



**2009 Exhibit Space Rental Agreement**  
 Texas Computer Education Association Annual Convention & Exposition  
 February 2-6, 2009 ♦ Austin Convention Center ♦ Austin, Texas

**COMPANY/CONTACT INFORMATION (for pre-show correspondence)**

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

E-Mail \_\_\_\_\_ Website \_\_\_\_\_

*Note: The above contact information is for pre-show correspondence only. You will be asked to provide contact information for publishing in the program at a later date.*

**EXHIBIT SPACE RESERVATION**

1. For an up-to-date look at available exhibit space and to view a current list of 2009 exhibitors and their locations, go to [www.tcea2009.org](http://www.tcea2009.org)
2. Indicate the booth numbers for your top three choices for exhibit space below.
3. Refer to "Payment Information" below to determine the amount due and the due date.
4. Send signed Exhibit Space Rental Agreement to TCEA with the required payment. Make a copy for your records.

Indicate top 3 choices for booth space 1) \_\_\_\_\_ 2) \_\_\_\_\_ 3) \_\_\_\_\_

Total amount of exhibit space: \_\_\_\_\_

**PAYMENT INFORMATION**

For exhibit space reserved **prior to October 1, 2008**, a 50 percent deposit is due with this contract within 30 days of booth reservation date. Booths will not be held longer than 30 days. Final payment of exhibit space is due October 1, 2008.

**Beginning October 1, 2008**, 100 percent of payment is due with this contract to TCEA in order to reserve exhibit space.

Check enclosed (make payable to TCEA)

I authorize TCEA to charge \$\_\_\_\_\_ to my:  MasterCard  Visa  American Express

Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name on Card \_\_\_\_\_ Cardholder's Signature \_\_\_\_\_

**PLEASE READ AND SIGN BELOW**

The undersigned, designated as exhibitor representative, hereby contracts with the Texas Computer Education Association for exhibit space in the 2009 exposition. **Exhibitor agrees to abide by the Exhibit Display Rules & Regulations herein enclosed** with this contract. **This contract is subject to the terms and conditions as stated on the reverse side of this contract.**

Authorized Signature \_\_\_\_\_ Title \_\_\_\_\_

Name (Print) \_\_\_\_\_ Date \_\_\_\_\_

Please sign and return to:  
**Texas Computer Education Association**  
 Attn: Kristy Breaux  
 Fax: 512-476-8574

P.O. Box 141759, Austin, TX 78714-1759  
 Physical Address: 8134 Exchange Dr., Austin, TX 78754  
 Phone: 800-282-8232

## CONTRACT TERMS AND CONDITIONS

**AGREEMENT TO CONDITIONS.** It being understood and agreed that the sole control of the exhibit hall rests with the Texas Computer Education Association hereinafter called TCEA.

**ASSIGNMENT OF SPACE.** Space is assigned on a first-come, first-served basis with priority given to exhibitors who submit a booth space request form at the prior year's exposition. To confirm exhibit space, exhibitors must pay according to TCEA guidelines. Refer to "Payment Policy" below.

**EXHIBIT FEE.** Exhibit fee includes exhibit space, back and side drapes, standard sign showing booth number and company name, daily trash removal and general perimeter security. No booth carpeting or furnishings are included in the exhibit fee. TCEA does require all exhibitors to have some form of floor covering.

**PAYMENT POLICY.** For booths reserved prior to October 1, 2008, a minimum 50% deposit and the signed contract is due within 30 days of the booth reservation date. Final payment is due October 1, 2008.

Beginning October 1, 2008, 100 percent of booth payment and the signed contract are due to TCEA in order to reserve exhibit space.

TCEA reserves the right to cancel an exhibit space for non-payment of deposit, non-payment of balance due by due date or for misrepresentation of products to be displayed.

**CANCELLATION OF EXHIBIT SPACE BY EXHIBITOR. All booth cancellations must be submitted to TCEA in writing.** In the event of an exhibitor canceling booth space, the following cancellation policy will apply even if TCEA is able to resell the space:

- **Cancellations made on or before September 1, 2008:** An amount equal to 25% of the total booth fee will be retained by TCEA.
- **Cancellations received from September 2, 2008 to December 1, 2008:** An amount equal to 50% of the total booth fee will be retained by TCEA.
- **Cancellations received on or after December 2, 2008:** No refunds will be given on cancellations received after December 2, 2008.

