2021 Virtual Booth Contract and Application
Annual Meeting Dates: April 7-11, 2021

Company Information
(Company name, address, and website as it will appear in publications)

Company Name: _______________________________________________________________

Street Address: ___________________________________________________________________

City, State, Zip, Country: ___________________________________________________________

Website to be published: ___________________________________________________________________

Main Booth Contact Name (Contact to receive booth communication):

_________________________________________________________________________________

Contact Phone: ___________________________ Contact Email: ___________________________

Booth Prices

Standard Virtual Booth Price
$1,750

Non-profit Virtual Booth Price*
$855
*AAG approved 501c(3) organizations only. University Press Publishers are not approved for this space.

Sponsors will receive discounted virtual booth pricing. Inquire for details.

Your booth space includes:
- 3 virtual registrations
- Company product category listing with logo, contact information and description
- Ability to include sales collateral PDFs and video
- Dedicated exhibit hall hours and ability to set private appointment hours
- Opportunity to offer giveaways
- Links to your social media feed
- Analytics on attendees who took an action while they visited your booth so you may follow up with them

Total number of booth space(s): __________
Cost per booth space: _______________________
Total cost of booth space(s): _______________________

Booth Payment Terms
Return this application and contract with a deposit of 50% of the total cost of the requested virtual exhibit space or payment in full. Once the application and accompanying payment are received by AAG, a confirmation will be returned with invoice for final payment, if applicable. The balance of your payment will be due on or before January 4, 2021. Purchase of exhibit space after January 4, 2021 must be accompanied by payment for the entire cost of the virtual exhibit space requested. All payments must be made in U.S. funds drawn on U.S. banks, payable to the AAG. Exhibitors agree to observe the regulations on the reverse side, which are hereby acknowledged to be a part of this application and contract.

Payment
50% of total booth cost: _______________________
Apply full payment now: _______________________

Payment Type
Check enclosed (made payable to AAG)

☐ Visa ☐ MasterCard (Sorry, no AmEx or Discover)

Card Number: ________________________________________________________________
Exp. Date: ____________________   CVV (required): __________________
Billing Address: ________________________________________________________________
Billing City, State, Zip Country: __________________________________________________________________

Please remit with payment to:
AAG 2021 Exhibits Manager
512 Herndon Parkway, Suite D, Herndon, VA 20190 OR
Fax: 571-730-3072

Note: Credit card payments cannot be accepted by e-mail.

Selling of Merchandise
Sales of merchandise is allowed. However, it will be the responsibility of the Exhibitor to ensure they follow the applicable sales tax regulations for the City, County, State in which the exhibitor’s company is located.

Cancellation
All cancellations must be submitted in writing to the AAG Exhibits Manager via e-mail at:
AAGExhibits@conferencemanagers.com OR fax to 571-730-3072.

Any exhibitor who cancels all of purchased virtual booth space on or prior to January 4, 2021, will forfeit and pay to AAG, as liquidated damages, a sum of money equal to 50% of the full price of said exhibitor’s virtual booth space. Any exhibitor who cancels all of their virtual booth space after January 4, 2021 will forfeit and pay to AAG, as liquidated damages, a sum of money equal to 100% of the full price of said exhibitor’s virtual booth space. In the event of a default by the exhibitor, as set forth in the previous sentence, the exhibitor shall forfeit as liquidated damages, the amount set forth above, regardless of whether Show Management enters into a further lease for the space involved. Cancellation requests must be submitted in writing to the Exhibits Manager.

Authorization
All applications must be signed in order to confirm booth reservations. By signing, we the exhibitor agree to abide by all rules and regulations governing the exposition as printed on the Virtual Exhibitor Hall Rules and Regulations document.

Products or services exhibited must be pertinent to the attendees’ professional interest. AAG reserves the right to restrict who may exhibit at the virtual conference and exhibit sales activities that it deems inappropriate or unprofessional. In addition, AAG reserves the right to prohibit any company, association, or entity from exhibiting at the virtual conference who has products or services that compete with the products and services AAG provides. If found in violation, an exhibitor may be asked to leave the conference and no refund will be provided.

