

ASEE EXHIBIT SPACE CONTRACT

2027 ASEE Annual Conference & Exposition

Sunday, June 20 - Wednesday, June 23, 2027, Toronto Convention Center

Company/organization/institution/program name: _____

(Name will be used in all exhibit signage: exhibitor floor plan, exhibitor list on website, program and expo guide, booth ID signage, etc.)

Website: _____

Primary contact information (Will receive all event communications including invoice, exhibitor kit, registration info, sponsorship opps, etc.)

Name: _____ Title: _____

Mailing Address: _____ City: _____ State: _____

Zip/Postal Code: _____ Country: _____

E-mail: _____ Phone number: _____

Booth Selection Specifications (booths are sold as they appear on the floor plan)

Size of Booth requested: ____X____

Type of Booth requested: ☐ Corner ☐ Island

Preferred Location/Booth # (first choice= 1; last choice=5): 1) _____ 2) _____ 3) _____ 4) _____ 5) _____

Booths to be Combined: 1) _____ 2) _____

Companies you would like to be separated from: _____

Companies you desire to be near: _____

EXHIBITION FEES

Early Bird Rates (on or before February 26, 2027)

Standard Rates (after February 27, 2027)

Booth Size	Sq. Ft.	Member*	Non-Member	Member*	Non-Member
10 x 10	100	\$2,950	\$3,550	\$3,550	\$4,150
10 x 20	200	\$5,100	\$6,100	\$6,100	\$7,950
20 x 20	400	\$9,750	\$12,250	\$12,250	\$14,150

*Member rates only apply to institutional or corporate members of ASEE. The discount is not available for individual members.

Payment Terms: Exhibitors participating in the exhibit space draft will be invoiced for the total amount due upon reservation. All invoices are Net30. Contracts must be received by February 27th, 2027 to be eligible for the early bird rate.

Terms of Acceptance: Exhibitor agrees to comply with all Contract regulations and to the conditions under which displays in the Toronto Convention Center may be held, both of which are given herein. Exhibitor agrees to enclose the designated fee for its reservation and agrees to abide by the Cancellation policy set forth in the Rules to Exhibit. Failure to comply risks loss of booth reservation and loss of early bird rate.

Exhibitor Authorized Representative Signature: _____ Date: _____

Email completed contract to: ASEE, Attn: Ashley Krawiec, Director of Event Sales Email: a.krawiec@asee.org

Payment Amount: \$ _____ Payment type: ☐ Check ☐ Visa ☐ MasterCard ☐ American Express

Credit Card #: _____ Exp. date: _____ CVV: _____

Name on the Credit Card: _____ Signature: _____

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Exhibitor Booth Package

ASEE and Shepard, the general services provider and decorator, have negotiated a base booth package that is included in the ASEE exhibit space cost. No additional cost is required for these items. Additional items can be purchased directly from Shepard in the spring of 2027.

For every 100 square feet reserved, exhibit booths receive the below package:

One (1) full conference registration & four (4) exhibits only passes

(10') of 8' high white hard wall backdrop with (2) 18" white return panels.

(1) 7" x 44" ID Sign

(8') of 3' high pipe & drape side rail

(1) 6' x 30" skirted table

(2) Side chairs

(1) Wastebasket



RULES TO EXHIBIT

1. AGENT/PRINCIPAL

A. The American Society for Engineering Education (ASEE) acts for the Exhibitor and representative(s) in the capacity of agent or principal. ASEE assumes no liability for any act of omission or commission in connection with this agency. The Exhibitor and their representative(s) hereby release and hold harmless from any and all costs, expenses (including but not limited to attorney's fees) and liabilities for loss or damage ensuing from any cause whatsoever.

B. All parties involved in the exhibit, including specifically, but not limited to, the exhibit hall, the owner, the leasing association, the sponsor and the individual Exhibitor, respectively agree to pay any and all claims arising out of their own negligence of that of their respective employees or grants.

2. REJECTED DISPLAYS

A. ASEE determines eligibility of any company or product for exhibit. ASEE may forbid installation or require removal or discontinuance of any exhibit or promotion, wholly or in part, that in its opinion is not in keeping with the spirit and mission of ASEE.

B. Unethical conduct or infractions of rules on the part of Exhibitor or his representative(s) or both will subject the Exhibitor or his representative(s) to dismissal from exhibit areas, in which event it is agreed that no refund shall be made and further that no demand for redress will be made by the Exhibitor or his representative(s).

C. Exhibitors and their representative(s) who fail to observe these conditions of contract or who, in the opinion of ASEE, conduct themselves unethically may be dismissed without refund or appeal for redress.

