

## MSACL 2014 - Exhibitor Application and Contract

Exhibits: Sun – Tue, March 2-4, 2014

View specific show hours and set-up and breakdown times in the Instructions at  
[https://www.msacl.org/index.php?header=MSACL\\_2014\\_US&tab=For\\_Vendors&subtab=Exhibits](https://www.msacl.org/index.php?header=MSACL_2014_US&tab=For_Vendors&subtab=Exhibits)

Company [EXHIBITOR]:									
Exhibit Contact Name:	Email:								
Billing Address:	Tel:								
	Fax:								
Exhibit Booth Location Preference (optional): Select up to three booth numbers # _____ # _____ # _____ (NOT GUARANTEED)									
List any exhibitor(s) you wish to be near:									
List any exhibitor(s) you <b>do not</b> wish to be near:									
Product/Service Description: submit ONLINE following notification of your application acceptance. <b>Deadline January 1, 2014</b>									
Payment is by <b>Check</b> or <b>Credit Card (CC)</b> or <b>Bank Transfer</b> . <input type="checkbox"/> If paying by <b>CC</b> complete Authorization at right. <input type="checkbox"/> If paying by <b>Check</b> , make payable to "MSACL". <input type="checkbox"/> If paying by <b>Bank Transfer</b> , contact Chris Herold. <input type="checkbox"/> If part of Corporate Sponsorship Package.	<b>CC Authorization:</b> <input type="checkbox"/> MC <input type="checkbox"/> VISA <input type="checkbox"/> AMEX Credit Card #: _____ Exp Date: _____ Amount: \$ _____ Name on CC: _____ Email: _____ Phone: _____ By signing below I authorize MSACL to charge the credit card listed for the amount listed. Signature: _____								
<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; text-align: center; padding: 5px;"><b>By/On</b> Aug 01, 2013</td> <td style="width: 50%; text-align: center; padding: 5px;"><b>After</b> Aug 01, 2013</td> </tr> <tr> <td style="padding: 5px;"><input type="checkbox"/> 1 Booth \$4,500 (8'x10')</td> <td style="padding: 5px;"><input type="checkbox"/> 1 Booth \$5,000 (8'x10')</td> </tr> <tr> <td style="padding: 5px;"><input type="checkbox"/> 2 Booths \$9,000 (8'x20')</td> <td style="padding: 5px;"><input type="checkbox"/> 2 Booths \$10,000 (8'x20')</td> </tr> <tr> <td style="text-align: center; padding: 5px;">All Booths are Inline</td> <td style="text-align: center; padding: 5px;">All Booths are Inline</td> </tr> </table>	<b>By/On</b> Aug 01, 2013	<b>After</b> Aug 01, 2013	<input type="checkbox"/> 1 Booth \$4,500 (8'x10')	<input type="checkbox"/> 1 Booth \$5,000 (8'x10')	<input type="checkbox"/> 2 Booths \$9,000 (8'x20')	<input type="checkbox"/> 2 Booths \$10,000 (8'x20')	All Booths are Inline	All Booths are Inline	
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EXHIBITOR hereby assumes entire responsibility and hereby agrees to protect, defend, indemnify and save Hotel, its owners, its operator, Starwood Hotels & Resorts Worldwide, Inc., and each of their respective parents, subsidiaries, affiliates, employees, officers, directors, and agents harmless against all claims, losses or damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by its installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole gross negligence of Hotel and its employees and agents.									
EXHIBITOR shall obtain and keep in force during the term of the installation and use of the exhibit premises, policies of Comprehensive General Liability Insurance and Contractual Liability Insurance, insuring and specifically referring to the Contractual liability set forth in this Exhibit, in an amount not less than \$2,000,000 Combined Single Limit for personal injury and property damage.									
Hotel, its owners, its operator, and Starwood Hotels & Resorts Worldwide, Inc. shall be included in such policies as additional named insureds. In addition, EXHIBITOR acknowledges that neither Hotel, its owners, its operator, nor Starwood Hotels & Resorts Worldwide, Inc. maintain insurance covering exhibitor's property and that it is the sole responsibility of EXHIBITOR to obtain business interruption and property damage insurance insuring any losses by EXHIBITOR.									
Cancellation Refund: 75% by Oct 1, 50% by Nov 1, 25% by Dec 1. Cancel by email: <a href="mailto:chris.herold@msacl.org">chris.herold@msacl.org</a> .									
Signature:	Date:								

Questions: 858-922-5813  
 Fax to: 858-876-1873  
 Email to: [chris.herold@msacl.org](mailto:chris.herold@msacl.org)

Mail to: MSACL  
 205 12<sup>th</sup> St  
 Del Mar, CA 92014

## Exhibitor Instructions

All booths are 8 ft x 10 ft. The maximum height that your exhibit will be allowed to extend is 8 ft. The maximum distance your exhibit is allowed to extend towards the walkway is 8 ft. Placement of vendor-related material in the walkway is not acceptable. Exhibit space rental includes 8-ft high back drapes, 3-ft high side dividers and a standard (7' X 44') identification sign with your company name.

