

Application and Contract for Exhibit Space
72nd AMERICAN CONVENTION OF MEAT PROCESSORS
Peppermill Resort ~ Spa ~ Casino Reno, NV June 16-18, 2011

American Association of Meat Processors (AAMP), One Meating Place, Elizabethtown, Pennsylvania 17022
Phone: (717) 367-1168 Fax: (717) 367-9096

Please fill out this application and contract. Remove and return only the yellow sheet to AAMP with your deposit or full payment. Upon assignment of space, the application will be countersigned by the Association and a copy returned to you.

Please reserve space(s) for our company's use during the American Convention of Meat Processors, **June 16, 17, 18, 2011**, as requested below. We understand the cost of this space is...

TOTAL AMOUNT OF 2011 EXHIBIT BOOTH PRICE(S) \$ _____

I would like to become an AAMP member or renew my current membership. \$ _____

Include dues with your booth deposit. Membership dues are \$325.00/year or \$925.00/3 years.

OR

Non-AAMP MEMBERS ADD \$325.00 PER BOOTH. \$ _____

Include with your deposit if you do not wish to become an AAMP member.

Total Booth Cost \$ _____

Application submitted prior to **April 1, 2011**, must be accompanied by a deposit of **\$300.00 per booth**.

Application submitted after **April 1, 2011**, must be accompanied by payment in full of the space rental charge.

Amount Paid with application \$ _____

BALANCE DUE: April 1, 2011 \$ _____

A printed listing in the Convention Program cannot be guaranteed for Applications processed after **April 15, 2011**.

We further agree as follows:

a. Balance of payment due under this contract shall be paid on or before **April 1, 2011**. If payment is not made by that date, Exhibitor shall be charged a \$150.00 per booth late payment charge (Exhibitor agrees, if a credit card is used to pay for exhibiting charges, the late payment charge will automatically be billed to that Credit Card as well). Companies signing up after **April 1, 2011**, must pay booth contract in full at the time of signing. The Association shall have the right, at its option, to cancel this agreement and release said space for reassignment.

b. Exhibit booth reservations by phone: Contract and deposit must be received in the AAMP office within 10 days from date of request. For reservations after April 1, 2011, the contract and full amount must be received within 10 days from request.

c. We understand that we may cancel this contract so long as written notice of such cancellation reaches the Association prior to **April 1, 2011**. In the event of cancellation, the deposit money paid herewith will not be returned to us, but will be retained by the Association as liquidated damages for said cancellation.

d. We understand that because of certain arrangements that are necessary for AAMP to make, this contract may not be cancelled after **April 1, 2011**, and in the event that, subsequent to said date, we change our plans or are unable to occupy said space, we are liable for and agree to pay the Association the entire balance due under this contract, plus any costs involved in collection.

e. We understand that every effort will be made by the Association to allot space in accordance with preference; however, it is understood that the Association reserves the right to allocate space in keeping with the proper and equitable management of the show and that such assignment by the Association shall be binding on the lessee.

f. We agree to abide by the Rules and Regulations of the **2011** American Convention of Meat Processors which are attached and we understand that acceptance of this application by the American Association of Meat Processors constitutes a contract.

I have read and understand the contract and all of the following pages in its entirety (including addendum, if applicable).

Signature _____ 1st Choice _____

Your Name **(Please Print)** _____ 2nd Choice _____

Firm Name _____ 3rd Choice _____

Street/P.O. Box _____ 4th Choice _____

City/State/Zip _____ 5th Choice _____

Telephone _____ Fax _____

Email Address _____ www _____

Please circle one . . . VISA/MasterCard/American Express/Discover Name on Card _____

_____ Exp. Date _____ Code on Card _____ Billing Zip Code _____

Accepted by AAMP Date _____ Booth(s) Assigned _____
 Signature _____

Do not write in this space, for AAMP use only.

INFORMATION AND REGULATIONS
72nd AMERICAN CONVENTION OF MEAT PROCESSORS
Peppermill Resort ~ Spa ~ Casino Reno, NV June 16-18, 2011

All of the following points are understood to be part of the contract between the American Association of Meat Processors and those who engage booth space for the 72nd American Convention of Meat Processors, which will be held at the Peppermill Resort ~ Spa ~ Casino, Reno, Nevada. The exhibit hall will be open on June 16, 17 and 18.