**USE OF EXHIBIT SPACE.** Exhibit space is assigned on the express understanding that it is to be used solely for the display of the exhibitor's products and services that are directly related to the technology education industry. A small percentage of exhibit space is set aside for companies with novelty-type products.

Exhibitors are not permitted to assign or sublet any part of their space, or to display merchandise of other manufacturers or dealers where no direct business conditions exist between them.

**CARE OF EXHIBIT SPACE.** The exhibit floor will be cleaned daily, and all rubbish should be placed in the aisles at the close of the exposition each day. Exhibitors must not place any refuse, or any material which will endanger public safety or cause inconvenience to other exhibitors, on the floor during exhibit hours. Booths must be in order before opening hour of each exposition day. Exhibitors shall not injure, mar, mark, paint or in any manner deface the hall; or use nails, hooks, pins, screws, Scotch tape or masking tape on the building. The exhibitor is liable for any and all damages which he may cause to the building, or otherwise in connection with his exhibit.

**INSURANCE AND LIABILITY.** Exhibitors wishing to insure their property must do so at their own expense. It is recommended that all exhibitors have representatives in attendance at all times when the exhibits are open, and especially when exhibits are being set up or dismantled, to protect them against loss.

The Texas Computer Education Association will not be responsible for, and shall be indemnified and held harmless by exhibitor from and against any and all claims and

damages of every kind, for injury to or death of any person or persons and for damage to or loss of property, arising out of or attributed, directly or indirectly, to the operations or performance of exhibitor and exhibitor's agents and employees under this agreement. Exhibitor further acknowledges that insurance covering the exhibit and/or property against damage and business interruption losses are the sole responsibility of the exhibitor.

It is expressly understood and agreed, and the exhibitor agrees by accepting these rules, that he/she will make no claim of any kind against the Texas Computer Education Association, or any of its members or its employees for any loss, damage to or destruction of goods, or for any injury that may occur to himself or his employees while in the convention center, or for any damage of any nature or character whatsoever.

The convention center is not liable to the exhibitor for any damage to or for the loss or destruction of any exhibit or the property of the exhibitor by fire or other casualty covered by an extended coverage endorsement to a fire insurance policy, whether caused by negligence of the hall, its officers, agents, servants, employees or otherwise, all claims for any such loss or damage being expressly waived by exhibitor who agrees to indemnify and hold the hall harmless from such claims.

For safety purposes, children are not allowed in the exhibit hall during set-up or move-out.

**RESTRICTIONS.** All displays, demonstrations and personnel, including those in the act of distributing product literature, must be confined to the individual exhibitor's own booth area and must not interfere, obstruct or otherwise unduly affect the operation of others.

**COPYRIGHT POLICY.** The Copyright laws require the payment of a user fee before any performance of copyrighted work (such as music or literature) is used. Exhibitors are responsible for procuring permission to use any copyrighted work that is performed, broadcast, or displayed by such exhibitors during the TCEA exposition.

**EXHIBITOR APPOINTED CONTRACTORS.** Exhibitors agree to notify TCEA, in writing, if utilizing the services of an outside contractor at any time during the TCEA exposition. Exhibitor appointed contractors must conform to all exposition regulations, including proof of insurance.

**CONDITIONS OF CONTRACT.** TCEA reserves the right to alter locations of exhibitors or of booths shown on the floor plan if deemed to be in the best interest of the exhibition. This contract is subject to all rules and regulations of the Association, and to all conditions under which space at the convention center is made available to TCEA. Exhibitor agrees to abide by all applicable fire, utility and building codes.

Exhibitors are responsible for knowing and abiding by the TCEA Exhibit Display Rules and Regulations. The Association reserves the right to make such reasonable changes, amendments and additions to these Exhibit Display Rules and Regulations as may be considered necessary.

**AMENDMENTS TO CONTRACT.** All points not covered herein are subject to settlement by the Association, and the Association reserves the right to make such changes, amendments and additions to this contract.

If legal action is required to enforce this contract, the prevailing party is entitled to recover reasonable attorney fees, administrative costs, costs of court and any other expenses incurred in enforcing the contract. This agreement shall be governed by and construed in accordance with the laws of the State of Texas, County of Travis. Venue for any action under this contract shall be in Austin, Travis County, Texas.

