

**ICAS**  
**Exhibitor Application and Contract**  
**Paris Hotel**  
**Las Vegas, Nevada**  
**December 6 – 9, 2009**



**Contact Information** *(Please print)*

Organization Name \_\_\_\_\_ ICAS # \_\_\_\_\_  
 Contact Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City/State/Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ E-mail \_\_\_\_\_

**Exhibitor Description** *(Must complete in order to have an Exhibitor Description in Convention Program)*

Check here if you would like to use the Exhibitor Description shown in the previous ICAS Convention Program

Provide a description of 30 words or less for the ICAS Convention Program below:

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Booth Selection** I/we reserve the following booth(s) and hereby confirm acceptance.


**Booth Fees** *If you are reserving more than 4 booths, there is an additional surcharge of 1/2 the booth fee for each additional booth.*

Number of Superior Booths (204 – 545): \_\_\_\_\_ x \$550 = \$ \_\_\_\_\_  
 Number of Premium Booths (104 – 145; 604 – 745): \_\_\_\_\_ x \$525 = \$ \_\_\_\_\_  
 Number of Standard Booths (804 – 945): \_\_\_\_\_ x \$500 = \$ \_\_\_\_\_  
 Booth share fee: \_\_\_\_\_ x \$250 = \$ \_\_\_\_\_  
 Surcharge for booths in excess of 4: \_\_\_\_\_ x \$250 = \$ \_\_\_\_\_

**Total Due:** \$ \_\_\_\_\_

**Payment** *Full payment must accompany this form. Booth payments are non-refundable.*

Check Enclosed       Please charge my:     Visa     MC     Amex

Name of Cardholder/Cardholder Signature \_\_\_\_\_

Card Number/Expiration Date \_\_\_\_\_

**Exhibitor Signature** \_\_\_\_\_

This signature verifies that the Exhibitor has read and agrees to abide by the terms and conditions outlined in the Exhibitor Application materials and the Rules Governing Exhibition at the Annual ICAS Convention.

## **Rules Governing Exhibition at the Annual Convention of the International Council of Air Shows**

### **I. Booth selection**

- A. Using a combined seniority/lottery system, booths for the following year's ICAS Convention will be assigned during a special booth allocation session or "Space Draw" at each ICAS Convention. For example, booth space for the 2010 ICAS Convention will be allocated at the 2009 Convention.
  - 1. Seniority is based on uninterrupted years of exhibition. Though there are exhibitors who began exhibiting at ICAS Conventions prior to 1984, the seniority list begins with those exhibitors who exhibited at the 1984 ICAS Convention.
  - 2. For exhibitors selecting booths at the previous year's space draw, names of exhibiting organizations with the same seniority will be randomly selected to determine selection order within that year (For example, names will be randomly selected for all exhibitors with ten years to determine which of them selects first, which selects second, third, etc.). Exhibitors selecting booths after the space draw will have their names added to the list based on their year of seniority, and when they reserve their booth.
  - 3. On or about February 1, booths not selected and paid for during the Convention Space Draw will be available for general sale.
- B. As part of a convention sponsorship agreement, ICAS may negotiate preferential booth locations, so long as at least 50 percent of "prime" booth locations remain available for selection by senior exhibitors and that the allotment for the sponsor does not exceed the current limit, if one exists. Sponsors must pay for the pre-selected booths prior to the conclusion of the Space Draw.
- C. At the discretion of ICAS, food and/or beverage may be served in the lounge areas indicated on the Exhibit Hall floor plan. This does not constitute a guarantee of food and/or beverage being served in any lounge.

### **II. Booth payment**

- A. Full payment for booths is due with a completed Exhibitor Application and Contract upon selection of space. Exhibitors selecting booths at the Space Draw will be required to provide full payment with their completed application or space will not be held.
- B. Booth fees are non-refundable.
- C. Exhibitors wishing to change booths will be assessed an administrative charge of \$50 per change which must be paid at the time the change is made.
- D. Exhibitors selecting more than four (4) booths will be assessed a surcharge of \$250 multiplied by the number of booths in excess of four (4).
- E. Booth reselling is prohibited. Unwanted booths should be released back to ICAS.

### **III. Sharing booths**

- A. Exhibitors may select booths together by combining their seniority years, dividing that number by the number of exhibitors selecting together, and selecting based on the revised year. For example, exhibitors with seniority of 1987, 1994 and 1997 may combine their seniority to select together with the 1993 group.
- B. Exhibitors planning to combine their seniority to select multiple booths or those planning to share a single booth at the annual exhibit space draw session, must submit a letter to ICAS stating their intention to do so not less than two (2) weeks before the Space Draw.
- C. Exhibitors sharing a single booth will be assessed a surcharge of \$250.