EXHIBIT AREA - Exhibits will be located in Tuscany A-F and 7-12 of the Peppermill Resort ~ Spa ~ Casino. The exhibit area is air-conditioned and is carpeted. Aisles are 10' in width unless otherwise indicated.

EXHIBIT HALL – There is not a floor load capacity in the exhibit hall. Ceiling has a clear span of 25 feet.

EXHIBITORS' SERVICE KIT - The services described in the kit pertaining to the exhibition will all be performed exclusively by the official service contractor. Exhibitors will receive a service kit by the end of April containing order forms and information covering all these services from the official service contractor. Each exhibitor should fill in the order forms carefully and return them as soon as possible after receipt to the official service contractor. The official service contractor will maintain an Exhibit Service Desk in a convenient location near the exhibit area to help exhibitors with all their needs.

EXHIBIT BOOTH - All booths measure 10' x 10', unless otherwise indicated. Dividers are 36" high. Except in perimeter, island or peninsula spaces, to maintain uniformity, displays must not be higher than eight (8) feet on the back wall and they shall be arranged so as to take into consideration the blocking of the view of adjoining booths (for more specific details, see the paragraph dealing with "BEING A GOOD NEIGHBOR" found in the "Guidelines to Exhibiting"). Exhibitors desiring to use other than standard booth equipment, or any signs, decorations or arrangements of display material conflicting in any way with these regulations, must submit two copies of detailed sketch or proposed layout for approval at least sixty (60) days before opening of exhibit. Exhibit booth sizes shown on the official Convention exhibit floor plan are believed to be accurate in space and dimension but are warranted only to be approximate.

The booth framework is of polished aluminum and the booth itself consists of fireproof black draperies.

Price of the booth includes, in addition to the space itself, a standard sign (7" x 44") showing the exhibitor's firm name and booth number placed on the back wall of the booth, and general maintenance of the exhibit aisles throughout the convention.

The signing of this contract does not, in any way, guarantee anything above and beyond the space, location, and dates of the current convention. Do not assume that if previously approved procedures (i.e., cooking, food sampling, use of handcarts, etc.) has been permissible in a past convention-related facility that it will be permitted at the current convention-related facility. Should you have any specific questions about the convention-related facility, please ask prior to signing this contract. AAMP will do its best to answer your questions.

No furniture, electrical service, plumbing or special cleaning is included in the booth rental. Arrangements for this type of special service must be made with the official service contractor. When special lettering, additional copy or the reproduction of trademark or logo on a sign is requested, a charge will be made to the exhibiting company for this work by the official service contractor.

Non-member exhibitors add \$325.00 to the price of booth space contracted.

ATTENDEE REGISTRATION LIST - Shortly after the convention, each exhibitor will be provided with a complete registration list of all operator people who attended the convention. This facilitates follow-up sales contacts with prospects.

FURNITURE AND DECORATIONS - Furniture and decorations may be rented from AAMP's official service contractor who will be sending exhibitors order forms listing specific items and prices. This will include furniture, accessories, draperies, table skirting, carpet, etc.

LIGHT AND POWER - Sufficient light is provided for adequate general illumination of the entire exhibit area but no individual electrical outlet is included in the booth price. Exhibit hall can get up to 208 3-phase service and 400 amps. Ordering info will be sent to exhibitors in the service kit. No helium or propane is permitted in the hall.

An "outlet" means any receptacle where an electrical cord may be plugged in. Charges will be made for outlets regardless of whether they are permanent wall outlets or specially wired outlets. Extension ceiling spot and floodlights are available. Charges, which will be quoted on the order form, include permit, inspection, installation and removal. Water and drains are available.

IDENTIFICATION - The firm that rents exhibit space must be clearly and conspicuously identified as part of the display. As stated above, a one line identification sign (7" x 44") is provided free of charge. All other signs needed by exhibitors may be ordered at standard prices from AAMP's official service contractor on their standard order form. Orders should be placed as far in advance as possible.

LABOR CHARGES - Labor for setting up and dismantling exhibits is available at prevailing rates beginning at 8:00 AM to 4:00 PM (see labor order form in the exhibitor service kit for labor specifics, labor rates are subject to union contract changes), Monday through Friday. Labor can be ordered in advance by filling out a labor order form, which will be supplied in the service kit.

