

Instructions: Fill in this form: (a) using Adobe® Reader®, print, and sign or (b) print, complete by hand, and sign. Fax or email to **Hannover Fairs USA, Inc.** as indicated at bottom of page. **If you fill out this form in Adobe Reader your subtotals and total will be calculated automatically.**

In accordance with the terms Company/Division identified below ("EXHIBITOR") applies to HANNOVER FAIRS USA ("ORGANIZER") for exhibit space ("SPACE") at the event ("EVENT") identified above, and the terms and conditions of this application and contract ("CONTRACT"), and the "Terms and Conditions of Participation" of this Contract (collectively, the "AGREEMENT").

Company Name	Contact Name	Job Title	
<input style="width:100%;" type="text"/>	<input style="width:100%;" type="text"/>	<input style="width:100%;" type="text"/>	
Street Address			
<input style="width:100%;" type="text"/>			
City	State Region	ZIP Code	Country
<input style="width:100%;" type="text"/>	<input style="width:100%;" type="text"/>	<input style="width:100%;" type="text"/>	<input style="width:100%;" type="text"/>
Contact Phone	Contact Mobile Phone	Contact E-mail	
<input style="width:100%;" type="text"/>	<input style="width:100%;" type="text"/>	<input style="width:100%;" type="text"/>	

1. CHOOSE PARTICIPATION OPTION*

- Option 1 - Booth Space***
(100-900 sq.ft.) @ \$16.00 per sq.ft.
- Option 2 - Booth Space***
(1000-1800 sq.ft.) @ \$12.00 per sq.ft.
- Option 3 - Booth Space***
(2000+ sq.ft.) @ \$11.00 per sq.ft.

*These booth space rates are valid through June 15, 2020. Standard pricing will be in effect starting June 16, 2020.

**minimum booth size for peninsula and island booths is 400sq. ft. (20ft. x 20ft.).

Desired location

Check here if you are interested in other sponsorship/branding opportunities

2. CHOOSE BOOTH SIZE (100sq.ft. min. Booth configurations only available in 100sq. ft. increments)

Depth (ft)	Width (ft)	Booth Size (sq ft)	USD / SQ. FT.	SUBTOTAL
<input style="width:100%;" type="text"/>	X <input style="width:100%;" type="text"/>	= <input style="width:100%;" type="text"/>	X <input style="width:100%;" type="text"/>	= <input style="width:100%;" type="text"/>

3. BOOTH TYPE

In-Line
 Corner \$50 fee
 Peninsula** \$100 fee
 Island** \$200 fee

4. CHOOSE ONLINE SHOW LISTING OPTIONS

- Basic Listing, free of charge
- Level 1 Enhanced Listing, \$295
- Level 2 Enhanced Listing, \$659
- Show Highlights Listing, \$1,195
- Product Category Sponsorship, \$1,199
- Overall Directory Sponsorship, \$2,195

TOTAL

5. OPTIONAL BOOTH FURNISHING PACKAGE

INTERSCHUTZ USA offers two booth furnishing packages for their exhibitors.

\$1799 - One Alarm (10x10) Booth Package Includes:

- Enhanced show website and mobile app listing includes: company logo, up to 4 content panels of static images or text, and access to all opt-in pre-show leads through attendee agenda planners
- Conference registration discounts
- Two extra staff exhibitor badges
- 10x10 booth carpet with one-time cleaning
- One wastebasket
- One 6' draped table
- Two side chairs
- One 4'x4' floor graphic in front of booth

\$2679 - Two Alarm (10x20) Booth Package Includes:

- Enhanced show website and mobile app listing includes: company logo, up to 4 content panels of static images or text, and access to all opt-in pre-show leads through attendee agenda planners
- Conference registration discounts
- Four extra staff exhibitor badges
- 10x20 booth carpet with one-time cleaning
- One wastebasket
- One 6' draped table
- Two side chairs
- One 4'x4' floor graphic in front of booth


COMPANY INFORMATION (continued)
Company Name
Product(s) and Service(s) You Plan to Exhibit

Location of Company Headquarters (Country)
Website

Company E-mail
Company Phone
Company Fax

GDPR - For EU Residents:

I allow HFUSA to store and use my contact information for the purpose of informing me about INTERSCHUTZ events and may distribute my information to vendors directly providing services for INTERSCHUTZ USA 2020. See section IX. GDPR on pg. 4 of this agreement for more information.

