

2026 Application and Contract Form

Event Dates: October 4 – 6, 2026

Exhibition: October 5th & 6th, 2026

Exhibitor Contact Information

Exhibiting Company Name (for online directory listing)

Logistics Contact (all correspondence will be sent to the contact information provided below)

Address Line 1

Address Line 2

City, State/Province, Postal Code, Country

Telephone Number

Email (required for confirmation)

Marketing/Advertising Contact (if different from above)

Marketing/Advertising Email

Exhibit Space Rates and Information

Premium Table Top Space - \$4,000

Basic Table Top Space - \$3,000

Each 6 ft. Table top space includes:

- Premiere Booth receives: Three (3) conference registrations (includes refreshment breaks and lunches)
- Basic Booth receives: Two (2) conference registrations (includes refreshment breaks and lunches)
- 6' table and two chairs

Any staff required above those allotted per must register as a full attendee incurring full registration fees. Additional expenses associated with the exhibit, including special booths, drayage, lights, phone, carpeting, electrical connections, etc., will be the responsibility of the Exhibitor.

Booth Space Requested:

☐ Premium

☐ Basic

Services/Products to be exhibited:

Form of Payment

Payment may be made by check, credit card, or bank transfer.

All contracts received on or prior to **August 1, 2026**, must be accompanied by a **50% deposit** within **NET30** (25% of the booth space rented is nonrefundable and may be credited to another SHRM event if written notice of cancellation is received by SHRM on or before August 1, 2026). After August 1, 2026, full payment must accompany all contracts within NET 30 days from the date of the Contract's execution. See reverse for complete cancellation, downsizing and payment policy. The Society for Human Resource Management (SHRM) reserves the right to deny exhibit space to Exhibitors which have overdue account balances with SHRM or any of its affiliates. **Please note that Exhibitors with an outstanding balance will be prohibited from moving in at The Westin St. Francis.**

Please email norcal@shrm.org if billing information differs from the company contact information provided.

☐ Payment in FULL

Payment methods accepted:

☐ Credit Card payments by Visa, MasterCard, or American Express:

An invoice will be sent with instructions on how to submit a credit card payment.

☐ Checks drawn on a US bank payable to SHRM

Mail check along with a copy of this form to:

SHRM
Attn: SHRM NorCal Community
1800 Duke St.
Alexandria, VA 22314

☐ Wire Transfer Please email norcal@shrm.org for wire transfer instructions. Wire Transfers should be made in US dollars. Your company name, as well as Invoice Order number must be included on the document to ensure payment to your account.

Cancellation and Downsizing Policy

Exhibitors who request to cancel their booth space shall be assessed a cancellation penalty. **Note: 25% of the booth space rented is nonrefundable.** Exhibitors who request to reduce the amount of booth space reserved shall be assessed a downsizing penalty. Downsizing penalties are based on the total amount of booth space released by the Exhibitor. Cancellation and downsizing penalties will be assessed regardless of payment being made or not. Any refund due will be processed once cancellation penalties have been paid.

Cancellation/Downsizing fees are non-transferrable.

Cancellations/Downsizing requests MUST be in writing and may be emailed to: norcal@shrm.org

Contract Signature

We, the Above signed Exhibitor, 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 SHRM NorCal Annual Conference 2026, sponsored by SHRM, scheduled October 4-6, 2026, at The Westin St. Francis in San Francisco, CA. **Booth will not be assigned unless this Application & Contract is signed by Exhibitor.**

Exhibitor agrees to receive all written and electronic correspondence from SHRM. in reference to the SHRM NorCal Annual Conference 2026. SHRM reserves the right in its sole and absolute discretion to reject any application that in its judgment does not enhance the purpose of the SHRM NorCal Annual Conference 2026 and its associated Expo or is in direct competition with SHRM. This contract shall be deemed accepted by SHRM when received, together with the required payment. However, no contract shall be deemed accepted if Exhibitor has outstanding financial obligations to SHRM, of which SHRM is aware, for booth space, advertising, or any service(s) provided by SHRM.

Authorized signature:

Date:

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TERMS AND CONDITIONS

This Application and Contract Form and these Terms and Conditions, along with the Terms & Conditions and Booth Guidelines and Procedures for Exhibiting Companies furnished to the Exhibiting Company named in the Application Form attached hereto ("Exhibitor") (collectively, the "Contract"), contains the entire agreement between the Exhibitor and SHRM. The SHRM NorCal Annual Conference 2026 event being held October 4 – 6, 2026 at The Westin St. Francis San Francisco ("Event") is owned and managed by SHRM. Exhibitor shall have booth space at the Event as specified in the Application Form attached to these Terms and Conditions, subject to the terms of this Contract.

