



Society for Human Resource Management

2012 SHRM Annual Conference & Exposition
 Georgia World Congress Center
 285 Andrew Young International Blvd., NW
 Atlanta, GA 30313 • June 24–27, 2012

**The 2012 SHRM Exposition
 Application & Contract for Exhibit Space**

Payment Schedule & Cancellation Policy:
 A deposit of 50% of the total cost of the booth space is due with each contract (\$1,000 per 10'x10' space rented is non-refundable). Full payment for Exhibit space is due on or before February 24, 2012. After February 24, 2012, full payment must accompany all contracts. All cancellations and requests for refunds must be in writing. Cancellations received before November 18, 2011, will result in SHRM retaining \$1,000 per 10'x10' space rented. Cancellations received between November 18, 2011, and February 24, 2012, will result in SHRM retaining 50% of the total cost of the booth space. No requests for refunds will be granted after February 24, 2012. SHRM reserves the right to resell the exhibit space without notice or refund after February 24, 2012. SHRM reserves the right to deny exhibit space to companies that have overdue account balances with SHRM or any of its affiliates.

Company _____
 Address _____
 City _____ State/Province _____ Zip/Postal Code _____
 Contact Name _____
 Title _____
 Phone _____ Fax _____ E-Mail _____

Information for contact purposes only. The above information will not be published. Web address: _____

BOOTH PRICE

10'x10' in-line \$4,300
 10'x10' corner \$4,500

Booth Size: _____ x _____ = _____ Total Sq. Feet

Preference in Booth Locations (No guarantees are made in respect to location.)

1ST _____	3RD _____	5TH _____	7TH _____	9TH _____
2ND _____	4TH _____	6TH _____	8TH _____	10TH _____

To help us in assigning your booth space, please list the names of competitors you do not wish to be near: _____

Please check this box if you have selected a corner booth but are open to an in-line booth in a better location.

Briefly describe the types of products or services to be displayed or promoted in your booth. _____

To view an updated floorplan go to <http://expocad.shrm.org>

EXHIBIT SPACE

All contracts must be accompanied by a 50% deposit. Full payment for exhibit space is due on or before February 24, 2012. After February 24, 2012, full payment of exhibit space must accompany all contracts. See above for complete cancellation and payment policy.

Total Deposit Due \$ _____

Form of Payment

Check Enclosed (Please make check payable to SHRM.)
 I authorize SHRM to charge \$ _____ to my VISA MasterCard American Express

Card Number _____ Expiration Date _____

Authorized Signature _____

Cardholder's Name: _____

We, the Abovesigned Company, having read and agreed to the Terms and Conditions on the reverse side hereof, hereby offer to contract for exhibit space and services for the 2012 SHRM Exposition, sponsored by the Society for Human Resource Management, scheduled June 24–27, 2012, at the Georgia World Congress Center in Atlanta, GA. Booth will not be assigned unless signed by company.

Company _____

By _____ Date _____

ACCEPTED BY: SHRM _____

Booth Assigned _____ Date _____

Please Direct
Any Inquiries to: Emile Davis, CEM, Manager, Exhibits & Sponsorships
 +1-703-535-6102; emile.davis@shrm.org

Dennis Rugbart, Senior Exhibits Specialist
 +1-703-535-6112; dennis.rugbart@shrm.org

Rebecca Orens, CEM, Senior Exhibits Specialist
 +1-703-535-6353; rebecca.orens@shrm.org

Send Application and Deposit to: SHRM 2012
 P.O. Box 79482
 Baltimore, MD 21279-0482

Address for Overnight Delivery: SHRM/Rebecca Orens
 1800 Duke Street
 Alexandria, VA 22314
 +1-703-535-6353

Or By Fax: +1-703-258-6102 (credit card payments only)

SHRM USE ONLY

Total Cost _____
 Deposit _____
 Balance Due _____
 Check # _____
 Date _____

DO NOT DETACH CONTRACT. A SIGNED COPY WILL BE MAILED TO YOU.

