



Please review, complete and sign the following application and contract. Once completed, scan and email or fax the contract to ACSA Exhibits: Laura Bohannon and Amber Pankey.

Exhibits@ACSA.org | Exhibits2@ACSA.org | Phone: 775-446-5700 | Fax: 775-392-3222

**Hilton Union Square | San Francisco, CA | November 4-6, 2021**

## PRIMARY CONTACT INFORMATION

Company Name \_\_\_\_\_ Contact Name & Title \_\_\_\_\_  
 Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Cell \_\_\_\_\_ Email \_\_\_\_\_

## EXHIBIT BOOTH ONLY

*Includes 2 complimentary exhibit badges, see page 2 for complete Exhibit Booth package*

### In-line Booth

\$4,000 | Quantity: \_\_\_\_\_ Total:\$ \_\_\_\_\_

### Corner Booth

\$4,500 | Quantity: \_\_\_\_\_ Total:\$ \_\_\_\_\_

## SPONSORSHIP FEE

*(All sponsorships include an in-line booth, more information on page 2)*

### Women's Leadership Luncheon

\$7,500 Quantity: \_\_\_\_\_ Total:\$ \_\_\_\_\_

### Equity Luncheon

\$7,500 Quantity: \_\_\_\_\_ Total:\$ \_\_\_\_\_

### 1st Time Attendees Breakfast

\$6,500 Quantity: \_\_\_\_\_ Total:\$ \_\_\_\_\_

### Internet Buy-Out

\$8,000 | Quantity: \_\_\_\_\_ Total:\$ \_\_\_\_\_

### Awards Banquet

\$10,000 | Quantity: \_\_\_\_\_ Total:\$ \_\_\_\_\_

### General Session

\$12,000 | Quantity: \_\_\_\_\_ Total:\$ \_\_\_\_\_

## CHOICE OF BOOTH LOCATION

1st Choice \_\_\_\_\_ 2nd Choice \_\_\_\_\_ 3rd Choice \_\_\_\_\_

## ADDITIONAL PURCHASES

**Conference Tote Bag** \$3,000

**Chair Drop** \$3,500 (3 Available)

**Coffee Sponsor** \$5,000 a day ( 2 available, Thursday and Friday)

**Additional Drink Tickets** \$375.00 for 25

**Have an idea?** Tell us and we can make something happen!

### Additional Badges

\$500 each | Quantity: \_\_\_\_\_ Total:\$ \_\_\_\_\_

## BADGE NAMES

### 1. Registrant Name:

\_\_\_\_\_

### 2. Registrant Name:

\_\_\_\_\_

### 3. Registrant Name:

\_\_\_\_\_

### 4. Registrant Name:

\_\_\_\_\_

## PAYMENT INFORMATION

TOTAL DUE: \_\_\_\_\_

ACSA Partner Paying with Partner Allowance

Payment By Check: (Payable To) Foundation for Education Administration (Addressed To) ACSA Attn: Financial Services | 1575 Bayshore Hwy, Suite 300, Burlingame California 94010

Payment by credit card: For your security, please call Laura Bohannon or Amber Pankey with credit card information at 775-446-5700

*Company has reviewed and agrees to abide by the Terms and Conditions included with this Application and Exhibit(s). This Application and Contract to act as an exhibitor and/or sponsor shall become binding only upon acceptance by an authorized ACSA representative. ACSA reserves the right to reject or terminate this Application and Contract for exhibitor and/or sponsor at its sole discretion.*

\_\_\_\_\_  
**Name of Authorized Individual Signing on Behalf of Company**

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

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

\_\_\_\_\_  
**Name of Authorized Individual Signing on Behalf of ACSA**

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

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

## BOOTH AMENITIES

### **In-line and Corner Booth Only**

\$4,000 or \$4,500

- Standard 8x10 Booth in Exhibit Hall
- 2 Exhibitor Name Badges
- Sponsorship of Thursday Evening Reception in Exhibit Hall
- Listing onsite as exhibitor signs at registration and in Exhibit Hall
- Standard Booth Sign
- Standard Pipe and Draping
- 6ft table and 2 chairs
- 24 hour general guard service
- Pre/Post Attendee List

## SPONSORSHIP DETAILS

*Each sponsorship includes all Exhibit Booth items above*

### **Women's Leadership Luncheon Sponsor Thursday (1 available)**

\$7,500

- 2-3 minute speaking opportunity on stage at Luncheon
- Additional Signage and Website Recognition

### **Equity Luncheon Sponsor Friday (1 available)**

\$7,500

- 2-3 minute speaking opportunity on stage at Luncheon
- Additional Signage and Website Recognition

