

# Application for Exhibit Space and Product Showcase AppraisalTech 2001, August 23-24, South San Francisco, CA

Date \_\_\_\_\_

Reserve (#) \_\_\_\_\_ exhibit booth(s) for the AppraisalTech 2001 conference

Preferred locations:

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_

We prefer to be close to: \_\_\_\_\_

Away from: \_\_\_\_\_

Classification of products or services (i.e., software, E&O insurance) \_\_\_\_\_

Description of products or services to be exhibited (up to 65 words are allowed):

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**Fees** are \$1,000 per 8 foot by 10 foot booth and \$400 per Product Showcase Presentation.

Enclosed is a check for booth rental and product showcase \$ \_\_\_\_\_

*Please make check payable to RECR*

Or, charge credit card:

\_\_\_ Visa \_\_\_ Mastercard \_\_\_ American Express

Number: \_\_\_\_\_ Expiration date: \_\_\_\_\_

Name on credit card: \_\_\_\_\_

List representatives (Show names as they are to appear on badges)

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**Company name for signage and identification badges:**

Company name \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**Company information for Conference Program and Exhibitor lists**

Company name \_\_\_\_\_

Street address: \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone: \_\_\_\_\_ Fax \_\_\_\_\_

Web site link \_\_\_\_\_ E-mail address \_\_\_\_\_

**Send space confirmation and exhibitor's kit to:**

Name and title \_\_\_\_\_

Company name \_\_\_\_\_

Street address: \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone: \_\_\_\_\_ Fax \_\_\_\_\_

Email address of person coordinating exhibits \_\_\_\_\_

**I have read and agree to abide by the Exhibitors Rules and Regulations**

Name \_\_\_\_\_

Signature \_\_\_\_\_

**Please fill out and return with check or credit card authorization to:**

Real Estate Communication Resources (RECR)

2015 Clement Ave.

Alameda, CA 94501

Phone: 800-839-0227

Fax: 800-839-0014

www.appraisaltoday.com

info@appraisaltoday.com

For more information, contact Ann O'Rourke, Exhibit Manager

# APPRAISALTECH 2001 EXPO FLOOR PLAN



## Exhibitor's Rules and Regulations

### Application

Application for booth space must include all the information on the Application for AppraisalTech 2001 Exhibit Space form, contain the information requested, and be executed by an individual who has authority to act for the applicant/exhibitor.

Real Estate Communication Resources (RECR), the Exhibit Manager and Conference Organizer, reserves the right to reject, in whole or in part, and at any time, any exhibit of any individual, which in its opinion is objectionable to Exhibitors or others. No liabilities or damages whatsoever against RECR or any of its representatives, agents or members shall be incurred because of such rejection.

### Payment

Full payment must accompany the application in order to receive a confirmed booth space.

### Booth Assignments

Space is assigned on a first-come, first-paid basis. If spaces you select are taken, exhibition management reserves the right to assign the next best available space. RECR also reserves the right to relocate an exhibitor or modify the floor plan as deemed necessary.

### Exhibit Manager

The Exhibit Manager is Real Estate Communication Resources (RECR), the publisher of Appraisal Today newsletter.

### Exposition contractor

The official exposition contractor for the Exhibit Hall is Pacific Convention Services  
454 Las Gallinas Avenue  
San Rafael, CA 94903  
Telephone: 415-491-0141//Fax: 415-491-4720//www.pcs-ca.com

**Agreement to Conditions**

Each Exhibitor and employees of Exhibitor agree to abide by these conditions, it being understood and agreed that the sole control of the exhibit hall rests with RECR.

**Cancellation by Exhibitor and Refund**

Up to June 21, 2000 - full refund  
June 22 to July 26 - 50% refund  
July 27 and later - no refund

All cancellation notices must be received by the due date at 5:00 p.m., Pacific Time, such cancellation to be effective when written notice thereof is received by RECR. In the event of such cancellation, all rights, duties, liabilities, and obligations hereunder shall thereupon terminate and RECR agrees to return to Exhibitor any rental fees paid by it to RECR. No refund will be made if notice of cancellation is received after the time described above, unless the space has been resold, in which case the Exhibitor will be entitled to a refund less the service charge.

**Default Occupancy**

Any Exhibitor failing to occupy space contracted for is not relieved of the obligation of paying for such space at the full rental price, and RECR shall have the right to use such space as it sees fit to eliminate blank space in the exhibit hall, provided such booth space is not occupied by one hour before the official show opening.

**Right of property removal**

RECR reserves the right to remove from the premises any or all of the property of the Exhibitor should the meeting be canceled or relocated or should the licensee violate any of the conditions of the Exhibitor's Contract. This right may be exercised without prior notice.

**Assignment and use of booth space**

RECR will attempt to assign exhibit booth space according to the applicant's sequence of space preferences. We reserve the right to assign alternative space. Once space has been approved, no exhibit may be moved without the mutual consent of RECR and the exhibitor.

No exhibitor shall permit any other company or affiliate or representative other than his own to use the space allotted to him. Co-participation by any other company or companies or their representatives in space assigned to the original application must be by written permission of RECR and shall be subject to an additional rental charge.

