

# Cereals & Grains 20

October 25–27 | Hyatt Regency Calgary | Calgary, Alberta, Canada

## Exhibit Reservation Form

### COMPANY INFORMATION

Company Name (exactly as it should appear in print)

\_\_\_\_\_

Contact Name \_\_\_\_\_

Contact Email \_\_\_\_\_

Telephone \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State/Province \_\_\_\_\_

Zip/Postal Code \_\_\_\_\_

Country \_\_\_\_\_

Facsimile \_\_\_\_\_

### PRIMARY EXHIBIT CONTACT

Full Name \_\_\_\_\_

E-mail \_\_\_\_\_

**Please complete information below if contact information and address are different from Company Information above.**

Company Name \_\_\_\_\_

Department/Division \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State/Province \_\_\_\_\_

Zip/Postal Code \_\_\_\_\_

Telephone \_\_\_\_\_

Facsimile \_\_\_\_\_

### EXHIBIT FLOOR INFORMATION

Please list all companies from which you prefer to be separated:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### EXHIBIT FLOOR PLACEMENT

The floor plan will be available online at a later date. As soon as it is available, paid exhibitors will have first choice of booths by booth type and annual meeting involvement. 'Premium' table tops will be located nearest the program action.

*Included with your table top: (1) complimentary registration for Cereals & Grains 19, (1) 6' x 2' table*

### RATES IN USD (select one)

Exhibit Space	Current Exhibit Rate	Beginning May 30		
Table Top	\$2,550	\$2,750		
# of Table Tops	_____			
Add Program Book Ad	Full Page	Half Page	Special Position*	
Full Color	\$2,650	\$2,250	\$2,800	

*\*Special position ads are full-page ad opportunities*

Total \$ \_\_\_\_\_

### EXHIBIT PAYMENT

Invoice me

Send me bank wire transfer details

Check enclosed (in U.S. funds and is payable to Cereals & Grains Association, drawn only from a U.S. bank)

*When you provide a check for payment, you authorize us to use information from your check to make a one-time electronic fund transfer from your account or to process the payment as a check transaction. Funds may be withdrawn from your account the same day we deposit payment and you may not receive your check back from your financial institution.*

Charge my credit card (check one below)

American Express    Discover    MasterCard    Visa

Card Number \_\_\_\_\_

Expiration Date (Month/Year) \_\_\_\_\_

Name of Cardholder \_\_\_\_\_

### EXHIBIT TERMS

Payment for your table top must be received to initiate exhibit benefits and is due within 30 days of reservation. Your benefits and exhibit regulations are outlined on this agreement. To pay by credit card, please contact Rhonda Wilkie with credit card information: +1.651.994.3820.

#### PLEASE RETURN THIS FORM TO:

Brianna Plank  
3340 Pilot Knob Road  
St. Paul, MN 55121, U.S.A.  
bplank@scisoc.org or  
fax: +1.651.454.0766

[cerealsgrains.org](http://cerealsgrains.org)



# Cereals & Grains 20

## Exhibit Policies and Regulations

**EXHIBIT SPACE CONTRACT:** Please read Exhibit Policies and Regulations prior to signing this contract. Signature of the Primary Exhibit Contact on the contract will constitute agreement of the Exhibiting Company to comply with these policies.

**CONTRACT MUST INCLUDE:** Name of organization, Name, Address, Phone, Email of Primary Exhibit Contact, Deposit per payment schedule.

**RESPONSIBILITIES/LIABILITIES:** The primary Exhibit Contact will have the authority to act on behalf of the Exhibiting Corporation (Exhibitor) in space reservation transactions with the Cereals & Grains Association (Society). The Signature of the Primary Exhibit Contact is required on this Contract and binds the Exhibitor and its representatives to all regulations and terms of this document and constitutes a binding agreement. The Society must receive written notice of change of the Exhibitor's Primary Exhibit Contact, when applicable.

The Exhibitor assumes entire responsibility and agrees to protect, indemnify, defend, and save the Society and its agents harmless against all claims, loss or damage to persons or property, arising out of or caused by Exhibitor's installation, removal, maintenance, occupancy, or use of the Exhibit premises. The Exhibitor indemnifies and agrees to hold the Exhibit Facility and the legal entities which own, lease, and/or operate the Exhibit Facility, their members, officers and directors, and employees, harmless against any and all liability whatsoever arising from any or all damage to property or personal injury caused by Exhibitor or its agents, representatives, employees, or any other person. Contract for Exhibit Space at this Cereals & Grains Association meeting indicates the applicant's willingness to abide by all accompanying exhibit terms and conditions and general regulations listed as well as such additional rules and regulations as the Society deems necessary for the success of the exposition, provided these latter do not materially alter the Exhibitor's contractual rights. Upon receipt of payment, the invoice issued to you represents a binding contract.

**FINALIZATION OF EXHIBIT RESERVATION:** Contracts for Exhibit spaces are subject to the approval of the Society. The Society reserves the right to offer or refuse exhibit rental to potential Exhibitors. Exhibit space assignments will be on a first-come, first-served basis.

**INDIVIDUAL EXHIBITOR REGISTRATION:** Entrance to the exposition is by Cereals & Grains Association name badge only. The Primary Exhibit Contact will receive copies of all preliminary and program announcements to facilitate Exhibit and accommodation registrations.

**CANCELLATION:** Cancellation by an Exhibitor will result in forfeiture of exhibit fees paid to date. In the event the Exhibit is cancelled by the Society for any reason, the liability of the Society shall be limited to a refund of all monies paid by the Exhibitor as the exhibit rental fee less Exhibitor's share of expenses incurred by the Society to the date of cancellation.

