



Key Dates

- September 1** - Payment for Space is due in Full
- October 1 - October 31** - Cancellations will lose 50% of the total booth fee
- November 1 - January 4, 2007** - Cancellations will receive 20% credit toward next year's booth space
- On or after January 5** - No refunds or credit for cancellations

Exhibit Contracts and Management

The ATA Trade Show is produced and managed by the Archery Trade Association, hereinafter referred to as ATA, for the archery and bowhunting industry. The ATA Board of Directors, Dealer Council and Trade Show Committee establish all show policies. All matters and questions not covered by these regulations are subject to the decision of ATA.

Eligibility for Participation

ATA determines the eligibility of any company or products for exhibition at the trade show. Until an exhibitor's application has been accepted in writing by ATA, no rights to exhibit are granted. Furthermore, ATA may prohibit installation or request removal of any exhibit or promotion, wholly or in part that in its opinion is not in keeping with the show's character or purpose.

ATA Membership

ATA Members in good standing will be granted discounted booth prices as well as other benefits to be determined by ATA. All members' standing will be determined by the ATA in accordance with its bylaws and operating procedures.

Exhibitor Badges / Staffing

Admission to the show will be through a badge system. No individual will be allowed into the show without an official badge or approval by ATA. Exhibitors will be furnished with a maximum of six (6) exhibit hall badges for each 10x10 booth leased. Each additional badge will need to be purchased for \$100 per badge over that limit. All attendees at the ATA Trade Show are bound by the ATA Attendee Rules and Regulations.

Only representatives of the exhibiting company who will be working in the booth are to be registered as exhibitors. False certification of individuals as exhibitors' representatives, sharing of exhibitor's badges, or any other method used to assist unauthorized persons to gain admission to the exhibit floor will be just cause for expelling the violator from the convention.

Payment Schedule

A nonrefundable deposit of 20% of the total booth fee must accompany the Exhibitor Application and Contract for applications received prior to September 1st. For any application received prior to September 1st, payment in full is due September 1st. Applications received after September 1st must be accompanied by payment in full. Any exhibitor who does not pay in 30 days is subject to losing their assigned space. ATA has sole discretion to reassign the space to applicants on the waiting list with no refund to the original exhibitor. In all cases, no exhibitor shall be allowed to install their exhibit unless they have paid in full. ATA does not accept payment on-site.

Cancellation / Reduction of Space

Cancellation of all or a portion of any exhibit space must be in writing. The date of cancellation or space reduction shall be the date ATA receives the written notice.

DATES	CANCEL Exhibitor shall be liable for:	DOWNSIZE Exhibitor shall be liable for:
<i>If written notice is received:</i> PRIOR TO: Oct. 1, 2006	20% (of booth total)	20% (of cost of space downsized)
ON OR AFTER: Oct. 1, 2006 UP TO: Oct. 31, 2006	50% (of booth total)	50% (of cost of space downsized)
ON OR AFTER: Nov. 1, 2006 UP TO: Jan. 4, 2007	100%*	100%*
ON OR AFTER: Jan. 5, 2007	100%	100%

**Please note that cancellations received from Nov. 1st, 2006 through Jan. 4th, 2007 will be eligible to receive a 20% credit on their next year's booth space. The credit must be used the following year and can ONLY be used for booth space. There are no refunds or credits for cancellations received on or after January 5th, 2007.*

Assignment of Booth Space

Applications and payment must be received prior to December 1st to be eligible to accumulate points toward booth selection for the following year's show in which selection is held at the upcoming ATA Trade Show.

A ranking system is used to determine the order of booth selection. Points are awarded for years of ATA membership, years exhibited at the show and the amount of space purchased at the show. One-time bonuses are applied for ATA membership prior to 1997 and for exhibiting in the 1997 inaugural show. Exhibitors missing one show lose 50% of their accumulated points; and, exhibitors missing two consecutive shows lose all of their accumulated points.

ATA reserves the right to modify the floor plan to accommodate space sales or relocate exhibitors to avoid conflict, as necessary. In all instances, ATA reserves the right to determine final placement of the exhibitor.

Installation / Dismantling

All exhibits must be fully installed within the scheduled move-in hours. Booth installation outside the scheduled move-in hours must receive permission from ATA. If any exhibitor is not set up and in order by the close of set-up hours, ATA reserves the right to direct the official service contractor to set up the exhibit at the sole expense of the exhibitor, or make such other use of the space as deemed necessary or appropriate, with no refund made to the original exhibitor.

Arrangement and payment for transporting goods to and from the show, receiving, decorating, and removal of exhibits are the responsibility of the exhibitor.

No exhibit can be dismantled before the Official Closing of the Exhibit Hall, and NO PACKING of equipment or materials may begin until that time. All exhibits remaining in the convention center at the close of tear-down time shall be removed by the operations personnel of the hosting convention center and the exhibitor shall be responsible for all labor and storage costs associated with the removal. ATA accepts no responsibility whatsoever in the forced removal of an exhibit and shall not be responsible for any damage or loss as result of removal by convention center personnel.

