



MTAC Convention 2017
June 30 – July 4, 2017

Exhibitor Information

Location

Hyatt Regency Santa Clara and Santa Clara Convention Center

5101 Great America Parkway
Santa Clara, CA 95054

Mission City Ballroom

Exhibitor Booth Information

Standard booth size is 8'D x 10'W with back drapes (8 ft. H) and side drapes (3 ft. H) between booths.

Booth and tabletop space will be equipped with

- 6' skirted table
- 2 side chairs
- waste-basket
- 2 Exhibit Badges
- Exhibitor ID sign.

Additional equipment or services may be ordered through Camelot Event Management, such as electrical service, freight and material handling, and booth-cleaning. There is an additional charge for any additional services and equipment. Any extraordinary electrical requirements must be provided at least one month prior to the Convention.

Additional Exhibitor Badges may be purchased for \$50 each. Standard booths have location priority over tabletop spaces in the Exhibit Hall.

MTAC Member:

\$475.00 per booth
\$250.00 per tabletop space

Non-MTAC Member:

\$575.00 per booth
\$300.00 per tabletop space

MTAC will assign Exhibit spaces at its discretion and without any guarantee that an Exhibitor will be assigned their preference. Booth sharing is not permitted.

Important Dates

Exhibit Hall Schedule

The Exhibit Hall will be open for Exhibitor Access on the below dates and times. Installation and Dismantling is allowed only during the stated times. All Exhibitor personnel must display an Exhibitor Badge during Exhibit Hall hours.

| Date | Exhibit Hours | Attendee Hours |
|-----------------|---|----------------|
| Thurs. June 29 | 1 pm- 9:45pm move-in and installation | Not open |
| Friday June 30 | 9am-6pm | 10am-5pm |
| Saturday July 1 | 8am-6pm | 9am-5pm |
| Sunday July 2 | 8am-6pm | 9am-5pm |
| Monday July 3 | 8am-4pm, 4pm-5:30pm move-out and dismantling | 9am-3pm |



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Promotional Information

Showcases

Exhibitors have the opportunity to present Showcases to promote their products. Exhibitors may complete sales transactions at the Showcase, but **MUST CONCLUDE WITHIN THE 60-MINUTE TIME ALLOTTED**, so that the next exhibitor can move in. The signed Contract and full payment for Exhibitor Showcases must be received by **April 15, 2017**. Showcase Fees are **\$450.00** for one 60 minute Showcase presentation if an Exhibitor has also made a booth reservation; and **\$1,000.00** for those Exhibitors who do not also have a booth reservation. Exhibitors are strictly prohibited from assigning or sub-leasing their Exhibitor Showcase to any other party. There are only 16 Exhibitor Showcases available. Reservations will be made in order of Contract and full payment received before the applicable deadline, until all Showcases are filled.

Please see the Exhibitor Contract for more information or contact Jenna Poirier at jennap@mtac.org.

MTAC App

Back by popular demand is the MTAC Convention App! Beginning May 15, the app will be available to all Convention

Attendees. As an exhibitor you will be featured within the app in our Exhibitor

Page as well as in the Interactive Map! The app will enable convention attendees to:

- Access the Convention Showcase Information
- Presenter Bios
- View information about Exhibitors
- View the interactive Exhibit Hall map

If you would like to include your logo, website link, contact information, Facebook page or Twitter Handle on your complimentary App Exhibit Page please contact Maria Mercado at mariam@mtac.org.

Convention Program Book Advertising

The Convention Program Book is distributed to all registered Convention Guests. Program Book Ads are limited to Black and White ads only. The deadline to submit an ad is April 30, 2017. If you would like to advertise in the Program Book please contact Maria Mercado at mariam@mtac.org or visit the CMT/Advertising page at www.mtac.org.

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Additional Information

Acceptability of Exhibits

All products and services exhibited shall serve the interests of the Exhibition attendees, and shall be operated in a manner that will not detract from other Exhibits. MTAC reserves the right to determine the eligibility of any organization, entity, or product for inclusion in the Exhibition and reserves the right to restrict, remove, and/or withdraw any Exhibit that MTAC deems inappropriate, in its sole discretion. This right of restriction and removal includes persons, things, conduct, printed matter, music, sounds, or anything of a character which may be, in MTAC's sole discretion, objectionable or detrimental to the Exhibition as a whole or in violation of these Terms and Conditions. No Exhibit shall reassign, sublet, or share Exhibit space allotted, without the prior written consent of MTAC.

Demonstrations, interviews, and other activities must be confined within the Exhibit space and must not impede traffic through the aisles and common areas. MTAC has full discretion and authority in placement, arrangement, and appearance of all exhibits.

Cancellation

If Exhibitor provides MTAC written notice of cancellation of the Exhibitor Contract, including any Showcases, before February 28, 2017, the full fee paid less \$200.00 for processing, will be refunded. No refunds shall be provided after February 28, 2017, and the Exhibitor forfeits full payment. This amount is considered to be liquidated and agreed upon damages for the injuries MTAC will suffer as a result of Exhibitor's cancellation after the stated deadline.