Whenever possible, RECR shall try to locate competing firms or organizations in separate areas of the Exhibit Hall. Those firms or organizations wishing to locate in proximity to each other will be given all possible consideration.

**Exhibit booths**

Exhibit booths shall be ten (10) feet wide and eight (8) feet deep. Booths may be purchased singly or in multiples of 10 feet. Standard pricing will prevail for multiple booths. Standard back and side draping, plus one identity sign, will be included in the booth rental fee. The exhibitor shall be responsible for special order signs and other furniture, services, and supplies necessary to his individual booth display.

No exhibitor may obstruct the view of an exhibit in an adjoining exhibitor's space nor permit such exhibit to be placed or operated in any manner objectionable to adjacent or surrounding exhibits, in the opinion of the Exhibit Manager.

Exhibitor agrees to conduct its operation in a manner which is not improper or offensive to good taste as determined by RECR. Upon demand by RECR, exhibitor agrees to remove any objectionable exhibit or display or to terminate any objectionable activity.

**Protection of the facility**

Exhibitors will be held responsible for any damage done to the building by them or their employees. No nails, tacks, or screws should be driven into the walls, floors, or woodwork of the building; no materials may be hung from ceilings or walls or affixed to columns. Delivery, packing, unpacking and assembly of exhibits shall be done only in designated areas and in conformity with direction of RECR and exhibit facility Manager or their assistants.

**Cleaning**

RECR shall be responsible for cleaning aisles and the general area of the Exhibit Hall; individual exhibitors shall be responsible for cleaning their own exhibit area.

**Labor**

The Exhibitor's Kit will include information on the use of union labor.

**Installation and dismantling**

All exhibits must be installed and the booth area clean and presentable a minimum of one hour before the official opening time. No dismantling of exhibits will be permitted before the posted time.

**Demonstrations and entertainment**

The exhibitor is permitted to demonstrate equipment and to make informational presentations regarding his product or service in his booth. However, other attention-getting devices in the form of entertainment or amusement must be approved by the Exhibit Manager prior to the start of the Convention. Only such activities which, in the estimation of the Exhibit Manager are in keeping with the professional department of the Exhibit Hall will be permitted.

Exhibitors will not make any verbal announcements or operate any phonographs, radios, or other electrical or mechanical devices in a noisy or otherwise disturbing manner, in the opinion of the Exhibit Manager, and raffles or other promotional measures that require attendees to be present at a specific location or a specific time must be approved by the Exhibit Manager.

**Safety**

The Exhibitor agrees to comply with local fire and safety regulations.

**Distribution of Printed Matter**

Neither Exhibitors nor non-exhibitors shall distribute to the meeting delegates printed matter, samples, souvenirs and the like, except from within rented space. Special distribution of such material elsewhere must be approved by RECR.

**Admission**

Admission to the Exhibit Hall will be by convention registration badge only. Exhibit Hall monitor personnel will be instructed to refuse admission to anyone not wearing a participant's badge.

**Security**

Every reasonable precaution will be taken to protect property during the installation, show and removal periods. However, neither the management, Service Contractor nor the management of South San Francisco Conference Center is responsible for the safety of the property of exhibitors from theft, damage by fire, accident, vandalism or other causes.

**Insurance**

Exhibitor acknowledges that RECR does not maintain insurance covering Exhibitor's property and that it is the sole responsibility of Exhibitor to obtain business interruption and property damage insurance covering such losses by Exhibitor.

**Cancellation of Conference**

Upon cancellation of meeting, the liability of RECR shall be limited to a refund of the rental fee.

**Liability**

RECR undertakes no duty to exercise care, nor assumes any responsibility for the protection of the property of the Exhibitor or its representatives, or of property used in connection with the exhibit from theft or damage or destruction by fire, accident or other cause. Small and easily portable articles shall be properly secured or removed after exhibition hours and placed in safe-keeping by the Exhibitor. Any protection exercised, in fact, by RECR shall be deemed purely gratuitous on its part and shall in no way be construed to involve it in liability by the Exhibitor.

RECR shall not be liable for the fulfillment of this agreement as to delivery of space, if non-delivery is due to any of the following causes: destruction of or damage to the building or the exhibit area by fire or acts of God; acts of a public enemy; strikes; the authority of the law; or any cause beyond its control. RECR will, however, in the event it is not able to hold an exhibit for any of the above named causes, reimburse Exhibitors pro rata on any rental fee paid.

Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save Real Estate Communication Resources and the exhibit facility and Pacific Convention Services, its owners and affiliated companies, and all employees and agents thereof (hereinafter collectively called "Indemnities") forever harmless against all claims, losses and damages to persons or property, governmental charges or fines and attorneys fees arising out of or caused by Exhibitor's installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of the Indemnities and their employees and agents.

In addition, Exhibitor acknowledges that RECR and the Indemnities do not maintain insurance covering Exhibitor's property and that it is the sole responsibility of Exhibitor to obtain business interruption and property damage insurance covering such losses by Exhibitor.