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## EXHIBIT OPPORTUNITIES

INNISBROOK GOLF & SPA RESORT | TAMPA BAY AREA, FL



### WHY EXHIBIT?

The ECOAT Conference exhibits are very popular with attendees. Our unique exhibit style is the perfect way for attendees to view product and information displays, interact with industry suppliers, and find solutions to their needs. This is all accomplished in a relaxed and fun environment!



#### Hosting an Exhibit Room or Tabletop offers:

- ✓ The opportunity to make a lasting impression on a captive audience
- ✓ An effective means of providing personalized product demonstrations and detailed discussions in a private setting
- ✓ Direct contact with decision makers
- ✓ The ability to advise attendees on improving their coating operation
- ✓ Enhanced reputation as an industry leader

#### Rental Fee Includes:

- › Use of the room or tabletop you reserve
- › Identification sign at your door or table
- › Company logo in Registration Brochure, distributed to thousands of attendee prospects
- › Pre-registered attendee lists with company name and address for your pre-show marketing
- › Company listing on Conference web site and in Conference Journal supplied to all attendees
- › Additional marketing tools to promote your presence at the event

### EXHIBIT QUICK FACTS & REGULATIONS

#### Space Assignment

Exhibit Rooms are assigned following a system which allocates points based on prior exhibit participation and membership in The Electrocoat Association. Once all prior parties are satisfied, remaining space is opened on a first-come, first-served basis. For details on this system please contact Karen McGlothlin.

Tabletops are assigned first-come, first-served.

#### Exhibit Date and Time

Exhibits will open on Wednesday, April 29, 2020, at the conclusion of the conference program, typically 4:00 or 5:00 p.m. until 11:00 p.m. Exhibit Rooms may not be open during conference functions and will officially close at the specified hour.

#### Off-Site Restrictions

During established conference and exhibit hours there will be no off-site activity which would involve more than 10 end-users. This restriction is removed after the closing of exhibits and outside of scheduled conference sessions or special events.

There are no restrictions on supplier-hosted events scheduled before the conference begins or after the conference concludes.

#### Exhibit Decor

**NEW THIS YEAR** - Tabletop exhibitors may display one banner behind their table, not to exceed 35" wide x 85" high.

Exhibitors may 'dress up' the entrance to their room as long as it does not interfere with hallway traffic, violate fire codes, or infringe upon neighboring exhibits. This judgment will be left to the discretion of Conference Management, The Electrocoat Association Board of Directors, and Innisbrook Resort Management. Exhibit Rooms will be reviewed four (4) hours prior to opening; any requested changes must be completed to Management's satisfaction before the room may open. See Rental Contract for additional Use of Space regulations.

NOTE: Suites B-Q may access the common Terrace.

#### Food and Beverage

All F&B must be ordered through Innisbrook Resort.

#### Conference Registration

Each exhibitor must register and pay for at least one Full-Conference attendee. Exhibit-only personnel will register as such for a nominal fee.

### QUESTIONS?

Contact Karen McGlothlin

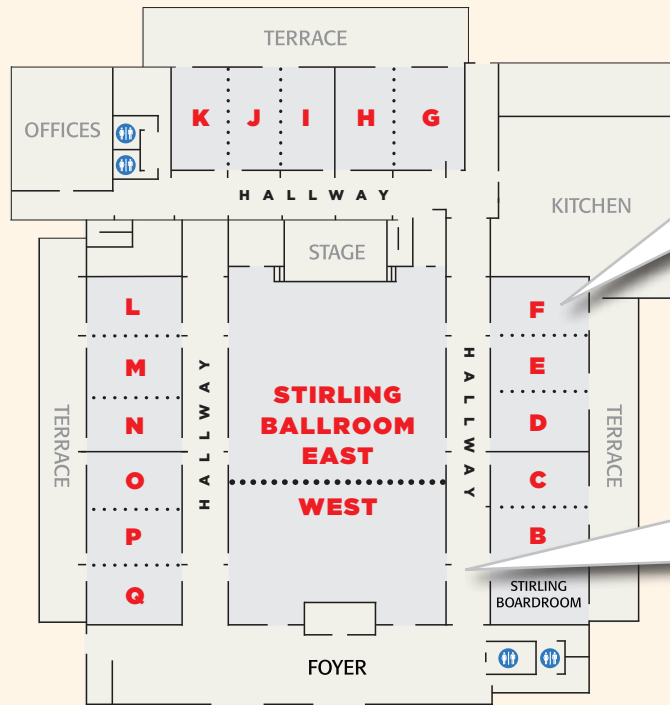
[kmcglathlin@electrocoat.org](mailto:kmcglathlin@electrocoat.org) | 1-800-579-8806