**EXHIBITOR SERVICES KIT:** The electronic Exhibitor Services Kit (ESK) will be available online approximately eight weeks prior to the event. The ESK will include the necessary forms you will need to order furnishings, audio-visual equipment, janitorial service, graphics, internet, labor, and electrical service.

**BOOTH SELECTION PROCESS:** Cereals & Grains Association will use a process that considers (1) when your order and payment are received (2) top three booth choices with location preference given to premium, preferred and then standard booths, if applicable (3) separation from competitors, (4) advertising and sponsorship dollars from the past two years. Cereals & Grains Association will make the final booth selections.

**SHIPPING INSTRUCTIONS:** All freight charges must be prepaid. Since the Facility does not have capabilities to receive display materials or the accommodations to store empty shipping crates, the Exposition Services Company (Decorator) will serve as the official drayage contractor. Information on the consignment of your freight, customs, and bills of lading will be included in the online ESK.

**LABOR AND SAFETY:** The Decorator's ESK will contain order forms for labor. The Society will enforce set-up and tear-down policies to minimize interference with other meeting functions and to maximize safety, as well as the quality and amount of exhibit hours. Please be familiar with these policies before signing the contract. The Exhibitor is responsible for knowledge of and compliance with all fire, safety, and union requirements as noted in the ESK.

**INSTALLATION OF EXHIBITS:** Any Exhibit not unpacked by the end of set-up time will be placed in storage and cannot be returned until the close of the Exposition the first day, or the Exhibit may be reordered to be set-up by the Society. No refuse may be placed in the aisles after the final cleaning. Please do not litter the floor, in the exhibits, or aisles after cleaning.

**DISMANTLING:** No packing or dismantling of Exhibits will be permitted prior to the published tear-down time.

**LIABILITY:** Although security personnel are appointed, neither the Society, the Facility, nor the Decorator or their agents can assume responsibility for any loss or damage to exhibits, equipment, rental furnishings/equipment, or aisles after cleaning.

**INSURANCE:** Insurance on all Exhibits is the responsibility of the Exhibitor. Neither the Society nor its agents, assigns, or assignees, will assume any responsibility for property loss, damage, personal injury, or other claims related to the Exhibitor's stand. Exhibitors are required to carry insurance to cover their property against damage and loss and public liability insurance for claims of injury to the person and property of others.

**FIRE PROTECTION:** All materials used in the exhibit area must be flameproof and fire resistant. All displays are subject to inspection by the Fire Marshall.

**SPECIAL EFFECTS AND PRESENTATION:** Operational equipment, audio-visual and sound/attention getting devices and effects must not interfere with the activities of the meeting and other Exhibitors. The Society reserves the right to determine at what point sound constitutes interference, and if it must be discontinued. Professional presenters or models may conduct product and service demonstrations. Demonstrators are to be straightforward and professional and must avoid the use of theatrical gimmicks such as magicians, robots, pantomimists, balloons, etc.

The use of live or recorded music, including but not limited to music on videotapes, by the Exhibitor for any purpose under this contract is prohibited.

**CONDUCT OF EXHIBITS:** The character of the Exhibit is subject to the approval of the Society. The society retains the right to refuse the applications of Exhibitors not meeting standards required or expected, as well as the right to curtail Exhibits or parts of exhibits which reflect unfavorably upon the character of the meeting. Non-professional products or services are not to be displayed.

**TERMINATION OF EXHIBIT RIGHTS:** In the event the Exhibitor, its contractors, agents or employees fail to comply with any of the provisions hereof, or otherwise detract from the general educational character of the meeting, the Society shall be permitted and empowered to terminate the Exhibitor's right hereunder, and evict and remove the Exhibitor and contractors hired by the Exhibitor from the premises, in which event the Exhibitor shall not be entitled to any refund of amounts paid hereunder.

**PROHIBITED PRACTICES:** Canvassing/distributing advertising materials outside the Exhibitor's own exhibit space. Solicitation of business, or conferences in the interest of business, except by Exhibitors. Operation of unprotected x-ray equipment, UV sources, or sources of ionizing radiation. The use of billboard advertisements, display of signs, and/or balloons outside the exhibit area unless approved by the Society. Publicizing and/or maintaining any extracurricular activities, inducements, demonstrations, or displays away from the exhibit area during the meeting. Entry into another Exhibitor's exhibit space, examination, or photographing of another Exhibitor's exhibit without permission. No Exhibitor may suspend or hang display materials or signs from the ceiling above their exhibit space or island exhibit. Display materials and/or signs may also not rise above the 8'/2.44m height registration of the exhibit booth.

**EXPOSITION SPACE SPECIFICATIONS:** For 6' x 2' table tops, no sidewalls or counters may exceed 36" in height, except in the back 1/3 of the exhibit space. Background and display materials are limited to 8' in height and must not protrude from the back of the space more than 36". All exhibits include 3' side walls/rails adjoining the neighboring exhibit. Corner or end-cap exhibit spaces have the option of installing/not installing the 3' side rail. In-line exhibits have two, 3' side rails. All exhibits (except islands) include: one identification sign, one 6' skirted/draped table, and one wastebasket. End-cap and island exhibits have the option of building out their exhibit (per Cereals & Grains Association specifications) and no pipe and drape would be provided, except if the Exhibitor requests it. Background and display materials are limited to 8'/2.44m in height. Booth carpet, lighting, electrical, internet, audio-visual equipment, water, cleaning, and refrigerators are not included in the exhibit space rental fee.

No exhibit may span an aisle by roofing or floor covering. Exposed or unfinished sides of an exhibit and/or pop-up display must be draped or positioned in your stand to present an attractive appearance. The Decorator, with the approval of the Society, will provide draping deemed necessary and charge the Exhibitor accordingly. The aisles are property of all Exhibitors. Space must be left within each exhibit area to absorb the viewers.