 Yes No N/A

Does your company have it's own production?
 Yes No

What type of company are you?
 Manufacturer Service provider Organizer of group participation

 Association Other (Please specify)

Are you planning to display a truck or trailer?
 Yes No

PAYMENT SCHEDULE: PARTICIPATION FEES, OPTIONS AND SERVICES

Payments for space are due in three installments:

1. 50% of Total above due on submission of contract
2. 50% of Total due August 3, 2020
NOTE: If the EXHIBITOR returns the contract after August 3, 2020, 100% of the total exhibition costs are due with the contract.

EXHIBITOR agrees that any CONTRACT accepted by ORGANIZER without a deposit, pending invoice to EXHIBITOR, shall be deemed valid and binding to the same extent as if a deposit had been made. EXHIBITOR understands and agrees that no portion of this payment is refundable, and that, except as outlined in item VI of the Terms and Conditions of Participation of this AGREEMENT, EXHIBITOR is liable for the total participation fee plus all options and services contracted for. **All fees are payable in U.S. dollars to HANNOVER FAIRS USA, 8755 West Higgins Road, Suite 900, Chicago IL 60631.**

Note: This document, when signed by EXHIBITOR and representative at ORGANIZER'S corporate headquarters, constitutes a binding legal AGREEMENT. ORGANIZER agrees to review EXHIBITOR's CONTRACT and assign SPACE to EXHIBITOR's Company if available, consistent with show eligibility requirements and policies. EXHIBITOR agrees that upon ORGANIZER's acceptance of this CONTRACT, with or without appropriate payment of fees for participation, options and services, this AGREEMENT shall become a legally binding CONTRACT; enforceable against EXHIBITOR in accordance with its terms. By the signature below, the individual signing this document represents and warrants that he/she is duly authorized to execute this binding AGREEMENT on behalf of EXHIBITOR. EXHIBITOR agrees to be bound by the information and terms on pages 1 through 6 herein. Submission of this application by EXHIBITOR shall constitute acceptance for himself and his representatives, employees, and agents of all the rules, terms and conditions contained in the EXHIBITOR's completed space application.

Authorized Signature
Printed Name & Title
Date
Organizer's Use Only

V. 18 MAR 20

Accepted By

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**Definitions**

"ORGANIZER," as used in these rules, means HANNOVER FAIRS USA, Inc., and the authorized agents and representatives of each, acting within the scope of their authority. The "Show" as used in these rules means INTERSCHUTZ USA to be held in Philadelphia, Pennsylvania, U.S.A., October 13-17, 2020, inclusive.

"EXHIBITOR," as used in these rules, means any person or company exhibiting in the Show, its representatives, agents and employees at the Show. The decisions of the ORGANIZER in interpreting these rules shall be final.

I. Eligibility

- A. INTERSCHUTZ USA is a business to business trade show and conference for manufacturers and service providers serving the fire-service globally. Exhibiting in INTERSCHUTZ USA is reserved for companies and products that fit into the accepted product categories. ORGANIZER reserves the right to reject any EXHIBITOR, product or service that does not fit into the event or is determined to be inappropriate for the trade show. Any dispute between EXHIBITORS, manufacturers or distributors regarding designs, manufacture, or distribution are not the responsibility of ORGANIZER and must be adjudicated between the parties and hold ORGANIZER harmless.
- B. The ORGANIZER reserves the right to deny exhibit space to any company or product and eligibility to exhibit shall generally be a continuing requirement as of the date of the opening of the Show. However, companies and distributors who are eligible to exhibit as of the date the final space payment is due or paid shall be protected from disqualification, due to subsequent bona fide changes in business relationships.

II. Limitation of Liability Indemnification

- A. EXHIBITOR waives all claims of every kind against the ORGANIZER, its directors, officers, members, shareholders, parents, subsidiaries, affiliates, agents and employees including, without limitation, all claims for damages based on personal property damage, destruction, loss or theft, personal injury, cancellation of the Show, failure or refusal to provide space for any exhibit, preventing the display, operation, removal or dismantling of any exhibit, and any other act, or failure to act, of either or both, of the ORGANIZER.
- B. EXHIBITOR agrees to indemnify and save the ORGANIZER harmless from claims by EXHIBITOR's agents or employees or by any other person, arising out of any act or omission in any way related to EXHIBITOR's participation in the Show, whether negligent or not.
- C. In the event of cancellation or disruption of the Show for any cause, the ORGANIZER shall have the right to retain such part of EXHIBITOR's space payments as may be required to reimburse the ORGANIZER for expenses incurred in connection with the Show.