SHIPMENT AND RECEIPT OF DISPLAY MATERIALS

- DO NOT SHIP EQUIPMENT OR DISPLAY DIRECTLY TO THE EXHIBITION HALL PRIOR TO THE DATE THAT WILL BE LISTED IN YOUR EXHIBITORS' SERVICE KIT. SHIPMENTS MUST BE SENT IN CARE OF THE OFFICIAL SERVICE CONTRACTOR. All display material being shipped prior to that date should be addressed to the official service contractor's warehouse in Reno, Nevada, and should arrive seven days prior to the set up of the show. Complete shipping instructions & dates will be in the exhibitors' service kit.

Charges will be made to each exhibitor for the following service or any fraction thereof: receiving, delivery to booth, empty carton/crate handling, and loading out of packed exhibit materials at close of show. Official contractor personnel will be available to assist in arranging for shipment to future points.

If shipped to the official service contractor's warehouse address, the above mentioned charges also include up to thirty days storage prior to the first move-in day. Should the exhibitor desire additional storage facilities or storage after the closing of the exhibit, the official service contractor will charge for this service for each thirty days or fraction thereof until shipping instructions are received from the exhibitor.

Neither AAMP nor the official service contractor shall be responsible for damage to uncrated materials, materials improperly packed or for any concealed damage, loss, or damage to materials after delivery to booth or before pickup on the outbound shipment. Exhibitor's equipment will not be covered by the official service contractor's insurance. If insurance is desired, it must be obtained by the exhibitor.

INSTALLATION OF DISPLAYS - Booths will be set up according to this schedule:

- Tuesday, June 14 12:00 - 5:00 PM
- Wednesday, June 15 8:00 AM - 7:00 PM
- Thursday, June 16 8:00 - 11:00 AM

All work should be completed by 11:00 AM on Thursday, June 16, 2011, when the hall will close for one hour for cleaning; exhibits will open the same day at 1:00 PM.

No exhibit may be erected during show hours (except by special permission). **Violators of this rule will be subject to a \$1500.00 fine.**

During setup of exhibits it is not possible to provide absolute security. Although AAMP provides guard service, the movement of official service contractor, drayage, and exhibitor and convention hall personnel throughout the exhibit area makes it impossible to protect the materials from theft and mysterious disappearance. Exhibitors are cautioned, therefore, to be especially careful during the setup period to protect their own materials.

DISMANTLING DISPLAYS - All exhibits shall remain intact until 3:30 PM, Saturday, June 18, 2011. All packing crates and boxes being stored by the official service contractor will be returned to the booths at the close of the exhibits (after removal of aisle carpet) - beginning at 3:30 PM, Saturday, June 18, 2011. The

exhibit hall will be closed from 8:00 PM, Saturday, until 8:00 AM, Sunday, June 19, 2011, at which time dismantling of exhibits may resume. However, under no circumstances will any crates, boxes or packing material be returned before 3:30 PM on Saturday, June 18, 2011. **No exhibit may be dismantled during show hours. Violators of this rule will be subject to a \$1500.00 fine. All dismantling must be finished and all exhibit material must be out of the exhibit area by 10:00 AM, Sunday, June 19, 2011.** Any material left will be removed and stored by the official service contractor. Handling costs will be billed to the exhibitor.

FIRE PROTECTION - Materials used in the construction of displays must be fire retardant or resistant and are subject to inspection. Combustible materials or explosives are not permitted in the exhibit hall. Electrical wiring must conform to the National Electrical Code Safety Rules.

CRATE STORAGE - All crates will be removed and stored, then returned to the booth as indicated in DISMANTLING DISPLAYS by the official drayage contractor. Peppermill Resort ~ Spa ~ Casino has no provisions for storing display material and/or show merchandise. Charges for excessive trash removal by the official service contractor may be incurred.

EXITS - All exits, fire stations and fire extinguishers must not be obstructed.