1. **Character of The Expo.** The expo, 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, the right to cancel this Contract, and the right to restrict, prohibit or evict any exhibitor or product at any time, if, in the opinion of SHRM, the Exhibitor, product, or service detracts from the character of the expo, disparages SHRM (or its services or products), violates any of the following Terms and Conditions, or is otherwise harmful to SHRM (or its services or products) or the expo in SHRM's sole discretion. In the event of such cancellation by SHRM prior to the move-in date of the expo (or the go-live date of the virtual expo), SHRM will refund the total fee for the booth space (also referred to herein as "exhibit fee"). In the event of cancellation, restriction, prohibition, or eviction by SHRM on or after the move-in/go-live date of the expo, SHRM is not liable for refunding the exhibit fees or any other costs. incurred by the Exhibitor. In particular, and without limitation, excessive audio/visual attention getting devices or effects and offensive odors are prohibited. No copyrighted, recorded, or live music may be played or performed in connection with the exhibit. SHRM together with Exhibitor are referred to herein as the "Parties", individually as a "Party".
2. **Payment Schedule**
 - a. On or before August 1, 2026, a 50% deposit of the total fee for the exhibit space is due with each contract within **NET 30 days**.
 - b. After August 1, 2026, full payment must accompany all contracts within **NET 30 days from the date of the Contract's execution**.
 - c. **All payments must be made in full by event date or participation.**
 - d. **Balances outstanding for more than 90 days from the initial invoice will be subject for review, and contracted space may be forcibly cancelled by SHRM. Any applicable cancellation fees will apply.**
3. **Cancellation And Downsizing Policy**
 - a. All cancellations and requests for refunds must be sent in writing to **norcal@shrm.org**
 - b. Cancellations or downsize requests received before August 1, 2026, will result in SHRM retaining 25% of the booth space payment.
 - c. There will be no refunds for cancellation or downsize requests after August 1, 2026.
 - d. In the event an Exhibitor cancels or downsizes on or after August 1, 2026, any outstanding balance must be paid in full and SHRM shall retain all amounts previously paid by the Exhibitor.
 - e. SHRM reserves the right to resell the exhibit space without notice or refund after August 1, 2026 if the Exhibitor has not made full payment or cannot provide evidence of payment being in transit.
 - f. SHRM reserves the right to deny or cancel exhibit space to companies that have overdue account balances with SHRM or any of its affiliates.
4. **Booth Display Regulations.** Exhibitor must comply with and review all rules in the SHRM Exhibitor Rules and Regulations, as the same may be amended by SHRM in reasonable fashion on reasonable notice to exhibitor.,
5. **Subleasing and Sharing of Exhibit Space Are Prohibited.** All signs, displays and products in a booth must be related to the Exhibitor's company only.
6. **Exhibit Space Assignments** for in-person exhibits are made on the basis of priority, availability and need, with all assignments made in the best interest of the expo. SHRM reserves the right to alter an exhibitor's assigned space if it is deemed necessary in the best interest of the expo. Before exercising its discretion, SHRM will consult with the Exhibitor.
7. **Sales of Product or Samples** for cash, check or credit card are prohibited on the show floor and on the virtual platform. Contracts and orders may written for future delivery of products or services.
8. **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.
9. **In-person 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 expo, then SHRM may authorize the official contractor to affect the necessary finishing and the Exhibitor will be required to pay all costs involved.
10. **Exhibit Operation.** Exhibitor must operate and maintain its exhibit so that no injury will result to any person or property. Hazardous and nuisance causing giveaways are prohibited. 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.
11. **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.
12. **Insurance for In-Person Exhibits.** 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. All Exhibitors are required to waive the right of subrogation by their insurance carriers, if allowed by the insurance carrier, to recover loss sustained under the respective insurance contract for real and personal property. All Exhibitors are strongly urged to obtain full-coverage temporary insurance for their merchandise and displays while in transit and while at the Expo. All Exhibitors, their contractors and suppliers working in the exhibit hall are required to carry workers compensation insurance.
13. **Indemnification.** Each Exhibitor Shall Indemnify and hold harmless SHRM and the expo venue from all liability in any way related to Exhibitor's 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. In no event shall SHRM be liable to Exhibitor for any incidental, indirect, consequential, special, or punitive damages.
14. **Limitation of Liability.** NEITHER PARTY SHALL BE LIABLE TO THE OTHER PARTY FOR ANY SPECIAL, CONSEQUENTIAL, INDIRECT OR INCIDENTAL DAMAGES ARISING OUT OF OR CAUSED BY THEIR PERFORMANCE OR FAILURE TO PERFORM UNDER THIS CONTRACT. A PARTY'S AGGREGATE MONETARY LIABILITY FOR ANY REASON AND ALL CAUSES OF ACTION ARISING OUT OF OR RELATING TO THIS CONTRACT (INCLUDING, BUT NOT LIMITED TO, CONTRACT, TORT, AND STRICT PRODUCT LIABILITY) SHALL BE LIMITED TO THE FEES PAID OR OWED UNDER THIS CONTRACT IN THE TWELVE (12) MONTHS PRECEDING THE DATE THE CLAIM ARISES; THIS LIMITATION SHALL APPLY EVEN IF A PARTY HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES, AND NOTWITHSTANDING ANY FAILURE OF ESSENTIAL PURPOSE OF ANY LIMITED REMEDY. ALL OF THE FOREGOING LIMITATIONS OF LIABILITY SHALL NOT APPLY TO LIMIT DAMAGES ARISING FROM A PARTY'S GROSS NEGLIGENCE OR WILLFUL MISCONDUCT, OR EXHIBITOR'S INDEMNIFICATION OBLIGATIONS HEREUNDER.
15. **Force Majeure.** The Parties' performance under this Contract is subject to acts of God, war, government regulation, terrorism, threats of terrorism, disaster, strikes, civil disorder, curtailment of transportation facilities, breach by Expo location, damage to the Expo location, disease, epidemic, pandemic, or any other emergency of a comparable nature beyond the Parties' control, making it impossible, illegal or which materially affects a Party's ability to perform its obligations under this Contract (each, a "Force Majeure Event"). In the event of a Force Majeure Event, the affected Party shall not be considered in breach of the Contract or of any obligation(s) hereunder to the extent that its performance of such obligation(s) is prevented or impaired by the Force Majeure Event.
16. **Cancellation of Expo.** If SHRM should be prevented from holding the expo for any reason beyond SHRM control (such as, but not limited to damage to building, riots, strikes, breach by expo location, disease, acts of government or acts of God), then SHRM has the right to cancel the expo or any part thereof, with no further liability to the Exhibitor other than a refund of exhibit fees less a proportionate share of the expo cost incurred.
17. **Expo Location Rules for In-Person Exhibits.** Exhibitor shall not cause any violation of the rules of the expo location.
18. **Food and Beverages for In-Person Exhibits** must be purchased from the official concessionaire unless incident to the Exhibitor's product line.
19. **Gifts and Contests.** SHRM reserves the right to prohibit, limit or discontinue the distribution of gifts, giveaways or similar promotions. There will be no announcements of Exhibitors' contests, drawings or winners during the Expo.
20. **Soliciting outside the confines of the Exhibitor's assigned in-person space** is strictly prohibited.
21. **Labor and Contractors for In-Person Exhibits.** Exhibitors that plan to use outside contractors must notify SHRM via the Exhibitor Appointed Contractor form in the Exhibitor Service Kit in writing 60 days prior to the expo. Outside contractors are required to supply verification of liability insurance coverage. Please see Exhibitor Service Kit to confirm labor jurisdictions.
22. **Competitive Events** that distract from the conference and expo are prohibited.