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**EXHIBIT ROOMS**



**TABLETOPS (IN HALLWAYS)**

Salon	Dimensions (L x W)	Square Feet	Ceiling Height	Price (Association Member)	Price (Non-Member)
Room B	18' x 32'	576	8 ft, 6 in	\$1,000	\$1,500
Room C	18' x 32'	576	8 ft, 6 in	\$1,000	\$1,500
Room D	18' x 32'	576	8 ft, 6 in	\$1,000	\$1,500
Room E	18' x 32'	576	8 ft, 6 in	\$1,000	\$1,500
Room F	18' x 32'	576	8 ft, 6 in	\$1,000	\$1,500
Room G	24' x 36'	768	8 ft, 6 in	\$1,000	\$1,500
Room H	18' x 32'	576	8 ft, 6 in	\$1,000	\$1,500
Room I	18' x 32'	576	8 ft, 6 in	\$1,000	\$1,500
Room J	18' x 32'	576	8 ft, 6 in	\$1,000	\$1,500
Room K	18' x 32'	576	8 ft, 6 in	\$1,000	\$1,500
Room L	18' x 32'	576	8 ft, 6 in	\$1,000	\$1,500
Room M	18' x 32'	576	8 ft, 6 in	\$1,000	\$1,500
Room N	18' x 32'	576	8 ft, 6 in	\$1,000	\$1,500
Room O	18' x 32'	576	8 ft, 6 in	\$1,000	\$1,500
Room P	18' x 32'	576	8 ft, 6 in	\$1,000	\$1,500
Room Q	18' x 32'	576	8 ft, 6 in	\$1,000	\$1,500

# EXHIBIT ROOM RENTAL CONTRACT

EXHIBIT DATE: APRIL 29, 2020

Innisbrook Golf & Spa Resort | Tampa Bay area, FL



## 1 - COMPANY INFORMATION

Please PRINT or type all information exactly as you want it to appear in all promotion materials.

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY, STATE, ZIP \_\_\_\_\_

WEBSITE \_\_\_\_\_

COMPANY PHONE (PUBLISHED) \_\_\_\_\_

FAX \_\_\_\_\_

CONTACT (Person to receive all mailings and information, **NOT published**) \_\_\_\_\_

CONTACT EMAIL \_\_\_\_\_

CONTACT PHONE \_\_\_\_\_

**I acknowledge that my company must register and pay for at least one full conference registration (please initial) \_\_\_\_\_**

## 2 - SPACE SELECTION PREFERENCE

**Exhibit Room:** Member \$1000 / Non-member \$1500. Please list three room choices in order of preference: #1 \_\_\_\_\_ #2 \_\_\_\_\_ #3 \_\_\_\_\_

**Tabletop:** Member \$750 / Non-Member \$1200

## 3 - RENTAL FEES / PAYMENT

\$ \_\_\_\_\_

**TOTAL AMOUNT DUE**

CHECK (payable to Gardner Business Media)

CREDIT CARD (self-pay procedure will be included with invoice).

## 4 - PRODUCTS / SERVICES TO BE DISPLAYED

Please provide a brief description of products/services to be displayed, as you would like it to appear in the Conference Program. Please print clearly or provide a Word document. Description may be edited as needed for print.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## 5 - SIGNATURE

We hereby apply for the reservation of exhibit space at ECOAT2020. ENTIRE AGREEMENT: This Order, including these terms and conditions, constitute the entire agreement between Buyer and Seller and shall be binding upon them, their respective heirs, devisees, administrators, executors, successors and permitted assigns. When executed by both parties, this shall constitute a binding agreement between Exhibitor and ECOAT2020 for the rental of said space at Innisbrook Resort as more fully described in attachments to this agreement. We have read and agree to abide by the Regulations which are part of this agreement by reference and fully incorporated herein.

NAME (Please print) \_\_\_\_\_

SIGNATURE \_\_\_\_\_

TITLE \_\_\_\_\_

DATE \_\_\_\_\_

Please return completed form to: 6915 Valley Avenue, Cincinnati, OH 45244  
Fax: 513-527-8801 | email: [kmcglathlin@electrocoat.org](mailto:kmcglathlin@electrocoat.org)

# EXHIBIT ROOM RENTAL CONTRACT

EXHIBIT DATE: APRIL 29, 2020

Innisbrook Golf & Spa Resort | Tampa Bay area, FL



**PLEASE READ ALL TERMS CAREFULLY BEFORE SUBMITTING SIGNED CONTRACT**

Companies contracting exhibit space are subject to the following regulations. "Management" means Gardner Business Media, Inc., The Electrocoat Association and *Products Finishing*, co-presenters of the Conference. "Hotel" means Innisbrook Resort. "Board" means The Electrocoat Association Board of Directors. "Exhibit" means Exhibit Room or Tabletop. "Exhibitor" means company contracting the space.