Standard Booth Equipment

Linear and Peninsular booth rentals under 400 sq. ft. include an 8' drapery along the back wall and 3' draped side rails; carpeted aisles; booth identification sign, free badges of up to 6 representatives per 10x10 booth space.

Peninsular booth rentals over 400 sq. ft. include an 8' drapery along the back wall; no draped side rails; carpeted aisles; booth identification sign; free badges of up to 6 representatives per 10x10 booth space.

Island booth rentals include carpeted aisles; free badges of up to 6 representatives per 10x10 booth space.

Additional services, booth furnishings, labor, electrical, etc. are available through the official ATA decorating contractor or the Convention Center and are the responsibility of the Exhibitor.

Booth Construction and Display Arrangement

The ATA Show follows the cubic content rule. Under this rule, exhibitors may build the side walls of the exhibit to the maximum height from the back wall to the aisle. The height varies according to booth type. Refer to the following guidelines to configure your approved height.

Linear (in line booths), bound by 1 or 2 aisles, walk through booths less than 400 sq. ft., bound by 2 aisles and peninsular booths less than 400 sq. ft., bound by 3 aisles are all allowed to have a maximum height of 12'. None of these booth styles qualify to suspend "hanging signs."

Island booths, bound by 4 aisles, peninsular booths at/over 400 sq. ft., bound by 3 aisles and walk through booths at/over 400 sq. ft., bound by 2 aisles are allowed a maximum height as specified by the hosting convention center. In the event that you are renting a peninsular booth, your booth will not come with any draped side rails.

All back walls and side walls must be finished or draped, or they will be draped by ATA at the exhibitor's expense. See-through back walls, or displays which do not cover the back wall entirely, will not suffice.

The backside of walls – the common border facing a neighboring booth – must be devoid of copy, logos, or other graphics, so as not to be an eyesore to neighboring exhibitors.

No sign or decorative materials may protrude into the aisles or encroach upon neighboring booths. No obstruction may be placed in any aisles, passageways, lobby, or exits leading to any fire extinguishing appliances. No activities may be conducted in the aisles, including games, contests or giveaways.

Nothing may be posted, tacked, nailed, or screwed to columns, walls, floor or other parts of the building. Any damage or defacement caused by infractions of this rule will be remedied by ATA at the expense of the rule-breaking exhibitor.

Sound level of presentations should be kept within the confines of the booth area and must not interfere with neighboring exhibits. Under no circumstances shall an in-booth voice amplification system be used. ATA reserves the right to cancel any exhibit space contract or prohibit any activity, without penalty, in the event that such noise becomes disruptive to the show.

The serving of alcoholic beverages within the exhibit hall is prohibited without prior approval by ATA. Exhibitors can distribute only those food and drink samples which are manufactured or handled by them in the regular course of business and approved by ATA (enticement candy excluded). Food and beverages for booth personnel and visitors inside the booth are allowed, provided they are ordered through the Convention Center's exclusive caterer.

Exhibitors cannot distribute literature, samples, or other material outside their contracted exhibit space including the aisles, general lobby areas, or any other area deemed by ATA to be in violation of this paragraph without prior approval.

Hanging Signs

All hanging signs must comply with the display arrangement regulations. This includes all hanging or suspended material. The top of the sign may not exceed the height limitation specific to your type of booth. Only Island, Peninsular, or Walk Through booths of 400 sq.ft. or larger qualify to suspend "hanging signs."

Insurance

Exhibitors must make provisions for safeguarding their materials, equipment and displays at all times. Exhibitors are required to have general liability insurance and shall, upon request from ATA, provide proof of said insurance. Said insurance shall name the Archery Trade Association, the officers, agents and employees as additional insured. As a courtesy to exhibitors, perimeter security for the exhibit hall will be furnished during installation, dismantling and show days. This is not and should not be interpreted as a guarantee or indemnify against loss or theft of any kind.

Exhibitors who lease shooting lanes are required to provide a proof of liability insurance in an amount not less than one million dollars (\$1,000,000) and said policy must list the Archery Trade Association and the convention facility as additional insurers. Proof of insurance must be sent to ATA prior to move-in and failure to provide insurance shall result in forfeiture of demonstration area space with no refund or any and all amounts paid to ATA for use of said space.

Exhibitor, on behalf of itself, its agents, servants, employees, customers and guests hereby agree to assume, defend, indemnify, protect, save and hold harmless the Archery Trade Association and all their members, agents, representatives and employees against all claims or demands arising or resulting from the use by exhibitor of the space provided by ATA, including without limitation the claim of any employee or agent of the exhibitor, the claims of anyone attending the exhibit, the claims made as a result of any purchase and the claims of any other person for damages for bodily injury, sickness, mental anguish or death and claims for damages to the property of any such employee, agent or persons.

Special Needs

Any exhibitor who has special needs which require variance from the above mentioned guidelines must get prior written approval from ATA. Exhibitors should send detailed plans of their proposed display for approval.

Material Handling and Exhibitor Services

Exhibitor Service Kits containing information and order forms pertaining to material handling, labor, shipping, electrical, ancillary services, lead retrieval, etc. will be sent to the exhibitor approximately 90 days prior to the show.

