

# CATERCON2016

# CONTRACT FOR EXHIBIT SPACE

Thursday, September 8, 2016  
4 - 8 PM (Time subject to change)  
1960 S. Anaheim Way  
Anaheim, CA 92805  
CaterCon.com

## CREDIT CARD PAYMENTS

Credit card payments must be made online at [businessexpoctr.com/payments](http://businessexpoctr.com/payments)

## IF PAYING BY CHECK

Mail original to:  
Business Expo Center  
1960 S. Anaheim Way  
Anaheim, CA 92805

PLEASE EMAIL COMPLETED FORMS TO: [MARKETING@CATERCON.COM](mailto:MARKETING@CATERCON.COM)

## 1. COMPANY INFORMATION (Information will appear online)

Company Name \_\_\_\_\_  
Street \_\_\_\_\_ Suite \_\_\_\_\_  
City/Province \_\_\_\_\_ State \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_  
Telephone \_\_\_\_\_ Fax \_\_\_\_\_  
Key Contact Name \_\_\_\_\_ Title \_\_\_\_\_  
E-mail \_\_\_\_\_ Web Address \_\_\_\_\_

## 2. SPACE REQUIREMENTS

Minimum booth size: 8'x10' = 80 sq. ft.

Exhibit space configuration requested \_\_\_\_\_ ft. by \_\_\_\_\_ ft. for a total of \_\_\_\_\_ sq. ft  
Quantity of booths desired \_\_\_\_\_ Placement of booths \_\_\_\_\_  
Products to be exhibited \_\_\_\_\_

- |                                                        |                                                         |                                                        |
|--------------------------------------------------------|---------------------------------------------------------|--------------------------------------------------------|
| <input type="checkbox"/> Gold (Regular) <b>\$1,050</b> | <input type="checkbox"/> Silver (Regular) <b>\$850</b>  | <input type="checkbox"/> Bronze (Regular) <b>\$650</b> |
| <input type="checkbox"/> Gold (Corner) <b>\$1,250</b>  | <input type="checkbox"/> Silver (Corner) <b>\$1,050</b> | <input type="checkbox"/> Bronze (Corner) <b>\$850</b>  |

## 3. SPONSORSHIP OPPORTUNITIES

- |                                                                |                                             |
|----------------------------------------------------------------|---------------------------------------------|
| <input type="checkbox"/> Platinum (Limited to one).....\$6,000 | <input type="checkbox"/> Gold.....\$5,000   |
| <input type="checkbox"/> Silver.....\$4,000                    | <input type="checkbox"/> Bronze.....\$3,000 |

Check if you wish to be contacted with information about additional sponsorship marketing opportunities:  
 Speaker breakout rooms       SWAG Bags       WiFi       Full page ad in program guide  
 Networking lounges       Lanyards       Badges       Program Guide

## 4. PAYMENT INFORMATION

Exhibit Space:	\$ _____
+ Exhibit Plus:	\$ _____
+ Sponsorship:	\$ _____
= Total Cost:	\$ _____
<b>Amount paid/due :</b>	<b>\$ _____</b>

- Check # \_\_\_\_\_  
(Payable in U.S. funds to the Business Expo Center)
- Credit Card  
(For your security, credit card payments must be made online at [www.businessexpoctr.com/payments](http://www.businessexpoctr.com/payments))
- Your deposit is DUE IMMEDIATELY upon receipt of your invoice. Please contact your Sales Manager, Daniel Mashek (714) 978-9000.**

## 5. EXHIBIT SPACE TERM

By signing below, I agree to the Contract Terms & Conditions. Exhibitor booth must be paid in full. Exhibitor application submitted without payment will not be processed. Cancellation/Reduction in space policy - see Terms & Conditions.

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_  
Name (please print) \_\_\_\_\_ Title \_\_\_\_\_

Acceptance of this application by Business Expo Center constitutes a contract. Applicant agrees to abide by the Contract Terms and Conditions for CaterCon.

