

**Exhibitor Application & Contract**  
**2017 GMAC Annual Conference Expo**  
**June 21-23**  
**Marriott Marquis San Francisco, CA**



This is the official application and contract for GMAC's 2017 Annual Conference Expo. All contracts must be completed in full, signed, and returned with a signed copy of the Terms and Conditions, via email: [mpurvis@gmac.com](mailto:mpurvis@gmac.com).

**Exhibiting Company Contact**

Exhibiting Company Name: \_\_\_\_\_

Primary Exhibitor Contact Name: \_\_\_\_\_

Job Title: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

*The following will be used for the GMAC Website & Expo Book*

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

Zip/Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

Website: \_\_\_\_\_ Phone: \_\_\_\_\_

50 Word Description for Expo Book: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Exhibit Space**

*Exhibit space assignments will be made on a first-come, first-served basis. Each exhibit space includes one- 6'x30" draped table, two chairs, and wastebasket.*

Please select your top three exhibit space locations.

1: \_\_\_\_\_ 2: \_\_\_\_\_ 3: \_\_\_\_\_

Briefly describe the products/services to be displayed or promoted in your space: \_\_\_\_\_

\_\_\_\_\_

To help up in assigning your space, please list the names of the competitors you would like to be separated from:

\_\_\_\_\_

**Payment**

Each exhibit space is \$2,500. Full payment is due by May 19, 2017. GMAC accepts check or credit card for payment.

Check payable to GMAC for 2017 Annual Conference Exhibit Space in the amount of \_\_\_\_\_ USD.

Credit Card Authorization. I authorize GMAC to charge my: VISA\_\_\_\_ MasterCard\_\_\_\_ American Express\_\_\_\_

In the amount of: \_\_\_\_\_ USD. Card #: \_\_\_\_\_

Billing Zip/Postal Code: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_ Cardholder's Signature: \_\_\_\_\_

**Conference Passes**

Two conference passes, which include access to receptions, breakfast, lunches and educational sessions, are included with each exhibit space. These passes must be used for the staff that will be working the Expo.

Badge #1 Name: \_\_\_\_\_ Email: \_\_\_\_\_

Badge #2 Name: \_\_\_\_\_ Email: \_\_\_\_\_

**Questions regarding GMAC Expo? Contact Mary Purvis [mpurvis@gmac.com](mailto:mpurvis@gmac.com)**

## TERMS AND CONDITIONS

### DEFINITIONS

"GMAC" as used herein refers to the Graduate Management Admission Council (GMAC), a Reston, VA nonprofit, 501c3 tax exempt, charitable organization. The word "Exhibitor" refers to the exhibiting organization indicated at the beginning of this application/contract. "Expo" means the GMAC Annual Conference Exhibitor Expo held as part of the GMAC Annual Conference. The "Exhibit Hall" is the room/hall location of the Expo within the conference hotel.

### CONTRACT FOR EXHIBITOR BOOTH SPACE

This application/contract for exhibit booth space constitutes a contract for the right to use exhibit space when signed by Exhibitor and when GMAC sends an email confirmation of a booth space assignment to Exhibitor's representative as named on this application. Booth space is not guaranteed until such confirmation is received and GMAC reserves the right to not accept Exhibitors that complete an application.

### PURPOSE OF EXPO; NO ENDORSEMENT

The primary purpose of exhibits at the GMAC Annual Conference Expo is to inform the graduate management education community about products and services that may be of interest to them. For more information about GMAC and its Annual Conference visit GMAC.com. GMAC'S acceptance of a contract with an Exhibitor is not, and should not be, construed as an endorsement by GMAC of it or of its programs, products or services.

### FORCE MAJEURE; CANCELLATION OR POSTPONEMENT OF EXPO; MODIFICATIONS

In the event of fire, disaster, terrorism, threat of terrorism, civil disturbance, government or travel advisories, hazardous weather, strike, or any unforeseen occurrence that renders the fulfillment of this contract impossible by GMAC, at GMAC's option, the contract will be terminated or the parties shall mutually amend it. The Exhibitor hereby waives any claim against GMAC for damages or compensation in such event. In the event the Expo is cancelled for any other reason, the liability of GMAC shall be limited to the money paid by Exhibitor as exhibit booth rental, less a proportionate share of expenses incurred by GMAC related to the Expo. No refund shall be made should the dates or location of the Expo be changed, but Exhibitor will be assigned space that the Exhibitor agrees to use under these same terms and conditions. GMAC shall not be financially liable in the event the Expo is interrupted, canceled, moved or dates changed except as provided herein. The information contained in the Exhibitor brochure is preliminary and is subject to change. GMAC reserves the right to modify the Expo schedule and make any adjustments in booth assignments, size and equipment as deemed necessary to meet conference programming needs.

### CANCELLATION BY EXHIBITOR

Cancellation of exhibit booth space must be in writing and sent to GMAC 60 days prior to event start date to receive a full refund on expenses paid toward booth table rental. After this date, no refund will be given.

### BOOTH ASSIGNMENT

Booths are assigned on a first-come, first served basis determined by date of receipt of this application/contract and booth fees, and in the exercise of GMAC's discretion. GMAC cannot guarantee any particular booth location. GMAC reserves the right to change booth assignments at any time as deemed necessary. You will be contacted by GMAC staff with your booth location. GMAC will designate the booth assignment and final confirmation will be sent. Exhibitor should refrain from making final travel plans prior to receiving booth confirmation.