TERMS AND CONDITIONS

1. **Character of The Exposition.** The Exposition, sponsored by the Society for Human Resource Management (SHRM), is a professional show dedicated to human resource management. SHRM reserves the right to determine the eligibility of any company, product or service and the right to restrict, prohibit or evict any exhibitor or product that, in the opinion of SHRM, detracts from the character of the exposition or for any violation of the following Terms and Conditions. In the event of such restriction or eviction, SHRM is not liable for refunding exhibit fees or any other costs incurred by the exhibitor. In particular, and without limitation, excessive audio/visual attention-getting devices or effects or offensive odors are prohibited. No copyrighted recorded or live music may be played or performed in connection with the exhibit.
2. **Terms of Payment.** A deposit of 50% of the total cost of the booth space is due with each contract (\$1,000 per 10' x 10' space rented is non-refundable). Full payment for exhibit space is due on or before February 24, 2012. After February 24, 2012, full payment must accompany all contracts. All cancellations and requests for refunds must be in writing. Cancellations received before November 18, 2011, will result in SHRM retaining \$1,000 per 10' x 10' space rented. Cancellations received between November 18, 2011, and February 24, 2012, will result in SHRM retaining 50% of the total cost of the booth space. No requests for refunds will be granted after February 24, 2012. SHRM reserves the right to resell the exhibit space without notice or refund after February 24, 2012. SHRM reserves the right to deny exhibit space to companies that have overdue account balances with SHRM or any of its affiliates.
3. **Display Regulations.** Exhibitor must comply with all rules in the SHRM Exhibitor Manual (and should review that Manual), as the same may be amended by SHRM in reasonable fashion on reasonable notice to Exhibitor, including without limitation the following rules:
 - a. No exhibit may block or interfere with a neighboring exhibit as determined by SHRM.
 - b. In-line exhibits: Maximum backwall height permitted for any booth exhibit will be 8'. Sidewalls of these exhibits may not extend more than 5' from the backwall so as not to box in adjoining exhibitors, with a maximum height restriction of 4' on the front 5' section.
 - c. Open areas or island booths: Exhibit fixtures, components and identification signs will be permitted to a maximum height of 20'. Full use of the island floor space is permitted, as long as no component exceeds the 20' height restriction. Review the exhibitor manual for current rules.
 - d. No nails or screws may be driven into the floor. No damage of any nature may be done to the booth structures nor to any part of the exhibit hall.
 - e. Exhibitors will be charged a fee for any skids, pallets or containers left behind.
 - f. All booth space must be carpeted.
4. **Subleasing and Sharing of Exhibit Space is prohibited.** All signs, displays and products in a booth must be related to the exhibitor's company.
5. **Exhibit Space Assignments** are made on the basis of priority, availability and need, with all assignments made in the best interest of the exposition. SHRM reserves the right to alter an exhibitor's assigned space if it is deemed necessary in the best interest of the exposition. Before exercising its discretion, SHRM will consult with the exhibitor.
6. **Sales of Product or Samples** for cash, check or credit card are prohibited on the show floor. Contracts and orders may be written for future delivery of products or services.
7. **Limitation on Room Drops.** Exhibitor may not make any room drops at hotels within the SHRM room block without permission of hotel and SHRM; permission may be conditioned on payment of a fee or may be denied within the discretion of hotel or SHRM.
8. **Displays and Exhibits in Public View** are required to be appropriately finished on all sides and surfaces. If such surfaces remain unfinished at the start of the exposition, SHRM may authorize the official contractor to effect the necessary finishing and the exhibitor will be required to pay all costs involved.
9. **Damage to Property** caused by an exhibitor will be paid for by that exhibitor. Do not paint, tape, nail, screw, drill or tack anything to the walls, columns, floor or ceiling of the building, adjoining displays or the official contractor's display material.
10. **Fire Department Regulations and All Other Applicable Laws and Regulations** must be complied with by Exhibitor. Display and packing material must be flame-retardant. Electrical equipment must be UL approved and must be wired by a licensed electrician.