<b>FOR SHOW MANAGEMENT USE</b>
Date received: _____
Accepted by: _____
Booth Assigned: _____
Booth Type: _____

# EXHIBITOR PACKAGES

**CaterCon 2016 - Thursday, September 8, 2016 | 4 - 8 PM**

Produced by Business Expo Center

EXHIBITOR PACKAGES	BRONZE	SILVER	GOLD
(1) 8 x 10 booth <i>(10 x 10 booth available for an additional \$200)</i>	✓	✓	✓
Company name, logo and website on event program guide	✓	✓	✓
Listing on our website with company link	✓	✓	✓
50-word business description provided by client listed in the event guide	✓	✓	✓
Official event badges for up to 3 booth personnel	✓	✓	✓
(1) 6 ft. table with black linen and 2 chairs	✓	✓	✓
Black Pipe and Draped booths - short sides and tall back	✓	✓	✓
Free ultra high-speed WiFi	✓	✓	✓
\$10 off any attendee ticket purchased	✓	✓	✓
1/2 page ad in program guide	x	✓	x
Full page ad in program guide	x	x	✓
Priority placement for your company on CaterCon website	x	x	✓

I have read and understood that by purchasing a *(bronze/silver/gold)* \_\_\_\_\_ exhibit package I will receive the items listed above corresponding to the package purchased.

**ACCEPTED BY:  
EXHIBITOR'S REPRESENTATIVE**

NAME \_\_\_\_\_

TITLE \_\_\_\_\_

DATE \_\_\_\_\_

SIGNED \_\_\_\_\_

# SPONSOR PACKAGES

**CaterCon 2016 - Thursday, September 8, 2016 | 4 - 8 PM**

Produced by Business Expo Center

Package Includes	Platinum Exclusive	Gold Unlimited	Silver Unlimited	Bronze Unlimited
Sponsor name will be part of the official event title	✓	✗	✗	✗
Premier corner booth in highest traffic location	✓	2 <sup>nd</sup> highest	✗	✗
Company inserts in the SWAG bag	✓	✓	✓	✓
Featured on the largest banner at the entrance of the expo	✓	2 <sup>nd</sup> largest	3 <sup>rd</sup> largest	4 <sup>th</sup> largest
Business logo will appear on all on-site event signage	✓	Most	Some	Some
Featured logo on the CaterCon kiosks	✓	Large	Medium	Small
Company profile including logo, phone number and link to website on CaterCon.com	✓	✓	✓	✓
Full page color ad in the show directory	✓	✓	1/2 page	1/4 page
Company name displayed on digital message board	1 week prior to the event	3 days prior to the event	2 days prior to the event	The day of the event only
Sponsor will have logo on all CaterCon email blasts and newsletters	✓	✓	✗	✗
Blog posts for the company on blog	✓	✓	Recognition	✗
Featured on pre-show flyer	✓	✓	✓	✓
Logo placement recognition on event slideshow	✓	✓	✓	✓
Pre-show attendee mailing list	✓	✓	✗	✗
Featured on CaterCon social media platforms	✓	✗	✗	✗
Featured on all printed marketing materials	✓	✓	✓	✓
Featured on all press materials	✓	✓	N/A	N/A
Business can speak in front of the expo	TBD	TBD	N/A	N/A
Admission tickets (up to \$1,375 value)	25	20	15	10

## Speaker Breakout Rooms

- On-site marketing advertising
- Advertising slide show or video to be displayed on TV screen(s)
- Breakout room named after the sponsor & announcement of speaker room sponsor
- Company logo on presentation slide show

## Lanyards

## WiFi

## SWAG Bags

## Badges

## Networking Lounge

- Advertising displayed on coffee station
- Networking Lounge named after sponsor & announcement of networking lounge sponsor
- Advertising on phone/computer charging kiosk
- On-site marketing advertising
- Advertising slide show or video to be displayed on TV screen(s)

## Program Guides Back Cover Ad

## Program Guides Full Page Ad

I have read and understood that by purchasing a (platinum/bronze/silver/gold) \_\_\_\_\_ sponsorship package I will receive the items listed above corresponding to the package purchased.

### ACCEPTED BY:

### EXHIBITOR'S REPRESENTATIVE

NAME \_\_\_\_\_

TITLE \_\_\_\_\_

DATE \_\_\_\_\_

SIGNED \_\_\_\_\_

# CONTRACT TERMS & CONDITIONS

CaterCon 2016 - Thursday, September 8, 2016 | 4 - 8 PM

Produced by Business Expo Center

1. The CaterCon 2016 Expo and conference (herein called the "Show") is to be held at the Business Expo Center (herein called the "BEC") on September 8, 2016 from 4p.m. to 8p.m.. The Show is produced, managed, and operated by the Business Expo Center, LLC (herein "the Company"). (herein called "EXHIBITOR" desires to participate in the "Show" and hereby agrees to the terms and conditions set forth herein-below.