LIABILITY AND INSURANCE - Neither the American Association of Meat Processors, any of its officers, staff members or convention committee, nor the owners, employees or representatives of the official service contractor will be responsible for any injury, loss or damage that may occur to the exhibitor, or the exhibitor's employees or any other person, or property, prior, during or subsequent to the period covered by the exhibit contract, provided said injury, loss or damage is not caused by the negligence or willful act of one or more of the aforementioned parties. The official service contractor and the American Association of Meat Processors will exercise reasonable care for the protection of exhibitors, materials and displays. However, the exhibitor, on signing the contract, expressly releases the foregoing named association, individuals, committee and firms from and agrees to indemnify same against any and all claims for such loss, damage or injury. Exhibitors desiring to carry insurance on their exhibits will place it at their own expense.

HOLD HARMLESS CLAUSE - The exhibitor assumes the entire responsibility and liability for losses, damages, and/or claims arising out of injury or damage to exhibitor's displays, equipment and other property brought upon the premises of the Peppermill Resort ~ Spa ~ Casino and shall indemnify and hold harmless the Peppermill Resort ~ Spa ~ Casino, agents, servants, and employees from any and all such losses, damages, and claims except when negligence is established.

SUBLETTING SPACE - No exhibitor may assign, sublet or apportion the whole or any part of the space allotted to him, nor exhibit therein, nor permit any other person or firm to exhibit therein, any other goods than those manufactured or distributed by the exhibitor in the regular course of his business, without the written consent of the American Association of Meat Processors.

CHARACTER OF EXHIBIT - The Association reserves the right to decline or prohibit any exhibit which, in its opinion, is not in keeping with the character of the general exhibits; this also applies to the conduct of persons, clothing or costume, in addition to printed matter, souvenirs, or anything which may be classified as undesirable.

EXHIBIT SCHEDULE - The convention exhibit area will be opened to conventioners at specified times as published in the convention program. It will be closed and inaccessible the remainder of the time. Convention hours will be decided during the Convention Committee meeting. Exhibit hours have been set as follows:

Thursday, June 16 1:00 - 4:30 PM
Friday, June 17 9:30 AM - 12:30 PM
Saturday, June 18..... 12:30 PM - 3:30 PM

These hours are subject to change by Convention Management.

EXHIBITOR ACCESS TO THE HALL - Exhibitors will be admitted to the Exhibit Hall according to the schedule attached to your contract.

HOSPITALITY SUITES - All hospitality suites must be closed during AAMP scheduled convention exhibit hours, meetings and social activities.

REGISTRATION OF EXHIBIT PERSONNEL - Two (2) complimentary registrations are included per booth/s taken (i.e., one booth, two persons registered on a complimentary basis; two booths, four persons, etc.). All additional representatives or company attendees must register at a rate determined and set by the AAMP Board of Directors. Detailed rules and information governing the registration of exhibitor personnel will be issued prior to the opening of the convention.

All exhibitor personnel must be registered as exhibitors and shall be required to wear official badges issued by the Association at all times while in the exhibition or meeting area beginning at 8:00 AM on Thursday, June 16, 2011. Other means of identification may be worn by exhibitors as long as the official Association badge is also worn unobscured at all times. Security personnel have been instructed to escort anyone not complying with this directive from the activity area. Just before the convention, exhibitors will be asked to supply the names of all persons who will be representing them at the convention (including spouses and children). From this information, badges will be prepared in advance. **These badges will only be issued individually to the person whose name appears on the badge; registration personnel are instructed not to turn over exhibitor badges in groups.**

Meat processing operator personnel are expressly prohibited from registering as exhibitor personnel unless they also register as operator personnel. Exhibitors are requested to cooperate fully with the Association in the matter of registration by refraining from registering people as exhibitors who are not actually exhibitor personnel. Exhibitors assume full responsibility for any operator person registered as their personnel who, during the convention or after the convention closes, are determined to have been falsely registered; for such persons, exhibitors shall be liable to a billing of three hundred dollars (\$300) per person. Exhibiting personnel determined to have exchanged badges with a non-registered meat plant operator will also be subject to a billing of five hundred dollars (\$500). Exhibitors who wish to bring in any operator personnel as guests of the exhibitor may do so by registering such person(s) with AAMP and paying the appropriate operator registration fee(s).

ADMISSION OF NON-EXHIBITING SUPPLIERS - An AAMP member supplier firm will be permitted to attend the convention and trade show without a booth for a charge of \$545; there will be an additional charge of \$75 per person registered under the name of that company. A non-member supplier firm will be permitted to attend the convention and trade show without a booth for a charge of \$845 and \$100 for each additional person.