### **1st Time Attendees Breakfast Sponsor Thursday (1 available)**

\$6,500

- 2-3 minute speaking opportunity on stage at First Time Attendees Breakfast
- Additional Signage and Website Recognition

### **Internet Buy-Out (1 available)**

\$8,000

- Logo on landing page
- Special recognition on all wi-fi mentions
- Additional Signage and Website Recognition

### **Awards Banquet Sponsor (2 available)**

\$10,000

- 2-3 minute speaking opportunity on stage at Awards Banquet
- Additional Signage and Website Recognition

### **General Session Sponsor (3 available)**

\$12,000

- 2 Additional Exhibitor Badges
- 2-3 minute speaking opportunity on stage at general session
- Additional Signage and Website Recognition

## ACSA 2021 EXHIBITOR AGREEMENT

By submitting an electronic application for ACSA Leadership Summit 2021 (Expo scheduled for November 4-5, 2021) at the Hilton Union Square, San Francisco, CA, EXHIBITOR agrees to comply with the following ACSA Exhibitor Agreement (AGREEMENT):

1. **Space Assignment:** Assignment of booth space is based on the time and date that a signed and paid application is received.
2. **Sell-Out:** It is possible that the number of requests for booth space will exceed available space. ACSA will assign space on a first-come, first-served basis. A wait list may be established in the event of a sell-out.
3. **Payment:** Full payment of booth and/or sponsorship fee is due immediately for all ACSA booth reservations. Credit card payments are acceptable and encouraged. If paying by check, check must be received within 14 days of reservation. No booth will be held for more than 14 days if payment is not received.
4. **Cancellation:** Cancellation causes a substantial disruption in the assignment of booth space and planning of the Expo. Cancellations must be made in writing to ACSA's Exhibits Manager. Cancellations received in writing by October 1st, 2021, are eligible for a refund less a \$500 cancellation fee. Cancellations received after October 1st, 2021, will not receive a refund.
5. **Traffic Builders:** ACSA encourages conference attendees to visit the Expo by offering:
  - a. Dedicated hours
  - b. Morning coffee
  - c. Drawings throughout
  - d. Reception first evening
  - e. Membership Activities
  - f. Tables for networking
6. **Booth Specifications:** Booths are 8 feet by 10 feet. Back walls are 8 feet tall. Side dividers are 3 feet tall. Booth space does not include electricity. EXHIBITOR may order additional furnishings and set-up assistance directly from ACSA's exhibit contractor, TriCord (see clause 7c).
7. **Use of Space:** All demonstrations or other promotional activities must be confined to the limits of the exhibit booth space. EXHIBITOR shall not assign, sublet or share the space allotted without the knowledge and consent of ACSA's Exhibits Manager. EXHIBITOR must show only items and services manufactured or sold in the regular course of business.
  - a. **Setup:** ACSA will provide a one-line identification sign stating EXHIBITOR's name and booth number. Each booth is 8 feet by 10 feet and consists of an 8-foot-tall back wall or drapery with aluminum uprights and stanchions with division rails approximately 36 inches high covered with matching draperies. Backgrounds 8 feet tall may extend out from the booth backline one-third of the depth of the booth and from that point to the aisle a maximum of 44 inches. No booth shall be constructed with a height exceeding 8 feet. No balloons may be present at the Expo.
  - b. **Noise:** EXHIBITORS with noise-producing equipment or activities that may reasonably disturb adjacent exhibitors must give 10 days' advance notice to ACSA's Expo Manager. In such cases, ACSA will attempt to make special arrangements and/or assign locations to reasonably accommodate the request.
  - c. **Decorator:** ACSA's official Expo decorator is TriCord. EXHIBITOR agrees to comply with TriCord company policy and procedures. TriCord will decorate the exhibit hall and set up booths. Electricity is not included with the booth fee. EXHIBITOR may order additional furnishings and set-up assistance directly from TriCord. TriCord will email EXHIBITOR the ACSA Exhibit Kit by August, 2021.
  - d. **Food and Beverage:** All food and beverage must be ordered from the official site caterer and distributed by persons approved by ACSA's Exhibits Manager. Absolutely no alcoholic beverages or tobacco products may be distributed by EXHIBITOR as a part of this AGREEMENT.
8. **Additional Charges:** EXHIBITOR is responsible for additional charges incurred as a result of special requests to TriCord and the venue.
9. **Compliance:** ACSA reserves the right to prohibit and or evict any exhibitors whose presentation is in any manner deemed offensive, inappropriate, disruptive or unsafe to other exhibitors or attendees. In such cases, EXHIBITOR forfeits any payments made to ACSA under this AGREEMENT.
  - a. **Early Dismantling:** Inspections will be made throughout the Expo. Any EXHIBITOR who dismantles or partially dismantles its booth before the close of the Expo disrupts the tradeshow. This includes the final remaining minutes of the Expo. As a professional courtesy to other exhibitors, please do not tear down your booth until the Expo officially has been closed at 4:00 p.m. on Friday, November 5th, 2021.