Full Payment

Exhibitor agrees that Exhibit Fees must be paid in full to MTAC prior to Move-In and Installation of Exhibitor's display booth or Showcase in the Exhibit Hall. In the event that the Exhibitor fails to pay any or all fees in a timely manner, MTAC will release and re-assign the Exhibit space or Showcase to another exhibitor and assign an

alternative Exhibit space or Showcase to Exhibitor, at MTAC's sole discretion. In all cases, Exhibitor remains liable for the payment of all fees set forth in the Exhibitor Contract except for as provided under "Cancellation."

Exhibit Regulations

All Exhibit spaces are 8'D x 10'W. Exhibit booths may not exceed 8' in back wall height, including a sign. Exhibits must be constructed so as not to obstruct the view or interfere with the displays of neighboring Exhibitors. Exhibitors shall not deface, injure, or make attachments to any walls, ceilings, columns, floors, booth furnishings, drapery, and property located in the Exhibit Hall. The Exhibitor will be held liable for any property damage caused by acts or omissions of the Exhibitor, its directors, officers, employees, or agents. No display materials or signs may be placed on the exterior walls of the Exhibit booths or on posts or pillars in, or adjacent to, a booth. All exhibits must be contained in the 8'x10' space, including tables, musical instruments (including pianos), and video displays. Exhibitors needing more space must purchase an additional booth space. MTAC reserves the right to alter an Exhibit to comply with these provisions.

- Distribution of circulars or promotional materials only within booth space
- Nails, tacks, gummed labels or stickers, or other similar materials may not be used on walls
- Exhibit materials may not be pinned or glued to booth drapery
- **Reasonable sound levels must be employed in all Exhibit booths, and sounds may not travel beyond 20 feet from the Exhibit booth space. Earphones must be employed for appropriate instruments. If complaints are received regarding noise levels by other exhibitors, attendees, or MTAC personnel, Exhibitor shall adjust sound levels promptly. If Exhibitor does not comply, MTAC has the right to move Exhibitor to another space, remove the Exhibit with no refund or liability on MTAC's part, or**

deny Exhibitor's application for future Conventions.

- It is the sole responsibility of each Exhibitor to comply with any applicable state and local sales and use tax laws and requirements.
- Exhibitors are solely responsible for any fees incurred for damage to the Exhibit Hall. Any Exhibitor not in compliance with these Terms and Conditions may be removed from the Exhibition.

Exhibit Space Assignment

Exhibit space is assigned based on the order that signed Contract and full payment have been received by the applicable deadline. Booth spaces receive priority over tabletop spaces.

Prioritization may also be based on the following factors:

- Number of exhibit booths or showcases for current year and previous years
- Previous compliance history with MTAC's Contract, Terms & Conditions
- Needs and purposes of Convention

MTAC will receive requests for Exhibitors to be assigned next to another exhibitor, or to not be placed next to another exhibitor. However, MTAC does not guarantee any requests. MTAC reserves the right to change Exhibit space assignments at any time, if it is determined to be in the best interests of the Convention, in MTAC's sole discretion.

Showcases

Seventeen (16) Showcases (each 60 minutes in length) are available during the Convention. Showcases are available to Exhibitors with or without booth reservations. As the available number of Showcases is limited, it may not be possible for MTAC to fulfill all requests. Showcase assignments are based on the order of signed Contract and full payment received by the applicable deadline. Showcases are provided as a way of marketing, presenting, and selling products, programs, and publications to Convention attendees. Exhibitors are prohibited from promoting any product or service in any other manner, such as "receptions in hotel suites," "reading sessions," or during Convention events such as master-classes and lectures which are not intended for such purposes. Any such promotion will be immediately closed and removed, and shall be considered a breach and

grounds for termination of the Contract by MTAC, and removal of Exhibitor's Exhibit Space or other Showcases, without refund or liability on the part of MTAC.

Installation and Dismantling

All installation and dismantling of exhibits must be carried out during the time indicated on the Exhibit Contract. Exhibitor is responsible to ensure that all Exhibitor's materials are delivered to the Exhibit Hall and removed from the Exhibit Hall by the specified deadlines. If Exhibitor's personnel must leave before the Exhibit Hall closes, arrangements must be made for the dismantling of the Exhibit booth or Showcase, with prior approval by MTAC. Dismantling occurring before the official close of the Exhibition without prior approval of the MTAC may result in MTAC's denial of Exhibitor's application for the next MTAC Convention.

Security

MTAC does not provide security during Move-In/Set-Up, Move-Out/Take-Down or Exhibition hours. MTAC is not responsible for the security of the exhibits or the materials contained within. The Exhibit Hall is never secure; Exhibitors should not leave valuable items unattended at any time and does so at their own risk. Exhibitor personnel, even those licensed to carry firearms, shall not be permitted to enter the Exhibition with any firearms or other weapons.