### BOOTH SPACE

The USD\$2,500 covers (1) draped 6'x30" table and (2) chairs in the assigned exhibitor area during the assigned hours. All Exhibitor displays must fit on the assigned table. Signage (other than that which can fit on exhibitor's table) and floor displays are not permitted unless approved in advance by GMAC. Exhibitors may furnish their own tablecloths. Audio visual equipment will be coordinated through the general services contractor, Curtin Convention & Exposition Services, Inc. and subject to separate pricing. Please consult the exhibitor service kit for a pricing list. Any additional audio/visual equipment not coordinated through Curtin, must be approved by GMAC in writing and when approved, Exhibitor should contact Curtin directly to arrange. Any non-approved AV requirements may result in the forfeiting of space. Any sound or other devices which GMAC deems objectionable to other Exhibitors or attendees will be required to be discontinued. GMAC reserves the right to approve and determine final placement, arrangement, and appearance of any exhibition displays and decorations.

### PAYMENT POLICIES

All payments must be made in U.S. Dollars and must be paid in full, 30 days prior to event start date.

### SUBLETTING OF SPACE PROHIBITED

Exhibitors are not permitted to assign, sublet or otherwise transfer a booth or any part of the space allotted to them, nor shall they exhibit or permit to be exhibited in their space any merchandise, advertising materials or signage that are not part of their company's regular products or services. Any firm or organization not assigned exhibit space will be prohibited from soliciting business within the Exhibit Hall.

### GENERAL CONDUCT OF EXHIBITORS

Exhibitors must confine all materials and promotional activities to their contracted booth space. All of the following practices are expressly prohibited: activities outside of the contracted booth space; distribution of samples outside of contracted booth space;

excessive noise that interferes with other Exhibitors; storage or use of flammable or explosive materials or any substance prohibited by local laws, hotel or insurance carriers; use of materials with strong odors; solicitation of business by anyone other than representatives of Exhibitor; and promotion of any activities that draw GMAC attendees away from the Expo during conference hours. GMAC also reserves the right to restrict or prohibit any contest, promotion, lottery, or give-away that causes blocking or disturbance to other exhibits or patrons or that could be considered illegal. Display boards and other exhibit materials may not be placed in such a manner as to interfere with exhibitors in neighboring booths. No Exhibitor will be permitted to host a hospitality suite or function during the Expo. Exhibitors may not bring alcoholic beverages into the Exhibit Hall.

### CONFERENCE MATERIALS

Conference materials are protected by applicable law, including copyright protections and shall be used only for conference related informational purposes. This includes all presentations which are owned by the presenters. Exhibitors shall not use any conference materials for their marketing or other promotional purposes. Exhibitor must obtain the written permission of the presenter for the use of any presentation materials.

### PROTECTION OF EXHIBIT FACILITY

Nothing shall be posted on, nailed, screwed or otherwise attached to columns, walls, floors or other parts of the Exhibit Hall, hotel or any furniture. Any property destroyed or damaged by Exhibitor must be replaced or restored to its original condition by Exhibitor at Exhibitor's expense.

### COMPLIANCE WITH LAW AND POLICIES; UNION LABOR

Exhibitor assumes full responsibility for complying with applicable federal (including the American with Disabilities Act), state and local laws, including but not limited to, fire, safety, electrical wiring and health standards, and any GMAC, tradeshow service company or hotel rules and policies. Exhibitor shall also comply with any union rules related to its exhibiting at the Expo, including but not limited to, installation, dismantling and display of the exhibits.

### RESPONSIBILITY; INDEMNIFICATION

Exhibitor assumes the entire responsibility and liability for all losses, damages and claims arising out of Exhibitor's activities on the premises. Exhibitor is responsible, at its own expense, for any permits, licenses, or equipment should any be required. Exhibitor agrees to indemnify, defend and hold harmless GMAC, hotel, and trade show services, and their respective officers, directors, representatives, agents, contractors and employees from any loss, liability, costs or damages (including reasonable attorney's fees and expenses) to persons or property, governmental charges or fines arising out of or caused by, Exhibitor's installation, removal, maintenance, occupancy, or use of the Exhibition Hall or any part thereof, excluding any such liability caused by the gross negligence or willful misconduct of GMAC, hotel or tradeshow services, their officers, directors, employees, agents or contractors. Exhibitor represents and warrants to GMAC that no materials or content used in or in connection with their exhibit infringe the trademarks, copyrights or other intellectual property rights of any third party. The Exhibitor agrees to indemnify, defend and hold GMAC, hotel, and tradeshow services, their officers, directors, employees, agents or contractors harmless from and against all losses, damages and costs (including attorneys' fees) arising out of or related to claims of infringement by Exhibitor of the trademarks, copyrights and other intellectual property rights of any third party.

### INSURANCE

Exhibitor shall maintain adequate general commercial liability and property damage insurance coverage and such other insurance coverage as required by applicable law, GMAC and/or hotel for participation in the Expo. Such insurance shall name GMAC and hotel as additional insureds and Exhibitor shall provide a Certificate of Insurance to GMAC and/or Hotel upon request.

### EXCLUSIONS

GMAC has the right to refuse any applicant for exhibit space as well as the right to restrict or evict any Exhibitor that, in the opinion of GMAC, detracts from the general character of the Expo. This right applies to displays, printed matter, promotional materials, noise, personal conduct and operation methods. In the event of such restrictions or evictions, GMAC will not be liable for any refunds or other exhibit expenses.

### SHIPPING, RECEIVING

Exhibitor is responsible for shipping all booth materials according to the guidelines to be furnished by GMAC by Shipping will be run through the hotel and separate charges will be billed to exhibitor by Curtin Convention & Exposition Services, Inc.. A list of charges can be found in the exhibitor service kit.

**Exhibitor Contract Agreement:** Exhibitor has read and agrees to the Expo Terms and Conditions.

**Signature of authorized representative of Exhibiting Company:**

**Printed Name:** \_\_\_\_\_

**Date:** \_\_\_\_\_