Subletting of Space

Exhibitors may not assign, sublet, or apportion any part of the space allotted to them and may not advertise or display goods or services other than those manufactured or sold by them in the regular course of their business.

Use of Space / Activities

This is an order-writing show. Over-the-counter sale of goods for on-site delivery is strongly discouraged. Attendees are not prepared for this type of business. In the event that an exhibitor engages in on-location transactions, the exhibitor will be responsible for complying with all federal, state and local laws regarding sales taxes and laws that may pertain to such sales.

Unless part of the convention program and approved by ATA, publicizing and/or maintaining any extraneous activities, including hospitality suites, inducements, demonstration or displays away from the exhibit area during exhibit hours is prohibited.

Any group hosting an event at the convention center or surrounding hotels in conjunction with the trade show must have prior approval from ATA before the room will be released.

Americans with Disabilities Act

In compliance with the Americans with Disabilities Act (ADA), each exhibitor must comply with ADA, and modify policies, practices, and procedures, as necessary, to enable individuals with disabilities to participate equally within the confines of their exhibit space. Each exhibitor shall be responsible for compliance with ADA within its exhibit space, including the provision of auxiliary aids and services as needed.

Copyright Law

No copyrighted music may be played or sung in the exhibition area in any fashion including, but not limited to, background music on video or audio tape presentations without obtaining appropriate licensing. The exhibitor is solely responsible for obtaining these licenses for music originating in the exhibitor's booth/display area. The exhibitor shall indemnify ATA, its officers and employees and save them free and harmless from any and all liability whatsoever for any infringement of or other violation arising out of the use of copyrighted music.

Smoking

No smoking is permitted in the convention center unless in designated smoking areas.

Electrical/Fire Codes

The exhibitor is responsible for knowledge of and compliance with all union requirements and Fire and Safety Codes as established by the host convention center and city. Booth decorations must be flame-proofed. Electrical wiring must conform with all federal, state and municipal government requirements and to National Electrical Codes. If inspection indicates that an exhibitor has neglected to comply with these regulations, or otherwise incuse fire hazards, the right is reserved to cancel, at exhibitor's expense, all or such part of the exhibit as may be noncompliant.

Liability

ATA undertakes no duty to exercise care, nor does it assume any responsibility for the protection and safety of the exhibitor, his representatives, agents or employees, or for the protection of the property of the exhibitor or his representatives, agents or employees, or of property used in connection with the exhibit, from loss or theft or damage or destruction by fire, accident or other cause or non-delivery of property or effects. Any protection exercised by ATA shall be deemed purely gratuitous on its part and shall in no way be construed to make it liable for any loss or inconvenience suffered by exhibitor.

Each exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damage to exhibitors' displays, equipment and other property brought upon the premises of the convention center, and shall indemnify and hold harmless ATA, the convention center, agent or employee of the foregoing of any and all losses, damages and claims from any cause whatsoever by reason of the use of occupancy of the exhibit space by the exhibitor or its assigns and its failure to comply with all applicable terms and conditions contained in these Regulations and your application and contract and under federal, state, or local law or regulation or any rule or regulation of convention center.

ATA shall not be liable for any failure to deliver space to an exhibitor or for the loss of allotted space of an exhibitor who has contracted for exhibit space under the terms of this agreement, if non delivery is due to destruction of or damage to the convention center, the show or the exhibit area by any act of God, fire, acts of a public enemy, strikes, the authority of law or any cause beyond ATA's control.

Exhibitors must surrender space occupied by them in the same condition as it was at the commencement of occupation. If the exhibitor's materials fail to arrive, the exhibitor is nevertheless responsible of all amounts due hereunder. In holding the show, ATA does not act as the agent of the exhibitor, the convention center, or any other party. Claims against any party other than the Association are to be submitted directly to the party involved.

Termination of Right to Exhibit

ATA reserves the right to terminate without notice an exhibitor's right to exhibit if an exhibitor or any of its representatives fail to observe the conditions of this contract, or in the opinion of ATA and its committees, conduct themselves in an unethical or unprofessional manner. Such exhibitors will be dismissed without refund. Furthermore, ATA reserves the right to terminate for convenience an exhibitor's right to exhibit five days after provision of written notice, provided however, in the event of an exercise of this right, ATA shall refund all fees and charges paid by the exhibitor and not earned by ATA within thirty days of the termination. ATA may also, or in the alternative, refuse thereafter to enter into any agreement with the same or related exhibitor to lease booth space at future shows, conferences or conventions of ATA. The reservation of or exercise of this right shall be in addition to, and not in lieu of, any other rights or remedies granted under this agreement or available under law.

Convention Cancellation

If any part of the Exhibit Hall is damaged, or if circumstances make it impossible for ATA to permit an exhibitor to occupy the space assigned during a portion or entirety of the period covered, the exhibitor will be charged for space only for the period space was or could have been occupied by the exhibitor, and the exhibitor releases ATA from any and all claims for damages caused by such action.