



BILLING AND CONTACT INFORMATION

ORGANIZATION		
ADDRESS		
CITY	STATE	ZIP
NAME	TITLE	
PHONE	EMAIL	

SPONSORSHIP SELECTION(S)

Please indicate the sponsorship(s) you are requesting

☐ Not applicable, I only wish to exhibit

EXHIBIT BOOTH SELECTION

Please indicate the booth package you are requesting

- ☐ 10'x 10' Core
- ☐ 10'x 10' Core + Kiosk add-on
- ☐ 10'x 10' Core + Premium add-on
- ☐ 10'x 20' Core
- ☐ 20'x 20' Core

Top 3 preferred booth locations (not guaranteed)

1st	
2nd	
3rd	

☐ Not applicable, I only wish to sponsor

PAYMENT

☐ Invoice Request (Net 30 days) <i>Not available after 02/19/27</i>	☐ ACH	☐ Credit Card Payment <i>(please complete information below)</i>
CARD NUMBER	\$ AMOUNT	CARDHOLDER'S SIGNATURE
EXPIRATION DATE / /	SECURITY CODE	PRINT CARDHOLDER'S NAME

Completed Application & Agreement must be submitted via email to **Tammy Alexander** at talexander@amga.org and **Clarissa Arrazola** at carrazola@amga.org.

AGREEMENT

This signed agreement will become a binding contract upon acceptance by AMGA and is subject to the terms, conditions, rules, and regulations contained herein. **Your signature indicates that you agree to abide by the rules and regulations detailed in the Terms & Conditions section of this agreement, including all deadlines and submission requirements.** Failure to meet published deadlines may result in the forfeiture of applicable sponsorship and/or exhibitor benefits.

APPLICANT AUTHORIZED SIGNATURE

AMGA AUTHORIZED SIGNATURE

NAME

NAME

TITLE

TITLE

_____/_____/_____
DATE

_____/_____/_____
DATE

CONDITIONS OF CONTRACT TO SPONSOR/EXHIBIT

Application

AMGA reserves the right to reject applications with or without cause, in its sole discretion. Application for sponsorship, exhibit space, or both must be accompanied by payment or purchase order. Applications received without payment will be returned.

Conditions and Rules

It is understood that the following conditions and rules (the "Rules") are agreed to as part of the agreement between AMGA and the individual or entity who has purchased exhibit space (the "Sponsor/Exhibitor") for the AMGA conference (the "Conference") pursuant to AMGA's Sponsor/Exhibitor Application & Agreement (the "Agreement"). AMGA shall have the authority to interpret and enforce these Rules. All matters not covered by these Rules are subject to the discretion of AMGA. The Exhibitor is responsible for familiarizing itself and complying with all of the Rules. Exhibitors shall also be responsible for the conduct of its officers, directors, employees, contractors, agents, and other representatives. Exhibitors or their representatives who fail to observe these Rules or who, in the sole and absolute discretion of AMGA, conduct themselves in an objectionable or improper manner may be dismissed without refund or appeal for redress.

Cancellation and Refunds

In the event the Sponsor/Exhibitor cancels its reservation for space or sponsored item, and does so on or before December 31, 2026, then Exhibitor will be refunded the participation fee less a 50% nonrefundable deposit. Cancellations received after January 1, 2027, will forfeit the entire fee. No refunds will be made if the sponsorship or booth is not used.

General Terms and Conditions

AMGA determines the eligibility of any company or product for exhibit. AMGA may forbid installation or request removal or discontinuance of any exhibition or promotion, wholly or in part, that in its sole and absolute discretion is not in keeping with the character and purposes of AMGA. Further, AMGA reserves the right to take the following actions at any time prior to or during the Conference and at its sole discretion: (1) terminate the Agreement or decline to provide space to an Exhibitor for any reason, including but not limited to Exhibitor conduct, or Exhibitor use, promotion and/or distribution of material(s) and/or content that is objectionable to AMGA or is not consistent with the Conference, or AMGA's bylaws, rules and regulations, or mission; (2) prohibit any exhibit, or part thereof, that violates these Rules or is, in any other way, not suitable for, or not in keeping with the character and spirit of, the Conference; (3) close any exhibit without refund or right to appeal for redress if such exhibit is determined by AMGA objectionable, improper, disruptive, and/or disturbing to AMGA or other exhibits; (4) close any exhibit without refund or right to appeal for redress if the Exhibitor or its representatives, in the sole and absolute discretion of AMGA, fail to observe these Rules or fail to conduct themselves properly; and/or (5) refuse to permit a Sponsor/Exhibitor who violates these Rules to participate in one or more future AMGA Conferences.