## 2. APPLICATIONS & PAYMENT

Participation in the show requires the purchase of a booth space(s) (8' x10' increment). Exhibitor applications must be submitted with full payment due with the application. Exhibitor applications submitted without payment shall not be processed. Any Exhibitor failing to occupy booth space is not relieved of the obligation of paying the full rental fee.

## 3. COMPLIMENTARY AND/OR DISCOUNTED BOOTH SPACES

Members of the CaterCon 2016 steering committee, alliances, and sponsors are eligible for complimentary or discounted booth space. Membership in these groups must be current at the time exhibitor application is submitted and received. The complimentary or discounted rate shall not apply to subsidiaries or principals of a member company.

## 4. BOOTH ASSIGNMENT

Building's placement of the exhibit space (8' x10') is at the discretion of the Company. The Company shall assign to the Exhibitor for the period of the Conditioned upon the Show the exhibit space contracted for herein or such other exhibit space that the Company in its discretion deems comparable. Such assignment is made for the period of this Show only and does not imply that same or similar space will be held or offered for future shows. Nothing contained herein shall entitle Exhibitor to participate in any show managed by the Company or its affiliates other than the Show described in paragraph 1 above.

## 5. EXHIBITOR SERVICE KIT

Prior to the event date, BEC Expo Management shall distribute an Exhibitor Service Kit to the contact listed on the exhibitor application. The Exhibitor Service Kit will include information integral to participation in the Expo, including but not limited to: additional terms and conditions, official contractor, services, registration, shipping and drayage, utilities and building services, display rules and regulations, and move-in/move-out schedules.

## 6. REGISTRATION

Each exhibitor will receive (3) three complimentary exhibitor tickets to the Expo. Additional exhibitor personnel may register at an additional fee. Exhibitor personnel shall be required to register and wear official badges for access to the Expo at all times. Badges are non-transferable, and badges worn by anyone other than the individual to whom the badge was issued shall be confiscated. Exhibitor badges may only be utilized by employees of the exhibiting company. Exhibitors are prohibited from registering clients or guests as exhibitor personnel. Exhibitors' employees must register and have an official badge to access the Exhibit Hall. Exhibitor shall not be permitted to access the Expo earlier than three (3) hours prior to the scheduled opening time and shall not be permitted to remain in the Expo longer than one (1) hour after closing time.

## 7. EXHIBITOR APPOINTED CONTRACTOR

Exhibitors may provide their own appointed contractor for the installation and dismantling of their display. Exhibitor shall notify BEC Expo Management with intent to utilize an appointed contractor when they submit their application. Exhibitor is responsible for ensuring that any appointed contractor supplies BEC with a valid Certificate of Insurance naming Business Expo Center as an additional insured with a minimum of \$1,000,000 liability coverage, including property damage. Exhibitors shall advise appointed contractor(s) to check-in with BEC Expo Management upon arrival. Contractors must present and provide work orders reflecting the name of the Exhibitor for verification. Upon verification, official service badges will be issued allowing access to the Expo during installation and dismantling hours only. Exhibitor appointed contractors are not permitted in the Expo during show hours.

## 8. BOOTH CONSTRUCTION

All exhibits must be arranged and set up in accordance with BEC guidelines, provisions, and limitations. Exhibitors failing to comply with these guidelines shall be required to revise/rectify their booth at their own expense. Exposed parts of a display must be finished and aesthetically pleasing to the eye. BEC Expo Management shall determine the color scheme for pipe & drape back walls and side rails. Booth rental does not include carpeting. Exhibitor is responsible for providing their own anti-slip kitchen mats and other related floor covering, especially if exhibitor will engage in exhibition cooking during the expo.

## 9. CANCELLATION

Cancellations must be submitted in writing to BEC Expo Management 30 days prior to the expo date. No refunds or credits will be given for cancellations. BEC Expo Management reserves the right to refuse Exhibitors permission to move-in and set-up a display if Exhibitor is not paid in full.