3. EXHIBIT DAMAGE/LOSS/THEFT

A. ASEE will endeavor to assist in the protection of Exhibitor by providing 24-hour guard service. However, due to the tremendous value of exhibits, it is impractical and impossible to insure the Exhibitor's equipment against loss, theft, damage, and breakage. Neither the Toronto Convention Center, nor any facility, nor any of its employees nor representative(s), nor any representative of ASEE, nor any subcontractor will be responsible for any injury, loss, or damage to the Exhibitor, the Exhibitor's employees or property, however caused.

B. ASEE Show Management will cooperate fully, but cannot assume responsibility for damage to Exhibitor's property, lost shipments, either arriving or departing the due to inadequately packed property is Exhibitor's own responsibility. If exhibit fails to arrive, Exhibitor will nevertheless be responsible for booth rent and no refund will be made. Exhibitor should carry insurance against such risks.

4. LIABILITY/INSURANCE

A. Each party agrees to be responsible for its own property, through insurance or self-insurance, and shall hold harmless any and all parties from any damage caused by theft and other perils normally covered by fire and extended coverage of policies.

B. Exhibitor is urged to place "extraterritorial" and other coverage on equipment and exhibits, and arrange for extended public liability insurance with their regular insurance carrier, particularly if they are conducting experiments or demonstrations using heat or high voltage.

C. Exhibitor must submit Certificates of Insurance to ASEE Show Management prior to approval of Third Party Contractors at least 45 days before conference start date.

5. SPACE ASSIGNMENTS

Space assigned to Exhibitor may be transferred by ASEE Show Management to affect balance against congestion, to avoid confusion in company names, to solve competitive conditions, or similar reasons. No such transfer will be made without notifying the Exhibitor. An Exhibitor may not share or sublet space to another party. Name signs or courtesy cards on equipment loaned to an Exhibitor should be approved by ASEE.

6. HEIGHT AND SPACE RESTRICTIONS

A. All in-line exhibits, back walls and decorations will be limited to 8 feet in height and not extending more than 3 feet from the back wall except actual equipment that in normal operation exceeds this height. Permission to exhibit equipment with abnormal heights must be obtained from ASEE Show Management.

B. Island and peninsula solid booth walls may not exceed 10 feet in height and may not obstruct the sight-lines of the surrounding booths.

C. Exhibits should not project beyond the space allotted. They should not obstruct the view or interfere with traffic to other exhibits. The wings of an exhibit should not project more than 3 feet from the back wall.

7. SOLICITATION

A. ASEE may, at its sole discretion, withhold or withdraw permission to distribute souvenirs, advertising, or other material it considers objectionable. Novelty gifts or souvenirs should be submitted to ASEE Show Management for review before distribution.

B. Direct selling of products or services is prohibited. The Exhibitor agrees that selling goods or services in the exhibition hall will result in closing of the exhibit by ASEE Show Management. It is agreed that no refund of exhibit fees and no demand for redress will be made by the Exhibitor or his representative(s) in this event. No soliciting for business shall be permitted in aisles or other Exhibitor's booths. Samples, catalogues, pamphlets, publications, or promotional materials may only be distributed by Exhibitor strictly within the confines of its own premises. No Exhibitor will be permitted to give away any premium items, or to conduct any prize drawings for awards for signing of names and addressees, or other extreme promotions without first obtaining written permission from ASEE Show Management.

C. Advertising, canvassing, solicitation of business, conferences in the interest of business, etc., are not permitted except by companies that have engaged from ASEE space to exhibit and then and only then in the space assigned.

D. Solicitation of advertising by magazines or publishers from other Exhibitors on the floor of the exhibit hall is prohibited.

8. SUITES/HOSPITALITY ACTIVITIES

In the interest of the success of the conference and exposition, no Exhibitor hosted hospitality functions will be allowed during the official conference programming or exhibit hours, including receptions or meal functions hosted by ASEE for all conference attendees. If transportation is required, it cannot start until after the last event concludes. Exhibitor should not extend invitations, call meetings, or otherwise encourage absence of attendees from the conference or exhibit hall. All requests for hospitality activities must be submitted in writing to ASEE. Hotel contacts will inform ASEE Show Management of the rentals of suites that coincide with official conference programming.

9. BOOTH MATERIALS/FIRE REGULATIONS

All Exhibit and booth materials must comply with Federal and City Fire laws, Insurance Underwriter and Hotel and Facility Safety regulations, and must be flameproof. All packing containers, excelsior and similar materials are to be removed from the exhibition area upon completion of the booth set-up. The Exhibitor is restricted to materials that will pass inspection. Decorations of paper, pine boughs, leafy decorations, tree decorations or tree branches are prohibited. Any substance prohibited by the City Fire & Safety Departments or authorities will not be permitted in the exhibition area. In addition, all electrical work and electrical wiring must be approved and installed in accordance with local regulations. Aisles and fire exits must not be blocked by Exhibits. Any questionable materials to include helium, gas, etc., must be approved by ASEE Show Management.