III. Installation and Removal of Exhibits

A schedule of dates for arrival and removal from the exhibit halls of exhibit material shall be announced. Any expenses caused by failure to conform to these schedules shall be paid by EXHIBITOR. Move in and out schedules to be targeted. Non-compliance by EXHIBITOR with posted target times and dates may incur further fees.

IV. Dates and Hours of Show

All exhibits shall be completely installed and ready for display no later than 5:00 PM, Wednesday, October 14, 2020.

Exhibit Hall dates: Thursday, October 15 - Saturday, October 17, 2020. EXHIBITOR agrees to keep exhibit properly staffed and intact during posted show hours.

Early dismantle of booth space is strictly prohibited. Hours and Dates of Move in, Show, and Move out are subject to adjustment. Please refer to the most current Exhibitor Manual for more information.

V. Dismantling of Exhibits

No exhibits shall be dismantled or removed, in whole or in part, prior to close of show, Saturday, October 17, 2020, or such other time as designated by ORGANIZER. ORGANIZER may prevent the removal or dismantling of any exhibit before the time of closing.

VI. Payment Schedule - Cancellation or Downsizing of Space - Notice of Change of Plans

A. Payments for space are due in three installments as follows:

1. 50% of Total due on submission of contract

2. 50% of Total due August 3, 2020

If the EXHIBITOR returns the contract after August 3, 2020, 100% of the total exhibition costs are due with the contract. Balance dues over 30 days delinquent are subject to immediate cancellation.

B. Cancellation or Downsizing of Space

Space payments are non-refundable. In the event that EXHIBITOR cancels all or any part of any space contracted for, no part of any payments with respect to unused space will be returned to EXHIBITOR.

C. Notice of Change of Plans

If at any time an EXHIBITOR determines to cancel all or any part of space for which he has contracted, EXHIBITOR is still liable for the total contracted space fee plus all options and services contracted for. EXHIBITOR shall give prompt written notice to ORGANIZER of any change in participation plans, so that ORGANIZER may reallocate the unused space pursuant to Rule IX as may be necessary or appropriate to the satisfactory arrangement and conduct of the Show. Failure to furnish the notice required by this rule shall subject an EXHIBITOR to a surcharge of 25 percent of cost of the space not used.

VII. Admission and Identification

A. Admission of EXHIBITOR's representatives and visitors to the exhibit halls shall at all times be controlled solely by the ORGANIZER. EXHIBITOR's representatives shall wear identifying badges as provided by the ORGANIZER throughout the Show hours, installation and dismantling periods. No children under the age of 16 will be allowed into the exhibition area.

B. Visa letters will only be provided for EXHIBITORS who have paid for their participation in full. There will only be two letters provided per 100 sq. ft. of booth space requested. Visa letters will not be provided for persons not employed by EXHIBITOR.

VIII. Booth Representatives

EXHIBITOR may be represented in its booth by direct representatives (employees who are scheduled for actual booth work) and distributor representatives.

IX. Relocation of Exhibits

The ORGANIZER reserve the right to relocate exhibits in a space other than the one specified in the contract if, in its judgment, such relocation is necessary or appropriate to the satisfactory arrangement or conduct of the Show. No relocation shall be made, however, without affording EXHIBITOR full opportunity to indicate a preferred substitute location, but any decision by the ORGANIZER with respect to relocation shall be final and shall not relieve EXHIBITOR of any obligation under this contract.

**X. Insurance**

EXHIBITOR shall provide to ORGANIZER a certificate of commercial general liability and workers compensation insurance, written on an occurrence basis, issued by an insurance company authorized to transact business in the State of Pennsylvania, including contractual liability coverage, naming EXHIBITOR as insured and naming additional insureds "HANNOVER FAIRS USA, INC, FREEMAN, Pennsylvania Convention Center, their entitles, subsidiaries, vendors, representatives, officers, staff, volunteers and employees." The limit of such insurance shall be not less than \$1,000,000 per occurrence and total combined aggregate policy of \$3,000,000. The policy shall provide that it shall not be canceled without thirty (30) days prior written notice to ORGANIZER. The certificate of such insurance shall be delivered to ORGANIZER no later than September 18, 2020. If EXHIBITOR fails to provide such certificate or fails to maintain the insurance in force, in addition to other remedies available to ORGANIZER, after oral or written notice to EXHIBITOR, ORGANIZER may, but shall not be required to, purchase such insurance on behalf of EXHIBITOR. In that event, EXHIBITOR shall reimburse ORGANIZER for 150% of all costs of such insurance. EXHIBITOR is also responsible to notify any 3rd party contractors to produce insurance in the same amount listed above. EXHIBITOR is responsible for selection of the 3rd Party, and therefore takes responsibility for ensuring that the 3rd party's policy is valid and will take all liability should the policy fail to cover any damages or legal fees incurred in collection of claims.