BOOTH ASSIGNMENTS - Exhibit space will be assigned in the following sequence and further information regarding exhibitor seniority or space assignment is available from AAMP upon request:

1. Member supplier firms that exhibited the previous year.
2. Non-member supplier firms that exhibited the previous year.
3. Supplier member firms that did not exhibit the previous year.
4. Other industry suppliers.

ALCOHOLIC BEVERAGES - Alcoholic beverages are not permitted in the booths at any time. Smoking in hall is prohibited.

PRIZES - Exhibitors are permitted to award prizes of merchandise, equipment or appliances in connection with their exhibit at the convention. All exhibitor drawings and contests must be held in exhibit booths and be completed prior to the closing session. Exhibitors holding drawings will be required to provide their own drawing cards and other equipment necessary for staging the contest and to see to it that the winners are notified.

CANCELLATIONS - Booth space may not be cancelled by an exhibitor later than April 1, 2011. All cancellations must be in writing. In the event of cancellation prior to April 1, 2011, the money paid herewith will not be returned but will be retained by the Association as liquidated damages for said cancellation. Any cancellation notice received later than said date shall in no way relieve exhibitor from the responsibility of paying the full amount as set forth in the contract, in addition to all costs involved in collection. An exhibitor who has

paid for booth space but fails to set up a display will be subject to the following: When the display booth materials are on hand at the convention site, AAMP reserves the right to arrange for these display booth materials to be set up and bill the exhibitor accordingly.

PHOTOGRAPHY – Taking pictures and/or video of any booth, other than your own, is strictly prohibited.

GENERAL RULES - Exhibitors are prohibited from sponsoring tours, open houses, or any other functions that compete with scheduled convention activities; permission shall be obtained from AAMP in writing before any such activity is planned. Exhibitors are prohibited from setting up tables or service desks or displays of merchandise, supplies, equipment, literature, samples or signs of any kind anywhere on the premises outside of the exhibit booth(s) for which they have contracted without the express permission, in writing, of the American Association of Meat Processors. Solicitation or demonstration by exhibitors must be confined to their own respective booths. Printed advertising may be distributed by exhibitors from within their own space only. Aisles in front of the booths must be kept completely clear. Operation of any objectionable sound devices will not be allowed. Engines or any kind of equipment may be operated only with the consent of the Association. No nails, screws, tapes, or bracing wires may be used in attaching displays or signs to the walls or floors of the building, the booths, or the equipment of the booths without the consent of the owners of the property. All property damaged or destroyed by exhibitors must be replaced in its original condition by the exhibitor or at the exhibitor's expense.

OTHER RULES - It is agreed that the exhibitor will abide by the regulations cited above, before, during and after the exhibit, and by any other rules considered necessary by the American Association of Meat Processors, or the convention facility, provided these do not materially alter the exhibitor's contractual rights.

If the convention is interrupted or postponed due to circumstances beyond the control of the exhibit management, or other dangers believed likely or imminent, with such circumstances including but not limited to war, civil commotion, weather, strikes, tornadoes, hurricanes, storms, floods, pestilence or health hazards, AAMP reserves the right to retain all exhibit cost payments and apply them toward convention activities scheduled at another date and/or location.

The Board of Directors of AAMP, or its agent, shall have full power to interpret, extend or amend these regulations at any time as conditions may arise which may warrant changes for the good of the exposition. Such changes, if/and as made, shall apply to all exhibitors.

Exhibitor agrees to pay when due all royalties, license fees or other charges accruing or becoming due to any firm, person or corporation by reason of any music, either live or recorded, or other entertainment of any kind or nature, played, staged or produced by the

exhibitor, its agents, employees or subtenants within the premises covered by this license agreement including, but not limited to, royalties or licensing fees due to BMI, ASCAP or SESAC. Exhibitor agrees to hold harmless AAMP, its agents and employees against any and all such claims and charges, and to defend, at its own expense any and all such claims and charges. Exhibitor shall have the right, however, to protest and if desired, to litigate and adjudicate any and all such claims under the laws of the state of Pennsylvania.

ADDITIONAL INFORMATION - If any further information is desired concerning the renting and use of space in the American Convention of Meat Processors, send requests to:

American Association of Meat Processors
One Meating Place
Elizabethtown, PA 17022
Phone: (717) 367-1168
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Website: www.aamp.com