### **IV. Qualifying exhibits**

- A. Selling privileges on the ICAS Convention exhibit hall floor are limited to organizations that have contracted and paid for space assignments. No other persons or organizations will be permitted to sell product or services, solicit contributions, distribute advertising materials, or demonstrate products on the exhibit hall floor. Organizations that choose not to pay for exhibit booths

will not be permitted to use the exhibit hall floor as a venue for selling or promoting their product or service. Non-exhibiting personnel observed selling on the exhibit hall floor will be asked to stop such activities. If these non-exhibiting personnel refuse to stop, they will be asked to leave the hall.

- B. No exhibit in the show will be permitted in a hotel room/suite or outside the regular jurisdiction of the ICAS exhibit hall. Exhibition materials and displays will be limited to the space they have leased for the show.

V. Booth personnel

- A. Booth fees do not include Convention registration or exhibit hall passes for workers. All exhibitors and booth personnel must be registered as delegates at the Convention. Individuals not registered will not be permitted on the exhibit hall floor.

VI. Decoration and exhibit set-up

- A. Booths for the ICAS Convention are eight (8) feet deep and ten (10) feet wide.
- B. Exhibitors must agree to comply with union rules as they apply in the various venues where the ICAS Convention is held. Exhibitors should read exhibitor services materials carefully and/or contact the exhibit services company to fully understand rules and restrictions that apply to the move-in, installation and move-out of their display materials.
- C. ICAS shall have full discretion and authority in the placing, arrangement and appearance of all items displayed by exhibitor, and may require the replacing, rearrangement or redecorating of any item or of any booth and no liability shall attach to ICAS for costs that may be incurred by exhibitor thereby. Exhibitors building special backgrounds or side dividers must make certain that the surfaces of such dividers are finished in such a manner as not to be unsightly to exhibitors in adjoining booths.
- D. Exhibitor signs and equipment may not extend into or be placed over aisles or other public space, nor should they interfere with the displays of neighboring exhibitors.
- E. All exhibit displays shall be designed and erected in such a manner that they will withstand normal contact and/or vibration caused by neighboring exhibitors, convention delegates, and hall laborers. Displays shall also be able to withstand the moderate wind effects that may occur in the exhibit hall. Exhibitors shall also ensure that any display fixtures such as tables, racks or shelves are designed and installed properly to support the product or materials being displayed on them.
- F. All electrical for displays must be arranged at the exhibitor's own expense through the official contractor. Exhibitors are not permitted to utilize generators or other self-contained power source in their booths in lieu of such arrangements. Exhibitors using electrical in their booths not ordered through the official contractor will be charged the prevailing rate for such service on site.
- G. No lighting, fixtures, lighting trusses or overhead lighting are allowed outside the boundaries of the exhibit space. Lighting shall be directed to the inner confines of the exhibit space and shall not project onto other exhibits or aisles. Lighting that spins, rotates, pulsates or other specialized lighting effects shall be in good taste and not interfere with neighboring exhibitors or otherwise detract from the general atmosphere of the event.
- H. In general, exhibitors may use sound equipment in their booths so long as the noise level does not disrupt. Speakers and other sound devices should be directed so as to direct sound into the booth rather than into the aisle or into the booths of adjoining exhibitors.
- I. All exhibitors wishing to serve food and beverages in their booths must ask for and receive prior approval from ICAS and the host hotel not less than two weeks prior to the first day of the convention. Any charges due to service in a booth are the sole responsibility of the exhibitor.
- J. Exhibitors wishing to sell merchandise from their booth are subject to applicable state and local taxes. Such exhibitors are required to determine and comply with the tax regulations for the Convention host state, and city.
- K. Regardless of the type or size of a booth on the exhibit floor, display materials shall be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors.
  - 1. A maximum height of twelve (12) feet for displays is allowed only in the rear half of the booth space (four feet from rear drape). A four (4) foot height restriction is imposed on all materials in the remaining four (4) foot space forward to the aisle.