Authorized Signature: ___________________________________________________________________
Title: _____________________________ Date: ________________
AAG 2021 VIRTUAL EXHIBITOR RULES AND REGULATIONS

Show Management
The virtual exhibition is organized and managed by AAG. Any matters not covered in these Rules and Regulations are subject to the interpretation of the AAG Board of Directors and the AAG Executive Director or his or her designee, and all exhibitors must abide by their decisions. Exhibitors must comply with the policies and procedures set forth by Show Management. Show Management shall have full power to interpret, amend, and enforce these rules and regulations, provided any amendments, when made, are brought to the notice of exhibitors. Each virtual exhibitor, for him/herself and their employees, agrees to abide by the foregoing rules and regulations and by any amendments or additions thereto in conformance with the preceding sentence.

Rates, Deposits and Refunds
Virtual exhibit space will be rented at the rates listed on the application form. No application will be processed, without payment in full. Space must be paid in full at the time of booking. All sales are final, and no refunds will be granted on the virtual exhibition space. Additionally, Exhibitors who chose to reduce their virtual exhibit space presence will not be refunded the package difference.

Failure to Occupy Virtual Space
Space not occupied by the time designated by Show Management will be forfeited by exhibitors and their space may be resold, re-assigned or used by the exhibit management without refund.

Arrangement of Virtual Exhibits
The show management reserves the right to inspect the quality of the appearance of each virtual booth prior to beginning of the virtual event.

Virtual Booth Design
Each exhibitor will be provided with a link to the official Virtual Exhibitor Guidelines. All virtual booth space must be arranged and constructed in accordance with the guidelines, provisions, and limitations contained in the Virtual Exhibitor Guidelines. If, in the sole opinion of Show Management, any virtual exhibit fails to conform to the Virtual Exhibitor set up guidelines or the provisions set forth herein, such exhibit will be prohibited from functioning at any time during the virtual event.

Subleasing of Virtual Space
Virtual exhibitors may not assign, sublet or apportion to others the whole or any part of the virtual space allocated, and may not display goods or services other than those manufactured or regularly distributed by them.

Virtual Exhibitor Conduct and Relevance
All virtual exhibit booths will be to serve the interest of the AAG members and must be pertinent to the attendees’ professional interests. AAG reserves the right to restrict virtual exhibit sales to potential exhibitors it deems inappropriate or unprofessional. Exhibits will be operated in a way that will not detract from other exhibits, the exhibition, or the meeting as a whole.

Virtual Exhibitor’s Personnel
Virtual Exhibitors are prohibited from sharing badges with anyone that is not officially registered for the conference. Violating this condition may result in loss of admittance for the person(s) sharing the badge. Each exhibit must be fully operational and staffed during the open exhibit hours as defined in the Virtual Exhibitor Guidelines by exhibitor personnel. Booths should be manned by company specialists who are qualified to discuss details of their company’s products or services.

AAG Event Conduct Policy
Exhibiting companies and booth personnel agree to review and adhere to all policies set forth in these rules and regulations.
Virtual Handout Materials
Virtual promotional giveaways and exhibit prize raffles will be permitted. All hand-out materials are expected to be of a professional nature. AAG reserves the right to disallow any material that they believe to be inappropriate.

Liability and Security
AAG makes no warranty expressed or implied, that measures will avert or prevent loss of access occurrences with may result in loss of virtual platform access. Each exhibitor must make provisions to have the correct and compiling bandwidth, etc. The Exhibitor understands that the virtual platform provider does not maintain insurance covering the virtual Exhibitor loss of access. The exhibitor will hold AAG, its Board, members, staff, and representatives, Show Management, and the virtual platform provider harmless from any and all damages, loss or liability of any kind whatsoever resulting from the lack of access.

Trademarks
AAG will be held harmless for any trademark, trade name, copyright or patent infringement on any virtual materials belonging to or distributed by any exhibitor.

Violations
Violation of any of these Rules and Regulations by the exhibitor of his/her employees or agents shall at the option of AAG forfeit the exhibitor’s right to occupy virtual space and such exhibitor shall forfeit to AAG all monies paid or due. Upon evidence of violation, AAG may take possession of the virtual space occupied by the exhibitor and may remove all persons and goods at the exhibitor’s risk. The exhibitor shall pay all expenses and damages that AAG may incur thereby.

Contact
For questions or more information, please contact: AAG Exhibits Manager, 512 Herndon Parkway, Suite D, Herndon, VA 20190; Phone (703) 964-1240 ext. 170; Fax: 571-730-3072; AAGExhibits@conferencemanagers.com