# TCEA 29th Annual Convention & Exposition

Feb. 2-6, 2009



## Exhibit Display Rules & Regulations

**T**he Texas Computer Education Association Exhibit Display Rules and Regulations are premised on the principle that all exhibitors should be given an equal opportunity to present their product in the most effective manner to the audience. These rules and regulations are designed to assure this equal opportunity while allowing the greatest flexibility possible within the confines of each exhibit space. The following are specific instructions regarding each type of booth configuration and are subject to the following restrictions.

### Display Boundaries

Exhibit space is sold in 10' x 10' blocks. Booths are created by various combinations of those blocks. Although the spaces are sold as 10' x 10' units, a more accurate width measurement for an interior structure is 9'6" x 9'6" allowing for the pipe and drape. Exhibitors should take this into account when determining the dimensions of their exhibits. Booths have an 8' high draped background with 36" high dividers. Dividers may be removed when two or more connecting booths are purchased by one exhibitor.

No exhibit material may extend beyond the boundaries of the exhibit space or exceed the height restrictions for the type of booth space leased.

### Installation and Removal of Exhibits

Texas is a right-to-work state, therefore exhibitors may use their own personnel or labor hired from TCEA's official contractor, Freeman, for installing and dismantling exhibits. There are certain exclusive contractors with specific responsibilities for services such as electrical, drayage, cleaning, telecommunications and catering with which exhibitors must contract. Exhibitors are urged to order any required services in advance to avoid delays. The Exhibitor Services Manual, which will be e-mailed to contracted exhibitors in early November, will include order forms for these services.

Exhibitors are allowed to appoint firms other than the official contractor to erect and dismantle their booths; however, they are required to notify Exposition Management by completing the appropriate form in the Exhibitor Services Manual. The contractor

is also required to show proof of liability coverage before set-up. If Exposition Management does not receive proof, none of the contractors' employees will be allowed to work in the exhibit hall.

In the sole opinion of Exposition Management, if the exhibitor-appointed contractor's work performance disrupts the orderly installation and removal of exhibits, such firms will be immediately disqualified from working at the exposition site and will be removed from the exhibit hall. The time constraints for installation and dismantling of exhibits and the necessity of opening the exposition on schedule do not allow for disruptions of the planned work schedule. Installation and dismantling of exhibits will be permitted only during the scheduled move-in and move-out times as specified in the conference schedule.

All booth materials must be completely unpacked by 8:00 a.m. on Wednesday, February 4, to permit removal of cartons from the area. *At 8:00 a.m. any booth materials still in crates will be forced set by the official contractor. Exhibitors whose exhibits are forced set will be responsible for labor charges.* ALL BOOTHS MUST BE COMPLETELY INSTALLED AND READY FOR INSPECTION BY 8:00 A.M. ON WEDNESDAY, FEBRUARY 4.

Exhibitor move-out begins at 11:30 a.m. on Friday, February 6. NO DISPLAY MAY BE DISMANTLED PRIOR TO THE CLOSE OF THE SHOW. Exhibitor move-out concludes at 8:00 p.m. on Friday, February 6. In the event that exhibit space is not vacated by exhibitor by 8:00 p.m. on Friday February 6, Exposition Management is authorized to remove, at the expense of the exhibitor, all goods and property of the exhibitor. Exposition Management, or its agents, shall not be liable for any damage or loss to such goods and property, or to the space from which removed, by reason of such removal.

### Demonstrations

All demonstrations must be confined within the exhibit space. Aisles must not be obstructed at any time. No exhibitor material may extend beyond the boundaries of the exhibit space or exceed the height restrictions for that type of booth. Exposition Management reserves the right to determine if a demonstration

interferes with adjacent exhibit spaces and when it must be discontinued. No exhibitor may solicit attendees or distribute literature or other materials outside of his booth space, including but not limited to models or mascots, etc.

### Floor Coverings

Exhibitors are required to provide or rent carpet or some other type of floor covering material. The purpose for this is to ensure that the concrete floor displaying the exhibits is covered. Carpet rental order forms will be included in the Exhibitor Services Manual which will be mailed to contracted exhibitors in early November.