## 10. DISPLAY OPERATIONS

BEC Expo Management reserves the right to restrict the operation of, or evict completely, any exhibit which, in its sole opinion, distracts from the general character of the Expo as a whole. This includes, but is not limited to, an exhibit which can be deemed a fire hazard, unsafe cooking practice, or display of unsuitable food products or materials, is determined by BEC Expo Management to be objectionable to the successful conduct of the Expo as a whole. All cooking demonstrations or other activities must be confined to the limits of the Exhibitor's booth space and are not permitted in the aisle or public space. No demonstrations, samplings, giveaways, solicitations, etc., will be permitted in the aisles or public space. Specialty lighting, video presentations, and promotional lighting projected on exhibit hall walls, ceiling, or floor not contracted for is prohibited. Exhibits that include the

operation of musical instruments, radios, sounds, and/or public address systems or any noisemaking machines must be conducted or arranged so that the noise resulting from the demonstration will not annoy or disturb adjacent exhibitors and their patrons, nor cause the aisle to be blocked. No Exhibitor may use music, whether live or recorded, in its booth without express consent from BEC Expo Management. Exhibitor is solely responsible for obtaining all necessary licenses and permits to use music, photography, and other copyrighted materials within the display.

## 11. FIRE CODE REGULATIONS

The use of open flames (with the exception of sterno for chaffers) as part of an exhibit or display will not be permitted. BEC Expo Management reserves the right to require any exhibitor to discontinue operating products with an open flame. Exhibitors must have documentation certifying that the appliance is safely tested in accordance with all applicable local codes and according to the owner's manual.

## 12. HOSPITALITY SUITE & MEETING ROOM POLICY

BEC will have hospitality suites and meeting rooms available for rental to Exhibitors in the event that they would like to entertain potential clients or hold educational seminars during the Expo. These will be made available on a first-come-first-serve basis due to the limited number of spaces. Requests for hospitality suites or meeting space must be arranged and approved by BEC Expo Management. Prior to obtaining a hospitality suite or meeting space, companies must be a confirmed exhibitor or sponsor.

## 13. FOOD AND BEVERAGE

Exhibitors must clearly specify all types of food and beverage they will be bringing into the facility when they submit their application. Any food and/or beverage items used as traffic promoters (i.e. bottled water, candy, popcorn, etc.) must be disclosed.

## 14. SECURITY

BEC Expo Management shall provide security services from move-in to the end of move-out. Exhibitor agrees that provision of such services constitutes adequate discharge of all obligation of BEC Expo Management to supervise and protect Exhibitors property. BEC Expo Management shall not be held responsible for loss of any and advises Exhibitor to exercise normal precautions to discourage pilferage. No responsibility is assumed by BEC Expo Management for goods delivered to the Expo or for material left in the exhibit area at any time.

## 15. ELECTRICAL ACCESS GUIDELINE

Each exhibitor will be given access to (2) two Amps / (200) two hundred watts. Access to extra power will be subject to additional costs. BEC is not responsible for voltage fluctuation or power failure due to temporary conditions. Exhibitor is responsible for providing surge protectors for their Goods. BEC is not responsible for loss or damage resulting from power surges. Furthermore, BEC's liability for any and all loss or damage is limited to the value of the cost of electrical services provided or depreciated value of Goods, whichever is less. All electrical installations and connections to all electrical service should be made by a BEC staff member. BEC will not be responsible for any damage or loss to any equipment, component, computer hardware or software, and / or any damage or bodily injury to any person caused by the installation, connection, or plugging in of any electrical outlet by persons other than a BEC staff member. All outlets over (20) twenty Amps may require additional labor. Labor is required to inspect and hook-up equipment pre-wired to plug into BEC's system. Sharing power or plugging into facility outlets is strictly prohibited.

## 16. OUTLET LOCATION & DISTRIBUTION

All electrical outlets will be installed on the floor at the draped back-wall of in-line and peninsula booths. All electrical outlets for islands booths will be dropped to one main location per the Exhibitor's floor plan. If no plan is provided, the outlets will be installed at BEC discretion. Any change in location and / or additional power drops are chargeable on a time and material basis. Distribution and connection of outlets are chargeable on a time and material basis of electrical wiring, all motor and equipment hook-ups requiring hard wiring connections, installation and / or repair of electrical fixtures and installation of electrical motors and electrical apparatus to be energized.

## 17. FREIGHT

Exhibitors are responsible for coordination and payment of their freight to and from the Expo. Freight movement through the exhibit hall is strictly limited to dollies and hand carried items. Flatbeds, hand trucks, or anything mechanical are prohibited. All property of the Exhibitor is understood to remain under Exhibitors custody and control in transit to and from the confines of the Expo. Any freight remaining in the exhibit hall at the end of the published hours for tear down, shall be placed with a freight carrier at the expense of the Exhibitor.