Deadlines & Deliverables

Sponsors/Exhibitors are responsible for meeting all published deadlines and submitting all required materials, forms, artwork, certificates, and other deliverables by the dates established by AMGA. Failure to meet required deadlines may result in the forfeiture of applicable sponsorship and/or exhibitor benefits. AMGA reserves the right to modify, reassign, or cancel any unfulfilled benefits resulting from missed deadlines without refund. Sponsors/Exhibitors remain financially responsible for all fees due under this Agreement regardless of whether benefits are forfeited due to missed deadlines.

Occupancy of Exhibit Space

The following provisions apply only to Sponsor/Exhibitors with contracted exhibit space.

- A. If the Exhibitor fails to occupy its assigned exhibit space by the close of the exhibit installation period for such Conference, AMGA may rent such exhibit space to any other Exhibitor or use said exhibit space for such purposes as it may see fit in AMGA's sole discretion without any liability on AMGA's part and without in any way releasing the Exhibitor from any liability hereunder. Furthermore, if the Exhibitor does not occupy or staff the exhibit space as required herein, all rights of the Exhibitor will be revoked and all payments by the Exhibitor will be forfeited.
- B. Throughout ALL exhibit hours of the Conference the Exhibitor's assigned exhibit space must remain staffed by at least one attendant and all exhibits/displays must remain fully intact.
- C. Dismantling or removing an exhibit or materials before the official closing of the Conference is prohibited. Premature dismantling of and/or failure to fully staff the exhibit space during the entire Conference may result in the loss of future Conference participation. Organizations wishing to leave early can contract with the official show decorator to have their booth taken down at the conclusion of the meeting. Exhibitors will have reasonable time to erect and dismantle their exhibits, which will be specified in the Exhibitor Kit. Exhibit materials not removed from the exhibit hall ("The Hub") by the time specified will be removed by and may be stored by AMGA at the Exhibitor's sole expense and liability. Refer to the Exhibitor Kit for complete schedules, rules and regulations, and instructions for the installation and removal of the exhibits.
- D. AMGA shall have sole discretion as to the placement of exhibitor space. AMGA reserves the right to alter the floor plan. AMGA reserves the right to alter locations of assigned exhibit space as shown on the official floor plan, as determined by AMGA in its sole discretion.

Compliance with the Law

The Sponsor/Exhibitor and its representatives, and all exhibits, exhibit materials and displays, shall at all times be in compliance with all applicable federal, state and local laws, codes and regulations.

Use of the AMGA Name

The use or display in any manner or medium of AMGA's or the Conference's name, logo, acronym, marks or copyrighted materials is not permitted, and no reference, implication or use of such name, logo, acronym, marks or copyrighted materials may be made to claim or imply AMGA endorsement, affiliation or approval of any product, service or program without the express, prior written consent of the AMGA.

Amendments

AMGA may amend these Rules at any time, and all amendments so made shall be binding on the Sponsor/Exhibitor.

Assignment and Subletting

The assignment or subletting of any part or all the exhibit space by the Exhibitor is not permitted and any attempt to do so shall be of no force or effect.

Disputes

The Sponsor/Exhibitor must notify AMGA immediately of any and all disputes with respect to the Agreement or these Rules. These Rules are subject to interpretation and decision as provided in the first paragraph, titled Conditions and Rules, above. The Agreement and these Rules shall be governed and construed in accordance with the laws of the Commonwealth of Virginia exclusive of any conflict-of-law provisions, and the Exhibitor hereby submits to the jurisdiction of the state and federal courts within the Commonwealth of Virginia for proceedings related to the Agreement and these Rules.