MSACL also provides the following for your booth:

- One 6-foot draped table
- Two Chairs
- One 7-inch x 44-inch exhibitor identification sign
- Basic Electrical outlet
- One Wastebasket with daily trash pick-up
- Wireless internet connectivity

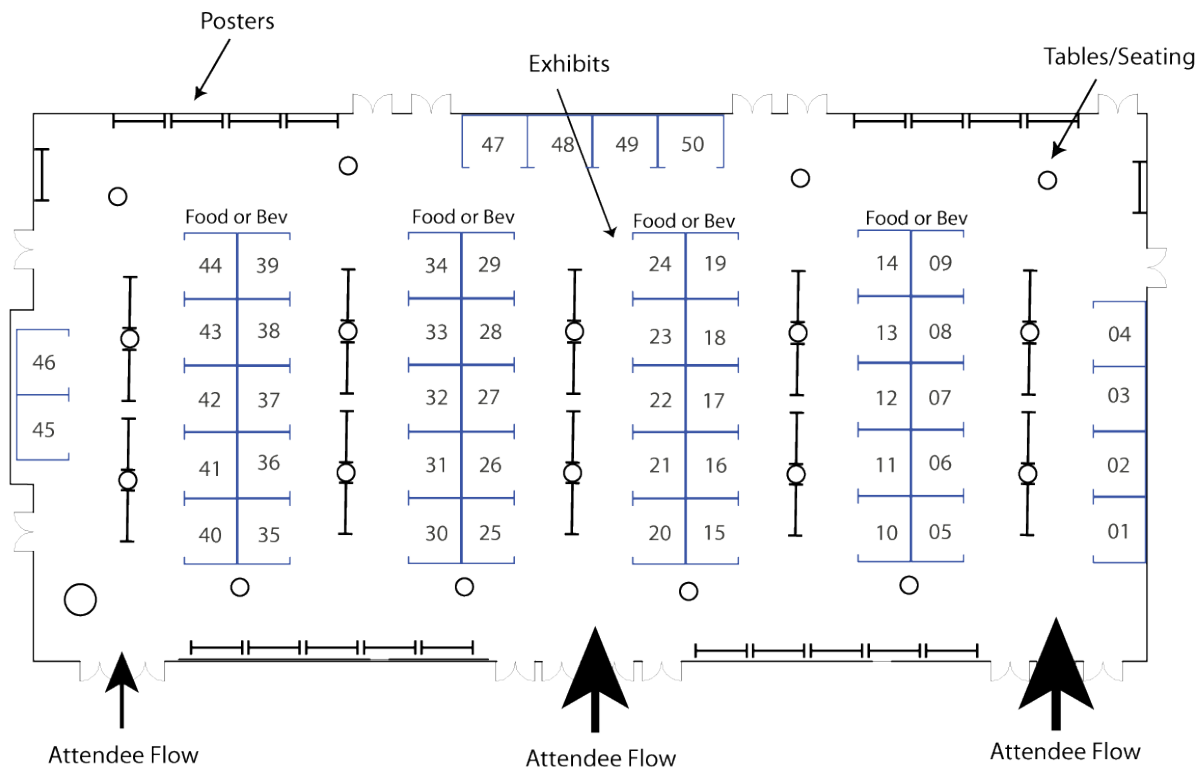
Please see the MSACL website for more information.

[https://www.msacl.org/index.php?header=MSACL\\_2014\\_US&tab=For\\_Vendors&subtab=Exhibits](https://www.msacl.org/index.php?header=MSACL_2014_US&tab=For_Vendors&subtab=Exhibits)

## Tentative Schematic of the Exhibit Hall for MSACL 2014

*Only for the purposes of identifying a preferred booth location.*

*The number of Exhibits may increase or decrease and the Exhibit numbers may change.*



Arrow size (Attendee Flow) represents expected attendee flow volumes.