



# 2010 AFSA VEHICLE FINANCE & INDEPENDENTS EXPOSITIONS



## APPLICATION AND CONTRACT FOR EXHIBIT SPACE

Company Name \_\_\_\_\_  
 Address \_\_\_\_\_ Telephone ( \_\_\_\_\_ ) \_\_\_\_\_  
 City/State/Zip \_\_\_\_\_ Fax ( \_\_\_\_\_ ) \_\_\_\_\_  
 Trade Show Contact \_\_\_\_\_ Direct Phone ( \_\_\_\_\_ ) \_\_\_\_\_  
 Title \_\_\_\_\_ E-mail \_\_\_\_\_  
 Company Web site \_\_\_\_\_

Description of product or service which you will display: (25 words or less)  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Booth choice for exhibit space is:  
 1st \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd \_\_\_\_\_

To help us in assigning the best location, please list the names of competitors you do not wish to be near:  
 \_\_\_\_\_  
 \_\_\_\_\_

	<b>AFSA ASSOCIATE MEMBER</b>	<b>NON-MEMBER</b>	
<b>Vehicle Finance Conference</b>	<input type="checkbox"/> \$2,595	<input type="checkbox"/> \$3,695	Exhibit fee includes two complimentary registrations per conference. Please complete a separate registration and hotel form. (Available this fall.)
<b>Independents Conference</b>	<input type="checkbox"/> \$2,595	<input type="checkbox"/> \$3,695	
<b>TOTAL</b>	\$ _____	\$ _____	
<b>Less: Credit of \$350 for Exhibiting at both conferences</b>	(\$ _____)	(\$ _____)	
<b>NET AMOUNT DUE</b>	\$ _____	\$ _____	

### Application and Payment

To secure your exhibit space, complete and return this form to AFSA with check or credit card payment for total cost of your space. Booth space will be assigned on first-come, first-served basis. Applicant agrees to abide by the terms and conditions set forth by AFSA on the reverse of this form.

Check enclosed. Make check payable to American Financial Services Association  
 Payment by credit card. Bill my:  
 Visa       MasterCard       American Express  
 Account Number \_\_\_\_\_ Expiration Date \_\_\_\_\_  
 Name as it appears on card \_\_\_\_\_ CVC # \_\_\_\_\_  
 Signature \_\_\_\_\_

**MAIL TO:** Matt Gannon — Vice President, Marketing  
 American Financial Services Association  
 919 Eighteenth Street, NW, Suite 300  
 Washington, DC 20006-5517  
 Phone: (202) 776-7301 • Fax: (202) 223-0321 • E-mail: mgannon@afsamail.org

# RULES AND REGULATIONS GOVERNING THE EXHIBIT

## Booth Assignment, Provisions and Restrictions

1. American Financial Services Association (AFSA) reserves the right to exercise its sole discretion in the acceptance or refusal of applications. Applications received will be recorded in order of receipt and insofar as possible, space will be assigned on a first-come, first-served basis.
2. AFSA shall supply at no charge to the exhibitor over the regular booth rental fee the following standard booth decoration for each exhibit: eight foot (8') high curtain backgrounds, three foot (3') high curtain sidewalls, and 7" x 44" standard exhibitor identification sign with exhibitor's name. Additionally, two (2) complimentary registrations will be provided to each exhibiting company for each area rented (8"x10" at Vehicle Finance Conference, 10"x10" at Independents Conference).
3. AFSA reserves the right to decline to permit an exhibitor to conduct and maintain an exhibit if, in the judgment of AFSA, said exhibitor or exhibit, or proposed exhibit, shall in any respect be deemed unsuitable. This reservation relates to persons, conduct, articles or merchandise, printed matter, souvenirs, catalogs and other things, without limitation, which affect the character of the exhibit. AFSA is not liable for any refunds, rentals or other exhibit expenses.
4. Each exhibitor is required to respect the rights of other exhibitors and to recognize that the general appearance of the exposition as a whole must take precedence over that of any individual exhibit.

## Changes to the Floorplan

1. The exhibitor agrees that AFSA has the right to make rules and regulations or changes in the floorplan arrangement of booths for said exhibition as deemed necessary and to amend same from time to time.

## Official Service Contract

1. The official service contractor will provide all services required: furnishings, accessories, tables, drapery, spotlights, labor to erect and dismantle exhibits, signs, flowers, etc.
2. An exhibitor's service kit will be mailed prior to show with order forms, rates and instructions for the services provided.
3. An exhibitor's service desk will be available during installation, show hours and dismantle for exhibitor's last minute requirements.

## Liability

1. It is agreed that AFSA, the official service contractor, and the management of the Walt Disney's Yacht Club Resort and the La Quinta Resort & Club are not liable to the exhibitor for any loss, damage or injury to his property contained in such exhibits or injuries to his person, his agents, employees or others, no matter how sustained from fire, strikes, water, storms, vandalism, theft, smoke, accident or other causes. All claims for such losses, damage or injury being hereby expressly waived by the exhibitor.
2. Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save AFSA and the Walt Disney's Yacht Club Resort and the La Quinta Resort & Club and their employees and agents harmless against all claims, losses and damages to persons or property, governmental charges or fines and attorney fees arising out of, or caused by, exhibitors installation, removal, maintenance, occupancy or use of the exhibit premises or a part of thereof, excluding any such liability caused by sole negligence of the Palace Hotel and the Sheraton Wild Horse Pass Resort, its employees and agents.
3. In addition, exhibitor acknowledges that AFSA and the Walt Disney's Yacht Club Resort and the La Quinta Resort & Club do not maintain insurance covering the exhibitor's property and that it is the sole responsibility of the exhibitor to obtain business interruption and property damage insurance covering such losses by the exhibitor.

*NOTE: Exhibitors are advised to carry insurance to cover exhibit material against damage and loss and public liability insurance against injury to the person and property of others.*

## Special Presentations

1. No activities shall be scheduled during the time of the official program or exhibit hours except with the express written permission of AFSA.

## Cancellations

1. Cancellations of exhibit space must be directed in writing to AFSA. Cancellations received up to 30 days prior to the exhibit opening will be subject to full refund. Cancellations after that time obligates the exhibitor to full payment of the rental and no refunds will be made.
2. If booth space is not occupied one hour before the opening of the show, AFSA reserves the right to use such space as it sees fit, to eliminate blank spaces in the exhibit hall.