### Food and Beverage

Any food or beverage products to be served in an exhibitor's booth must first be approved by Exposition Management and ordered through Aramark, in-house catering company of the Austin Convention Center. Submit requests in writing to Exposition Management for approval no later than January 5, 2009.

### Balloons

Helium-filled balloons are allowed in the exhibit hall only as part of a display and must comply with height restrictions for the type of booth(s) reserved, i.e. balloon arches may not exceed the 8' height limit for a Linear Booth. Should balloons become detached, exhibitors will be responsible for payment for equipment and labor for balloon retrieval.

### Sound/Music

Exhibitors may use sound equipment in their booths so long as the noise level does not disrupt the activities of neighboring exhibitors. Exhibitors should remember that using sound equipment is a privilege and not a right. Exposition Management reserves the right to determine at what point sound constitutes interference with others and must be discontinued by adhering to the following:

Speakers and other sound devices should be positioned so as to direct sound into the booth rather than into the aisle.

Any sound that consistently exceeds 82 decibels measured at the edge of an exhibitor's booth is considered objectionable.

There will be two warnings issued about objectionable sound levels exceeding 82dB. Any further objectionable sound levels will result in the exhibitor being required to discontinue the activities responsible for the sound levels exceeding 82dB.

### Hanging Signs

Hanging signs are permitted in Island Booths only and must receive prior approval by Exposition Management. The top of a sign suspended from the exhibit hall ceiling must not exceed 20' from the exhibit hall floor.

Hanging signs must be set back ten feet (10') from adjacent booths.

A full description and diagram of the sign must be submitted to Exposition Management for written approval no later than January 5, 2009.

### Fire Safety

All local and/or state fire and safety regulations will be strictly enforced and it is the responsibility of the exhibitor to comply with

these regulations. A complete list of regulations will be furnished to exhibitors in the Exhibitor Services Manual, which will be mailed to contracted exhibitors in early November.

### Variations

Any exceptions or alterations to the restrictions and boundaries described herein must meet with the approval of Exposition Management, and must be obtained prior to the booth set-up. If Exposition Management determines that your exhibit obstructs or interferes in any way with other exhibits in the area, you will be asked to conform to the rules during the Exposition. If you are unable to comply with the rules, you may be instructed to dismantle your booth, or the part of the booth that does not conform. Exposition Management will not give refunds to any exhibitors asked to dismantle their exhibits.

### Linear Booth (In-Line Booth)

See Figure 1.

#### DEFINITION

Linear Booths have only one side exposed to an aisle and are generally arranged in a series along a straight line.

#### DIMENSIONS

A maximum height of eight feet (8') is allowed only in the rear half of the booth space, with a four foot (4') height restriction imposed on all materials in the remaining space forward to the aisle. (Note: When three or more Linear Booths are used in combination as a single exhibit space, the four foot (4') height limitation is applied only to that portion of exhibit space which is within ten feet (10') of an adjoining booth.)

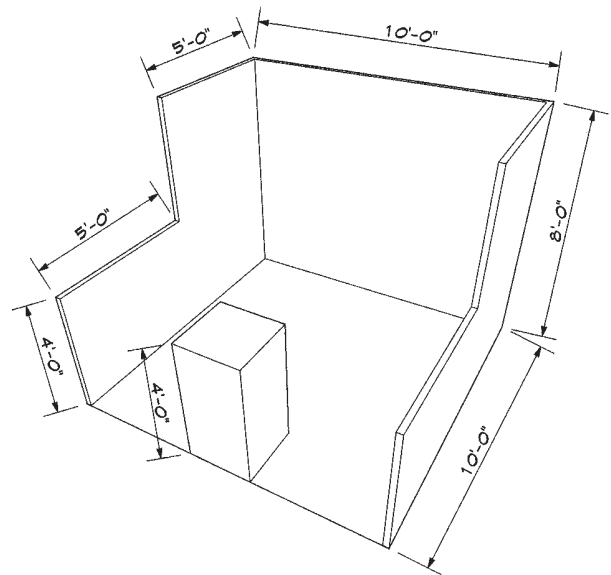


Figure 1. Linear Booth

### Premium Corner Booth

#### DEFINITION

A Corner Booth is a Linear Booth exposed to aisles on two sides. All other guidelines for Linear Booths apply.