XI. Additions and Amendments of the Rules

The ORGANIZER may from time to time issue such additional rules as they deem necessary for the orderly presentation of the Show. Any rule may be amended at any time by the ORGANIZER provided that such amendment shall not substantially diminish the rights or increase the liability of EXHIBITOR.

XII. Jurisdiction

This Agreement is irrevocable, and the rights of ORGANIZER under this Agreement shall not be deemed waived except as specifically stated in writing by an authorized representative of ORGANIZER. EXHIBITOR further agrees that upon acceptance of this Agreement by ORGANIZER, with or without appropriate or timely payment of any and all fees, this Agreement shall become binding and enforceable in accordance with its terms. This Agreement will be binding on EXHIBITOR's and ORGANIZER's successors. **If any term, clause or provision hereof is held invalid or unenforceable by a court of competent jurisdiction, such invalidity shall not affect the validity or operation of any other term, clause or provision and the invalid term, clause or provision shall be deemed to be severed from this Agreement. Any action arising out of this Agreement or the Event must be brought in Chicago, Illinois, USA, and governed by the law of that locale, exclusive of the choice of law rules of any jurisdiction, and Exhibitor consents to the jurisdiction of such courts.**

XIII. GDPR - EU Residents only

For EU Residents - Hannover Fairs USA, Inc and Deutsche Messe AG referred to as "ORGANIZER" will share access to contact information detailed in this contract. We are committed to ensuring that your information is secure. In order to prevent unauthorized access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collected.

You may choose to restrict the collection or use of your personal information in the following ways:

Whenever you are asked to fill in a form, look for the box that you can click to indicate that you do not want the information to be used by anybody for direct marketing purposes. If you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to or emailing us at privacy@hfusa.com.

We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so. We may use your personal information to send you promotional information about third parties which we think you may find interesting if you tell us that you wish this to happen.

You may request details of personal information which we hold about you. If you would like a copy of the information held on you please write to Hannover Fairs USA, 8755 W. Higgins Road, Suite 900, Chicago, IL 60631. If you believe that any information we are holding on you is incorrect or incomplete, please write to or email us as soon as possible, at the above address. We will promptly correct any information found to be incorrect.

Please refer to www.interschutza.com/privacy-policies for the complete Privacy Policy notice and updated list of vendors.

Who is the controller of the data and how can I contact the data protection officer?

Hannover Fairs USA (HFUSA), 8755 W. Higgins Road, Suite 900, Chicago, Illinois, USA (phone: +1 (773) 796-4250; info@hfusa.com)

For questions regarding data protection, please contact our data protection officer at privacy@hfusa.com or at the above address.

- A. ORGANIZER will not sell enclosed information to any third party, or transmit enclosed information, with VENDORS or other entities and their agents, not directly involved in the production of INTERSCHUTZ USA 2020.
- B. All servers used by ORGANIZER to store information are GDPR compliant. Additionally, all VENDORS have confirmed to be GDPR compliant.
- C. Contact information listed on pg. 1 & 2 of this agreement may be transmitted only to official VENDORS of INTERSCHUTZ USA for the purpose of completing vendor orders and informing EXHIBITOR of marketing opportunities and deadlines. Official VENDORS and Subsidiaries will be identified in the Exhibitor Manual.
- D. Contact information may be removed at any time.
- E. Removal of contact information, without providing an alternate contact, will invalidate participation in INTERSCHUTZ USA 2020
- F. Contact will be limited to e-mail, physical mail or phone call for a duration of 2 months following INTERSCHUTZ USA 2020. Exceptions will be made for the purpose of collecting any overdue balances.
- G. ONLINE EXHIBITOR LISTING - Contact information provided in this contract will be pre-populated into the Online Exhibitor Directory for INTERSCHUTZ USA 2020.**
Access will be granted to change public contact information at any time through the exhibitor portal link. Password shall be provided to the contact e-mail listed on pg. 1.
 - a. Media Partners** - We will not share your data with media partners unless you explicitly allow us to do so.

In the case of misunderstanding in translation, the English version shall be the official interpretation.