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23. Non-Exhibiting Companies, Organizations and Individuals who supply products and services to SHRM exhibitors or that supply products or services to SHRM attendees are prohibited from soliciting or otherwise marketing their products and services at the conference and at the expo.
24. Exhibitor Registration is limited to sales, marketing, management, and special booth personnel. SHRM reserves the right to limit the number of exhibitor personnel.
25. Installation, Show and Dismantling hours and dates shall be those specified by SHRM. Packing of exhibits prior to the close of the expo is prohibited. Exhibitor shall be liable for all storage and handling charges for failure to remove exhibits by specified time and date.
26. **Not Assignable by Exhibitor.** This Contract may not be assigned by the Exhibitor absent the written consent of SHRM.
27. **Governing Law and Jurisdiction.** This Contract 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 Contract, and further agree that they are subject to personal jurisdiction in Virginia in any such dispute.
28. **Merger Clause.** The parties agree that this Contract (and any other contract or terms 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.
29. **Attorney's Fees.** In the event of any dispute concerning this Contract, the prevailing parties shall be entitled to reasonable attorney's fees.
30. **Amendments to Rules and Regulations.** SHRM, at its discretion, may make reasonable changes, amendments or additions to this Contract. Any changes, amendments or additions shall be binding on the Exhibitor. The ruling of SHRM shall be final in all instances with regard to use of any exhibit space.
31. **Cancellation and Termination by SHRM.** SHRM may cancel and terminate this Contract, pursuant to Section 1 above. This Contract may also be cancelled and terminated at any time by SHRM for convenience, without cause upon fifteen (15) days' written notice to the Exhibitor.
32. **OFAC.** Exhibitor represents and warrants that Exhibitor is and has not in the past five (5) years been (i) an individual or entity designated on any export control- or sanctions-related list maintained by any government, including, but not limited to, the U.S. Department of the Treasury's Office of Foreign Assets Control, the U.S. Department of State, and the U.S. Department of Commerce; (ii) located, organized, or resident in a country or territory which is the subject of or target of any export control- or sanctions-related law; or (iii) owned or controlled, directly or indirectly, by such individuals or entities in clause (i) or (ii).
33. **Authority.** Each Party hereby represents and warrants that (i) it is a duly authorized and validly existing entity, (ii) it has full power, authority, and legal right to make, enter into, execute and deliver this Contract and to perform the obligations contained herein and (iii) it has obtained any and all necessary consents or approvals to make these representations and warranties and to enter into this Contract.