10. **Floorplan Adjustments:** The diagram of the Expo floorplan and booth configurations are depicted as accurately as possible. ACSA reserves the right to change or alter the layout as deemed necessary by ACSA and/or safety officials. If changes or modifications are necessary, ACSA will make reasonable efforts to provide equivalent accommodations to EXHIBITOR.
11. **Event Cancellation:** Should the Expo be canceled for reasons beyond ACSA's control, EXHIBITOR will be refunded in full within 60 days of cancellation. EXHIBITOR agrees to hold ACSA harmless from any claims for damages incurred as a result of cancellation.
12. **Insurance:** EXHIBITOR agrees to maintain the following minimum levels of liability insurance coverage naming CASBO and its officers, employees, agents and volunteers as additional insureds on the policy. ACSA may require EXHIBITOR to provide proof of the following coverage:
  - a. General Liability – \$1,000,000 or greater
  - b. Automobile Liability – \$1,000,000 or greater
  - c. Workers' Compensation – California state requirements
13. **Indemnification and Hold Harmless:** EXHIBITOR agrees to indemnify, defend and hold harmless ACSA and its officers, employees, agents and volunteers against all liability, loss and costs arising from actions, suits, claims or demands attributable solely and exclusively to acts or omissions of EXHIBITOR, and EXHIBITOR's officers, agents and employees, in performance of this AGREEMENT.
14. **Safety Regulations:** All booth decorations must be flame retardant. Hanging decorations must clear the floor. Electrical wiring must conform to the National Electrical Code Safety Rules. ACSA reserves the right to require the correction or removal of any EXHIBITOR property. EXHIBITOR is responsible for safety while performing the work related to this AGREEMENT. Compliance with such laws is mandatory. EXHIBITOR may not build a ceiling on the rented booth if it is below a building sprinkler device. EXHIBITOR must contact ACSA's Exhibits Manager to request such alteration to the booth to ensure proper compliance with safety laws. EXHIBITOR may not store empty packing boxes or cases in booths during open Expo hours. When properly marked for identification and upon fire marshal approval, these items may be stored at EXHIBITOR's risk and expense at an approved location in the building or by TriCord.
15. **LCD Projectors:** Projection machines are limited to sales demonstrations only and shall not be used for showings designed primarily to amuse attendees. EXHIBITOR may not project images on the ceiling or walls.
16. **Sales:** If EXHIBITOR sells merchandise on Expo premises, EXHIBITOR agrees to comply with local ordinances and state laws. EXHIBITOR must have a valid seller's permit or temporary seller's permit with the California State Board of Equalization. EXHIBITOR is responsible for collecting and reporting all California state and local sales taxes. (Please contact the Taxpayer Assistance Section at (800) 400-7115.)
17. **Union Jurisdiction:** EXHIBITOR is required to use qualified union personnel for the installation and dismantling of booths and handling of materials. The handling, placing or setting out of merchandise for display does not require union labor and may be done by EXHIBITOR. In addition, the installation or dismantling of a booth that can be accomplished within 30 minutes, that does not require the use of hand tools, and that does not require more than one person to set up, may be performed by EXHIBITOR. Tricord is responsible for maintaining traffic schedules at the exhibit hall. Union jurisdiction allows hand-carried items only and will not permit EXHIBITOR to use dollies, hand trucks or carts to transport material.
18. **Schedule:** EXHIBITOR may commence booth installation at 12:00 p.m. and must complete its setup by 5:00 p.m. on Wednesday, November 3rd, 2021. Goods and materials used during the Expo may not be removed from the Expo area until the Expo has officially ended at 4:00 p.m. on Friday, November 5th, 2021.

## **ACSA 2021 EXPO HOURS**

### **Wednesday, November 3rd**

12:00 - 5:00 Exhibitor Move in

### **Thursday, November 4th**

7:00 - 1:30 Exhibit Hall Open

1:30-2:30 Exhibit Hall Closed (ESS Session)

2:30-4:00 Exhibit Hall Open

4:00 – 5:30 Exhibit Hall Closed (General Session Keynote)

5:30 - 7:00 Reception (Music, Light food and drinks)

### **Friday, November 5th**

7:00 - 8:30 Exhibit Hall Open

8:30 – 10:00 Exhibit Hall Closed (General Session Keynote)

10:00-11:30 Exhibit Hall Open

11:30 - 1:00 Exhibit hall Closed

1:00- 2:30 Exhibit Hall Open (Refreshment Break, Grand Prize Drawings)

4:00 – 6:00 Exhibitor Move Out