11. **Insurance.** All Exhibitors, their contractors and suppliers working in the exhibit hall are required to carry general liability insurance in an amount of at least equal to \$1,000,000 in the aggregate and \$1,000,000 per claim, or, if greater, such amount as may be required by the convention facility, and shall supply SHRM with a certificate evidencing such coverage and naming SHRM as an additional insured with right to at least ten days advance written notice of termination. Exhibitors must operate and maintain their exhibit so that no injury will result to any person or property. Hazardous and nuisance-causing giveaways are prohibited. All exhibitors are strongly urged to obtain full-coverage temporary insurance for their merchandise and displays while in transit and while at the exposition.
12. **Each Exhibitor Shall Indemnify** and hold harmless SHRM and the exposition location for all liability in any way related to Exhibitors' exhibit or any act or omission of exhibitor or any of its employees or agents; including, without limitation, infringement of any trademark, copyright or other rights of any third parties, accident or injury to invitees, guests, exhibitors, their agents and employees and including loss or damage to personal property.
13. **Cancellation of Exposition.** If SHRM should be prevented from holding the exposition for any reason beyond SHRM control (such as, but not limited to damage to building, riots, strikes breached by exposition location, acts of government or acts of God), then SHRM has the right to cancel the exposition or any part thereof, with no further liability to the exhibitor other than a refund of exhibit fees less a proportionate share of the exposition cost incurred.
14. **Exposition Location Rules.** Exhibitor shall not cause any violation of the rules of the exposition location.
15. **Food and Beverages** must be purchased from the official concessionaire, unless incident to the exhibitor's product lines.
16. **Gifts and Contests.** SHRM reserves the right to prohibit, limit or discontinue the distribution of gifts, give-aways or similar promotions. There will be no announcements of exhibitors' contests, drawings or winners during the exposition.
17. **Soliciting** outside the confines of the exhibitor's assigned space is prohibited.
18. **Labor and Contractors.** Exhibitors that plan to use outside contractors must notify SHRM in writing 60 days prior to the exposition. Outside contractors are required to supply verification of liability insurance coverage. All labor must have local union clearance.
19. **Competitive Events**, which distract from the conference and exposition, are prohibited.
20. **Non-Exhibiting Companies**, organizations and individuals that supply products and services to SHRM exhibitors or that supply products or services to SHRM attendees may not attend.
21. **Exhibitor Registration** is limited to sales, marketing, management and special booth personnel. SHRM reserves the right to limit the number of exhibitor personnel.
22. **Installation, Show and Dismantling** hours and dates shall be those specified by SHRM. Packing of exhibits prior to the close of the exposition is prohibited. Exhibitor shall be liable for all storage and handling charges for failure to remove exhibits by specified time and date.
23. **Not Assignable by Exhibitor.** This Agreement may not be assigned by the Exhibitor absent the written consent of SHRM.
24. **Governing Law and Jurisdiction.** This Agreement shall be governed by the internal laws of Virginia. The parties hereby submit to the exclusive jurisdiction of the state and federal courts in Virginia governing any disputes concerning this Agreement, and further agree that they are subject to personal jurisdiction in Virginia in any such dispute.
25. **Merger Clause.** The parties agree that this Agreement (and, any other Agreement referred to herein) contain the complete agreement between the parties and supersede any prior understandings, agreements or representations by or between the parties, written or oral, which may have related to the subject matter hereof in any way.
26. **Attorney's Fees.** In the event of any dispute concerning this Agreement, the prevailing parties shall be entitled to reasonable attorney's fees.
27. **Amendments to Rules and Regulations.** SHRM will have the full power in the interpretation and enforcement of all contract regulations contained herein, or in the SHRM Exhibitor Manual. The ruling of SHRM shall be final in all instances with regard to use of any exhibit space.