2. When three or more booths are used in combination, the four (4) foot height limitation is applied only to that exhibit space which is within ten (10) feet of an adjoining booth.
3. Booth displays that do not conform to these restrictions may be submitted to ICAS for consideration of a rules waiver. Requests for consideration must be submitted no later than August 15, 2008. Any resulting waiver will be conveyed in writing to the exhibitor who must abide by the terms stated therein. Waivers will not be granted on-site. Only a written waiver will be acceptable.
4. The maximum height restriction of twelve (12) feet will NOT apply to the parameter booths (Even numbered booths 100 – 152 and odd numbered booths 701 – 753). These booths have no height restriction in the rear four (4) feet of the booth; however, you must receive approval from ICAS for any display over twelve (12) feet high, prior to November 1, 2008. The front four (4) feet of these booths will have a four (4) foot height restriction, except when three or more booths are used in combination, the four (4) foot height limitation is applied only to that exhibit space which is within ten (10) feet of an adjoining booth.
5. Exhibitors displaying in “**end-cap**” spaces:
  - a. The four (4) foot height restriction applies to both sides of these booths. The twelve (12) foot height restriction applies to the center eight (8) feet of these booths. When three or more booths are used in combination, the four (4) foot height limitation is applied only to that exhibit space which is within ten (10) feet of an adjoining booth.

VII. Admittance of exhibitor personnel onto the show floor during non-show hours

- A. Exhibitors may be admitted to the show floor during non-exhibit hours at the discretion of security personnel contracted by ICAS.

VIII. Late set-up and early dismantling of exhibit booth

A. Because the entire ICAS exhibit floor is a feature of the annual convention that should be available to all convention delegates no matter when they arrive at the convention, exhibitors who set up their booths after the convention begins or dismantle their booths – entirely or partially – prior to the official conclusion of the exhibit portion of the ICAS Convention as publicized prior to each convention shall be penalized as follows.

1. An organization that has selected and paid for booths, but does not attend or send representatives to the ICAS Convention will have their seniority revoked.
2. An organization that begins setting up its display during or after the first exhibit session will have two (2) years deducted off its seniority position.
3. An organization that begins setting up its display during the second exhibit session will have four (4) years deducted from its seniority position.
4. An organization that begins setting up its display during or anytime after the third exhibit session will have six (6) years deducted from its seniority position.
5. An organization that begins dismantling its display before the conclusion of the last exhibit session will have two (2) years deducted off its seniority position.
6. An organization that begins dismantling its display before the conclusion of the next-to-last exhibit session will have four (4) years deducted off its seniority position.
7. An organization that begins dismantling its display anytime prior to the beginning of the next-to-last exhibit session will have six (6) years deducted from its seniority position.
8. Any exhibitor observed dismantling its display before the conclusion of the last exhibit session will be asked to stop by an ICAS representative. If the exhibitor continues to dismantle the booth, that exhibitor will receive a letter from ICAS headquarters within 14 days of the conclusion of that convention notifying the exhibitor of the seniority penalties imposed based on the scale described above.

IX. Exhibitor Material

- A. Unless otherwise approved by ICAS staff, any documents or other promotional materials may only be distributed from an exhibitor booth.
  - B. All promotional materials must contain the exhibitor's name and contact information.
  - C. ICAS reserves the right to refuse or remove any material that is deemed inappropriate or disruptive to the activities and purposes of the exhibit hall.
- X. Local, city and state ordinances
- A. The exhibitor assumes all responsibility for compliance with local, city and state ordinances and regulations covering fire, safety and health in the city in which the exhibition is being held.
- XI. Resolution of disputes
- A. In the event of a dispute or disagreement between an exhibitor and an official contractor, or between an exhibitor and a labor union or labor union representative, or between two or more exhibitors, all interpretation of the rules governing the exposition, actions or decisions concerning the dispute or disagreement by ICAS intended to resolve the dispute or disagreement shall be binding on an exhibitor.
  - B. All disputes between and among the Corporation, its members, directors and officers relating to the management of the exhibition shall be resolved exclusively by arbitration in Washington, DC according to the rules of the American Arbitration Association then in effect. The arbitrator may award attorney's fees and costs to the prevailing party in such arbitration.
- XII. No implied endorsement
- A. The International Council of Air Shows does not endorse any organization, or their products or services.
- XIII. Additions and amendments to these rules
- A. ICAS may from time to time issue such additional rules as it deems necessary for the orderly presentation of the exhibit portion of its annual convention. Any rule may be amended at any time by ICAS provided that such amendment shall not substantially diminish the rights or increase the liability of the exhibitor.
- XIV. Agreement to rules
- A. Exhibitors and their employees, representatives and successors agree to abide by the foregoing rules and by the amendments that may be put into effect by ICAS.

Revised 04/09. Replaces all previous versions.