## 18. LIABILITY

BEC Expo Management shall not be liable for loss or damage to the property of an Exhibitor, its representatives, employees, agents or guests, arising from theft, fire, accident, or other cause. BEC Expo Management shall not be liable for personal injury to the representatives, employees, agents, or guests of the exhibitor which injuries may arise from, or be in any way connected with, the use or occupancy of the rented area.

## 19. FACILITY

Exhibitor and its agent shall not injure any part of the exhibit building, the booths, booth content or show equipment and décor. If Exhibitor does such damage, Exhibitor shall be liable to the owner of the property so damaged.

## 20. INSURANCE

Exhibitor acknowledges that BEC Expo Management does not maintain insurance covering Exhibitors property and that it is the sole responsibility of the Exhibitor to obtain such insurance, as its own expense, including, if desired, business interruption and property

damage insurance covering losses by the Exhibitor. Exhibitor agrees to obtain and maintain, at its sole expense, during the Program Dates insurance of such types and in such amount as a reasonably prudent company in its industry would obtain but in no case shall be less than the following and, upon request, agrees to provide evidence of such insurance to BEC Expo Management. Such insurance at a minimum shall include commercial general liability including an endorsement for host liquor liability insurance with limits of \$1,000,000 per occurrence and \$2,000,000 in the aggregate, works compensation insurance in the amount required by law, employers liability/stop gap liability insurance with limits of at least \$500,000 for each occurrence professional liability (errors and omissions) insurance, if applicable services are provided, with limits of at least \$1,000,000 per occurrence, automobile liability insurance with at least \$1,000,000 combined single limit for bodily injury and property damage per accident.

## 20. LAWS APPLICABLE

Exhibitor shall comply with all laws, ordinances, and regulations pertaining to health, fire prevention, and public safety while participating in the Expo. BEC Expo Management and the official service contractors have no responsibility pertaining to Exhibitors compliance with such laws.

## 21. INDEMNIFICATION

Exhibitor agrees to indemnify and hold harmless BEC Expo Management against all claims of damages, losses, or charges of anything resulting from Exhibitors occupancy of the space contracted. In addition, Exhibitor shall indemnify BEC Expo Management from any and all loss, cost, damages, or liability arising from or out of any accident or other occurrence to anyone, including the Exhibitor, its agent, employees, and business invitees, which arise from, by reason or out of the Exhibitors occupancy and use of the space contracted.

## 22. DISRUPTION OF SHOW

In the event the Expo is interrupted or canceled for any reason, BEC Expo Management at its sole option may return a portion of the amount paid for space after deduction of any amount necessary to cover expenses incurred by BEC Expo Management in connection with the Expo. In the event the Business Expo Center is destroyed or damaged, by fire or other cause, or become unavailable as a whole or in part, for a portion or for the entirety of the agreement period for any reason whatsoever, or if any casualty or unforeseen occurrence shall render the fulfillment of this agreement impossible, illegal or inadvisable, then and thereupon the parties to the agreement shall amend the agreement in a fashion that shall be mutually acceptable or the agreement shall be terminated by BEC Expo Management at its sole option. Exhibitor hereby waives any claim against BEC Expo Management for damages or compensation for such termination should the agreement be terminated.

## 2. OTHER REGULATIONS

Any and all matters not specifically covered by the preceding terms and conditions shall be subjected solely to the decision of BEC Expo Management. BEC Expo Management shall have full power to interpret, amend, and enforce these terms and conditions. Exhibitor, and its agent, agrees to abide by the foregoing terms and conditions and by the amendment or additions thereto in conformance with the preceding sentence. Exhibitor, or its agent, who fail to observe these terms and conditions, or who in the opinion or BEC Expo Management, conduct themselves unethically, may immediately be dismissed from the exhibit area without refund or other appeal.

## 23. ENTIRE AGREEMENT

This agreement sets forth the entire understanding of the parties and supersedes any and all prior or contemporaneous oral and written discuss herein. This agreement may be modified or amended only by written instrument signed by an authorized representative of each party as of the date signed below.

## ACCEPTED BY: EXHIBITOR'S REPRESENTATIVE

NAME \_\_\_\_\_

TITLE \_\_\_\_\_

DATE \_\_\_\_\_

SIGNED \_\_\_\_\_

## ACCEPTED BY: BEC REPRESENTATIVE

NAME \_\_\_\_\_

TITLE \_\_\_\_\_

DATE \_\_\_\_\_

SIGNED \_\_\_\_\_