Force Majeure

In the event that the Conference is canceled by any other cause, including but not limited to government intervention or regulation, war or other military activity, strikes, fire, acts of God, picketing, civil disturbances, terrorism, shortage of materials, determinations of outbreak of disease by either the World Health Organization or the Centers for Disease Control and Prevention (or other recognized entities), or any other circumstances that make it impossible, illegal, commercially impractical, or inadvisable for AMGA to hold the Conference or a portion thereof at the time and place provided in the Agreement, the Agreement shall terminate and the Sponsor/Exhibitor shall and does hereby waive any claim for any damages or compensation except the return of the amount paid by the Sponsor/Exhibitor received by AMGA on or before December 31, 2026. If AMGA received payment January 1, 2027, or after, the Sponsor/Exhibitor shall and does hereby waive any claim for any damages or compensation except the return of the amount paid after a 7.5% deduction by AMGA for expenses incurred with the conference, and there shall be no further liability on the part of either party. All sponsors/exhibitors have the option to receive a 100% Letter of Credit redeemable through March 31, 2028, in lieu of a refund that can be applied toward AMGA partnership dues or meeting sponsorship.

Cancellation or Relocation by AMGA

If AMGA fails to hold the Conference as provided herein, relocates the Conference site to another hotel or city, or is otherwise unable to provide the contracted sponsorship and/or exhibit benefits, AMGA shall refund to the Sponsor/Exhibitor any fees paid to AMGA, less expenses as set forth in the Force Majeure section above. Such refund shall be accepted by the Sponsor/Exhibitor in full settlement of any loss or damage suffered or claimed.

Liability and Insurance

The following insurance requirements apply only to Sponsor/Exhibitors with exhibit space unless otherwise specified by AMGA.

- A. The relationship between AMGA and the Exhibitor and their respective representatives is that of independent contractors. AMGA assumes no liability for any act of omission or commission by the Exhibitor.
- B. The Exhibitor shall and hereby agrees to indemnify, defend and hold AMGA and its directors, officers, employees, agents and representatives (collectively, the "Indemnified Parties") harmless from and against all demands, claims, actions, causes of action, assessments, losses, damages, liabilities, costs and expenses (including, without limitation, interest, penalties and attorneys' fees and expenses) ("Losses"), asserted against, resulting to, imposed upon, or incurred by AMGA or the Indemnified Parties, directly or indirectly by reason of, arising out of or resulting from any cause whatsoever.
- C. In addition, the Exhibitor shall and hereby agrees to indemnify, defend, and hold the exhibit hall and its employees and agents harmless from and against all Losses arising out of or caused by the Exhibitor's installation, removal, maintenance, occupancy, or use of the exhibit space or any part thereof. The Exhibitor shall also be liable to other exhibitors for any damage caused to the other exhibitors' property.

- D. In the event that liability is asserted by the Exhibitor against AMGA or any of its directors, officers, employees, agents or representatives for any reason, the Exhibitor agrees that in no event shall AMGA or any of its directors, officers, employees, agents or representatives be liable to the Exhibitor for any amount in excess of the exhibit space rental fee actually paid by the Exhibitor to AMGA under the Agreement.
- E. The Exhibitor shall obtain, at its own expense, for the duration of the term of the installation and use of the exhibit space, Comprehensive General Liability Insurance (CGL) in an amount not less than one million dollars (\$1,000,000) per occurrence and \$2,000,000 aggregate, specifically naming AMGA as an additional insured. Exhibitor shall also obtain Worker Compensation as may be statutorily required in the jurisdiction where services are to be provided or performed and Automobile Liability including hired and non-owned vehicles with limits of \$1,000,000 CSL (combined single limit). All coverage must be written with carriers that are admitted in the jurisdiction where services are to be provided and have at least a rating of A VIII or better in the current AM Best guide. The Exhibitor's Commercial General Liability and Automobile Liability insurance policy must provide the following: (1) coverage to apply as primary without contribution from other sources, and (2) policy contains a waiver of subrogation provision. No cancellation or material change in coverage will be made without thirty (30) days prior written notice to AMGA. The current Certificate of Insurance meeting the above requirements must be on file with AMGA no later than 30 days prior to move-in. No exhibitor personnel or materials will be permitted access to the exhibit floor until this requirement has been satisfied. The Exhibitor acknowledges that neither AMGA nor the exhibit hall maintain insurance covering the Exhibitor's property and that the Exhibitor is encouraged to obtain business-interruption and property-damage insurance covering any such losses by the Exhibitor since all such losses are the sole responsibility of the Exhibitor. It is also recommended that the Exhibitor obtain insurance policies covering the transporting of its exhibit materials and equipment to and from the Conference.
- F. AMGA advises Exhibitor to remove all valuables (i.e. laptop computer, cell phones, etc.) at the end of each exhibit session and Exhibitor will be solely liable for any loss or damage to its property. In the event the Exhibitor desires special security precautions during the Conference, the Exhibitor should arrange for private guard service (subject to the requirements for contractors under the sections titled "Exhibitor Appointed Contractors"), if desired, or should make arrangements to have locked facilities available in its exhibit space for the storage of display materials or products.
- G. The maximum extent of AMGA's liability shall be the amount of the registration fee paid by Exhibitor.