## Island Booth

### DEFINITION

An Island Booth is any size booth exposed to aisles on all four sides.

### DIMENSIONS

An Island Booth is typically 20' x 20' or larger, although it may be configured differently. The entire cubic content of the space may be used up to the maximum allowable height of twenty feet (20'), including signage.

## Perimeter Booth

### DEFINITION

A Perimeter Booth is simply a Linear Booth that backs to a wall of the exhibit facility rather than to another exhibit.

### DIMENSIONS

All guidelines for Linear Booths apply to Perimeter Booths **except** that the maximum backwall height is twelve feet (12').

## Peninsula Booth

See Figure 2.

### DEFINITION

A Peninsula Booth is exposed to aisles on three (3) sides and composed of a minimum of four booths.

### DIMENSIONS

A Peninsula Booth is usually 20' x 20' or larger. Because a Peninsula Booth backs up to two Linear Booths, the backwall is restricted to four feet (4') high within five feet (5') of each aisle, permitting adequate line of sight for the adjoining Linear Booths. Eight feet (8') is the maximum height allowance, including signage for the center portion of the backwall.

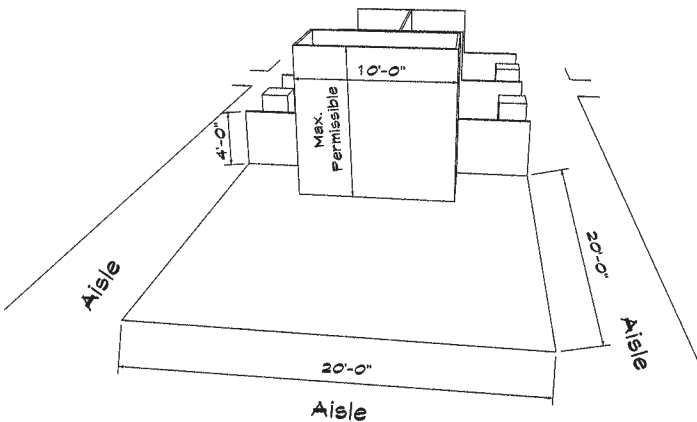


Figure 2. Peninsula Booth

## End-Cap Booth

See Figure 3.

### DEFINITION

An End-cap Booth is exposed to aisles on three sides and composed of two booths.

### DIMENSIONS

End-cap Booths are generally ten feet (10') deep by twenty feet (20') wide. The maximum backwall height of eight feet (8') is allowed only in the rear half of the booth space and within five feet (5') of the two side aisles with a four foot (4') height restriction imposed on all materials in the remaining space forward to the aisle.

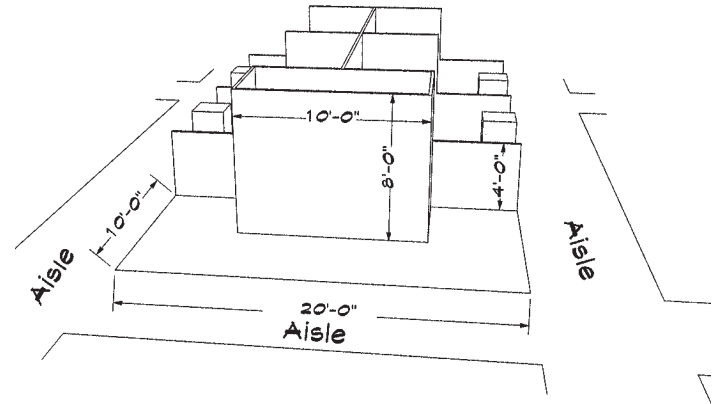


Figure 3. End-cap Booth

## Canopies and Ceilings

Canopies, including ceilings, umbrellas and canopy frames, can be either decorative or functional (such as to shade computer monitors from ambient light or for hanging products). Canopies for Linear or Perimeter Booths should comply with line of sight requirements (see "Use of Space for Linear or Perimeter Booths").

The base of the Canopy should not be lower than seven feet (7') from the floor within five feet (5') of any aisle. Canopy supports should be no wider than three inches (3"). This applies to any booth configuration that has a sightline restriction, such as a Linear Booth.

**Source:** These rules and regulations including diagrams were taken, in part, from IAEM Guidelines for Display Rules and Regulations.