who hereby agrees to hold the ICCFA harmless and free from all damages or liabilities of any kind.

LIABILITY. The exhibitor, on its own behalf and on behalf of its employees and agents, assumes entire responsibility and hereby agrees to protect, indemnify, defend and save the ICCFA, Mandalay Bay Resort & Casino, the official service contractor and their employees and agents harmless against all claims, losses and damages to persons or property, governmental charges or fines, and attorneys' fees arising out of or caused by exhibitors' installation and removal, maintenance, occupancy or use of the exposition premises or part thereof, excluding any such liability caused by the sole negligence of ICCFA, Mandalay Bay Resort & Casino the official service contractor, their employees and agents.

In addition, the exhibitor acknowledges that the ICCFA and Mandalay Bay Resort & Casino do not maintain insurance covering exhibitor's property and that it is the sole responsibility of the exhibitor to obtain business interruption and property damage insurance covering such losses by the exhibitor. All exhibitors are encouraged to obtain all risk coverage. This can be done by riders to existing policies, often at no extra cost.

OUTSIDE EXPOSITION AND ACTIVITIES. During scheduled convention activities, the exhibitor agrees, subject to expulsion from the show and its firm from convention functions and activities, not to exhibit its products or services or to directly promote or otherwise exploit its company, products or services outside the exposition hall. Exhibitor also agrees not to entertain convention attendees during exposition or convention program hours in a rental function room, hospitality suite or other rented facility, or otherwise induce attendees away from the show or scheduled convention events.

PAYMENT SCHEDULE. Each application for exhibit space must be accompanied by a non-refundable deposit of \$500 per booth and received by November 22, 2017, to be eligible for assignment under the cumulative point system. Full payment for exhibit space is due February 2, 2018. If the balance on the booth payment is not received by February 2, 2018, the ICCFA reserves the right to charge it against a credit card on file. Failure to pay the rental fee in full by this date will result in an automatic cancellation of this agreement. Under no circumstances will an exhibitor be allowed to set up an exhibit unless full payment of the rental booth(s) space has been received.

PROTECTION OF EMPLOYEES AND PROPERTY. Exhibitors agree to release and to protect and hold harmless the ICCFA and its officers, directors and employees from any and all claims for damages, suits, etc.; for injuries to themselves, their representatives or employees; and for damage to property in their custody, owned or controlled by them, which claims for damages, suits, etc., may be incident to, arise from, grow out of or be connected with their use or occupation of space.

PROTECTION OF THE PUBLIC. Exhibitors must protect machinery and exhibits to ensure that no injury will result to the public, visitors, guests, employees or any other person or property. Exhibitors agree to protect and hold harmless the ICCFA and its officers, directors and employees for

any and all claims which may result on account of injury, loss or damage sustained upon the space occupied by the exhibitors respectively, or on account of machinery and property under the control of such exhibitors or on account of negligence of exhibitors, their representatives, employees or agents.

SECURITY SERVICE. The ICCFA will provide security on a 24-hour basis beginning at 8 a.m. on Tuesday, April 17, and concluding at 7 p.m. on Friday April 20, but neither the association nor Mandalay Bay Resort & Casino will guarantee the exhibitors against loss or assume responsibility for fire, theft or other damage of any sort.

SMOKING POLICY. The ICCFA has designated the convention a non-smoking area. Smoking will not be permitted any time during move-in, move-out or during dates of the convention.

SOLICITING BY NON-EXHIBITORS. Soliciting in any manner within the exposition hall by any supplier, individual, group, company or firm, within or outside the industry, is strictly forbidden unless said person, group or firm has received permission from the ICCFA. Any person, group or firm that has received permission but is found soliciting in the exposition hall or elsewhere in the convention hotel will be required to forfeit their convention badge(s) to the association and will be barred from the exposition hall, from all meeting and function rooms and other areas being used by the association, and from all official activities of the convention. Those forfeiting convention badges will not be entitled to refunds of any registration fees or other monies paid to the association.

To be permitted to conduct promotional or sales activities in the exposition hall, an organization or person(s) supplying goods and services to the cemetery, funeral service, cremation and memorialization industry must have contracted for booth space. Non-exhibiting firms and/or persons will not be permitted to conduct promotional or sales activities in the exposition hall. Anyone violating this policy will be escorted from the Hall and their registration credentials revoked.

SUBLETTING SPACE. No exhibitor shall assign, subject or apportion the whole or any part of the space allotted to it, nor exhibit therein, nor permit any other person or party to exhibit therein, any goods other than those manufactured or handled by the exhibitor in the regular course of its business.

SPANNING AISLES. No exhibit will be permitted to span an aisle by ceiling or floor covering.

UNOCCUPIED SPACE. The ICCFA reserves the right to rent to any other exhibitor previously rented but unoccupied space after Noon on the opening date of the exposition. Moreover, this clause shall not relieve the exhibitor who contracted for the booth space of the financial obligations to pay the full amount, or any portion thereof, of said rental fee, in the event that the ICCFA is unable to rent the space at the same rental rate as agreed to by the entity originally assigned the space.

USE & CARE OF THE EXHIBITOR'S SPACE. Exhibitors agree that all products to be displayed are suitable to the cemetery, funeral service, cremation and memorialization industry. Booth space will be used only for display purposes and soliciting in the aisles will not be permitted. Each exhibitor shall care for, keep in good order and surrender the space occupied by it in the same condition as it was at the commencement of the occupation, ordinary wear expected. Daily maintenance is the responsibility of the exhibitor and not included in the cost of booth space. Vacuuming service may be ordered through Fern Expo Co. Contact Kelly Hook at 816.701.1012; khook@fernexpo.com.