Exhibitor Appointed Contractors (Exhibitors Only)

In the event that AMGA appoints any official service contractors for such services as material handling, furniture rental, food & beverage, booth and floral decorations, signs, photographs, drinking water, skilled labor or others, the Exhibitor agrees to utilize the services of such official service contractors. Specifically, the Exhibitor acknowledges that electrical service must be coordinated by AMGA's contractor, and that all rental equipment and labor requirements must be requested through AMGA's official decorator. If the Exhibitor wishes to utilize the services of any contractor other than those contractors appointed by AMGA, the Exhibitor must first obtain the prior written consent of AMGA. In order to conform to union contract rules and regulations, the Exhibitor must use qualified union personnel for the various services required for installation and dismantling of exhibits and for material handling within the Conference. Any requests from independent contractors hired by the Exhibitor must be made to the exhibit hall manager not less than 90 days prior to the Conference start date. The CONTRACTOR hired by the exhibitor must, by the deadline date, provide the show's official contractor with a current Certificate of Insurance with minimum limits of \$500,000 property damage per occurrence, \$1,000,000 personal injury per occurrence, workers compensation aggregate coverage of \$1,000,000 per occurrence, and naming Shepard Exposition Services, the Conference location, and AMGA as additionally insured for the time period of the show (including move-in and move-out days).

Exhibit Display Guidelines (Exhibitors Only)

- A. Aisles and other spaces in the exhibit hall not leased to Exhibitors shall be under the control of AMGA. All displays, interviews, conferences, distribution of literature, lectures, audience seating/standing and the transactions of business of any nature shall be made WITHIN the exhibit space assigned to the Exhibitor.
- B. The Exhibitor agrees to accept full responsibility for compliance with local, city and state fire, safety and health ordinances regarding the installation and operation of equipment or otherwise relating to the Exhibitor and its exhibit space. Only fireproof materials may be used in displays, and the necessary fire precautions will be a responsibility of the Exhibitor.
- C. All exhibit materials and equipment must be located within the exhibit space and protected by safety guards and devices, where necessary, to prevent personal accidents or injury to Conference attendees and/or exhibit personnel. Equipment with sharp or protruding edges posing a potential danger to Conference attendees and/or exhibit personnel, at whatever level, must have protective covering and be flagged.
- D. Exhibits should be constructed so that no signage or structure appears higher than eight feet from the floor and no structure exceeds the height of eight feet. AMGA follows the International Association of Exhibitions and Events (IAEE) guidelines for display rules and regulations, and a copy of these regulations will be included in the exhibit kit (island booths may exceed the eight-foot limit with permission from AMGA).
- E. Exhibits shall not be projected beyond the exhibit space allotted to the Exhibitor. Signs, rails, and other similar items may not intrude into or over the aisles in the exhibit hall. Exhibits shall not obstruct the view or interfere with traffic to exhibits of others. The wings of an exhibit shall not come out more than five feet from the back wall. End cap exhibits are not authorized unless specially approved in advance by AMGA (see IAEE regulations in exhibitor kit for more information).
- F. No part of any exhibits or signs should be pasted, nailed, or otherwise affixed to walls, doors, or other structures in such a way that may cause any damage, loss, expense, and/or cost. The Exhibitor may not apply paint, lacquer, adhesive or any other coating to exhibit hall columns or floors, or to standard exhibit space equipment not provided by the Exhibitor. Any and all damage, losses, expenses, and/or costs resulting (including but not limited to attorney fees) from failure to observe this Rule shall be payable by the Exhibitor.
- G. Exhibitors with audible electric sound motion pictures, or other exhibits or devices that AMGA, in its sole and absolute discretion, deems objectionable or disruptive will be required to discontinue using all exhibits and/or devices so determined to be objectionable or disruptive.
- H. Before any exhibit may be removed from the exhibit hall, the Exhibitor must make arrangements satisfactory to AMGA and AMGA's decorator for payment of any charges incurred by the Exhibitor in connection with its exhibiting at the Conference.