10. AUDIO AND VIDEO

A. Motion picture projectors and apparatus must conform to the fire regulations of the facility. Only safety film may be used. Sound film may be exhibited only in an enclosed room or soundproof booths. Silent films should be arranged so that aisles are not blocked. Projection of motion pictures must be supervised by a licensed operator where required.

B. An exhibitor with audible electric sound motion pictures, or other microphones or devices which ASEE, in its sole discretion, deems objectionable to other Exhibitors, will be required to discontinue this method of promotion. Microphones must be preapproved by ASEE Show Management.

11. BOOTH STAFFING

In their best interest, and for security, exhibitor shall keep staff in their booth(s) during all exhibit hours.

Each exhibiting company is entitled to four (4) complimentary exhibit only badges and one (1) comp full conference registration badge per 100 sq. feet of leased exhibit space. An exhibit staff badge is for personnel responsible for working in your booth during show hours, and it will not provide access to any other event. A full conference badge will allow the attendee to all conference session. Badges must be worn at all times for admission to the exhibit hall.

12. INSTALLING/DISMANTLING/REMOVING BOOTHS

A. The exhibit hall will be available to Exhibitors on Saturday, June 19, 2027 from 8:00 am to 5:00 pm & Sunday, June 20, from 8:00am to 4:00PM for the installation of displays. All exhibits must be operational by 4:00 pm, Sunday, June 20, 2027. After this time, no installation will be permitted without special written permission from ASEE. Space not occupied by that time may be re-assigned for other purposes by ASEE. Any Exhibitor failing to occupy contracted space is not relieved of the obligation to pay for such space at the full rental price, and ASEE shall have the right to use such space as it deems appropriate to eliminate empty space in the exhibit hall.

B. No Exhibit may be dismantled before the exhibit hall closes on Wednesday, June 23, 2027. No Exhibit or equipment is to be removed, once it has been set up, without permission of ASEE Show Management.

C. Before any Exhibit may be removed from the building, Exhibitor must make arrangements satisfactory to ASEE and the facility for payment of any charges incurred by the Exhibitor in connection with the exposition therein.

13. THIRD PARTY CONTRACTORS Any independent contractor requests, including installation and dismantle companies, must be made in advance to ASEE Show Management. Electrical service must be coordinated by the official contractor. In addition, Exhibitor must submit Certificates of Insurance to ASEE Show Management prior to approval of such contractors at least 45 days before conference start date.

14. PAYMENT PROCEDURES/CANCELLATION POLICY

A. Once the exhibit space contract has been accepted by ASEE, exhibitors will be invoiced immediately. After March 1, 2027, space will not be assigned without full payment. Contracts must be received by February 26th, 2027 to be eligible for the early bird rate.

B. Exhibitor understands full payment is due on April 1st, 2027. Failure to comply risks loss of booth reservation. If final payment is not received by June 1, 2027, space can be made available for resale without notification.

1) Failure to pay outstanding booth balance before June 1, 2027 will result in immediate loss of the early bird discount. Discounted rates will no longer apply. Additionally, exhibitor registration will not be available until the booth fee is paid in full.

C. Cancellation Policy for Unpaid Booths:

- The exhibitor shall give the ASEE Show Management notice in writing to reduce booth size, cancel or withdraw from the exposition and the date the exhibitor's written cancellation is received by ASEE will be considered the official cancellation date. Any unpaid booth reservation cancelled after January 1st is subject to a \$250 cancellation fee.

D. Refund Policy - Exhibitor may reduce their booth size or cancel or withdraw from the exposition subject to the following conditions:

- ASEE's refund policy is as follows:

- O Any organization that withdraws prior to February 1st, 2027, ASEE will refund 100% of total booth cost minus a \$50 cancellation/processing fee.

- O Between February 1st– April 15th, any organization that withdraws will receive a 50% refund of total booth cost.

- O Between April 15th – May 20th, any organization that withdraws will receive a 25% refund of total booth cost.

- O After May 20th, no refund will be given for booth reductions or cancellations.

15. ADA

All parties involved with the Exhibit agree to comply with the Americans with Disabilities Act.

16. AMENDMENT TO RULES

Any and all matters or questions not specifically covered by the preceding Rules and Regulations shall be subject solely to the discretion of ASEE.