## I. Contract for Space or Tabletop

Acceptance of this application by Gardner Business Media, Inc. (GBM) constitutes a contract. Management's assignment of space is final and may not be changed without Management's written approval. Request for space will be assigned according to the point system outlined by Management. Exhibit space fees will be invoiced in full upon contract receipt, with payment terms indicated. Cancellations: 50% refund if space is cancelled up to 60 days prior to the conference opening. No refund thereafter.

## II. Use of Space

- \* Exhibits may not extend beyond allotted space or interfere with the functional space of others.
- \* No Exhibitor may assign, sublet, or share all or part of its space with other Exhibitors. Exhibitors may present only products and services they officially represent.
- \* Demonstrations or related activities must be confined to Exhibitor's assigned space, as must distribution of circulars, catalogs, folders, promotion materials or devices. None of these may be distributed in meeting rooms, registration area or other rooms or areas of the Exhibit or Conference.
- \* Exhibits may not contain sound systems or noise making devices that annoy or disturb adjacent Exhibitors.
- \* Management, Hotel or Board may restrict, reject, eject or prohibit any exhibit, in whole or part, which detracts from the exhibition due to sound, appearance, distribution of materials, personal conduct, or anything they rule to be objectionable. In enforcing these regulations, Management, Hotel or Board are not liable for refunds of space rental or other expenses incurred by Exhibitor.

## III. Installation and Removal of Exhibits

Exhibits may be installed beginning at 8:00 a.m. on Tuesday, April 28 and must be removed by 11:59 a.m. on April 30 unless arrangements have been made with Conference Manager. Use of screws, bolts, nails, staples, tacks, pins, tape or other items that may deface or damage floors, walls, ceilings, doors or other exhibit facility property is prohibited. Exhibitors must repair damage at their own expense.

## IV. Conference Registration

Each exhibiting company must register and pay for at least one person to attend the full Conference sessions. All additional company representatives must register as "Exhibit-Only" personnel.

## V. Liability

- \* Management, Board, Hotel, and the affiliates and subsidiaries of each, the officers, directors, agents and partners of each ("Indemnified Parties") shall not be responsible or held liable for loss, damage or injury to persons or property from any cause, before, during or after period covered by this contract.

- \* Exhibitor, upon signing this contract, releases Management, Board, Hotel, its officers, directors and staff member from, and agrees to indemnify same against any claims for loss, damage or injury.
- \* Exhibitor assumes responsibility for accident, injury or property damage to any person visiting their exhibit and agrees to hold "Indemnified Parties" harmless for charges, fines or attorney's fees arising out of or caused by Exhibitor's installation, removal, maintenance, occupancy or use of Hotel premises or any part thereof.
- \* Management is not liable for non-fulfillment of commitment for delivery of space due to exhibition premises being damaged, destroyed, or rendered unusable by fire, accident, act of God, or public enemy, strike, authority of law, or any other cause. If exhibition cannot be held or space delivered for that purpose, Management's sole liability is to reimburse Exhibitor the space rental fee.

## VI. Innisbrook Resort Service Providers

Upon entering into this contract, Management will provide your contact information to the Hotel. They will provide options for Food and Beverage, Electrical, A/V, Compressed Air, Water, Drainage, Shipping and Handling, Labor, and Internet/Telecommunications Services. These vendors must be used for the services provided. If you do not receive information from Innisbrook, please request it.

## VII. Security

Management, Board, Hotel or any officer, director or staff member thereof will not be responsible for the safety of the property or the exhibitor, their agents, or employees, from theft, damage by fire, accident, or any other cause. Security is the Hotel with charges payable by Exhibitor as indicated in the Hotel vendor packet to be obtained upon initiation of contract.

## VIII. Handling and Storage

Management and the owners or managers of the facility where the exposition is held must pre-approve all deliveries of Exhibit materials. Handling charges will apply. Exhibitors shall make their own arrangements for shipment, delivery, receipt, and storage of such materials and crates directly with the Hotel. The exhibitor must provide the Hotel with all bills of lading. All shipment and deliveries to the Hotel shall be prepaid.

## IX. Amendments

Management or Board may revise these rules and all points not covered are subject to their decision.