

ALABAMA BROADCASTERS ASSOCIATION

2011 ANNUAL CONVENTION * May 13 - 15, 2011
PERDIDO BEACH RESORT * ORANGE BEACH, ALABAMA

EXHIBIT SPACE APPLICATION & CONTRACT

EXHIBIT BOOTH FEE IS \$600.00

EXHIBITING COMPANY _____

CONTACT PERSON: _____ PHONE: _____

EMAIL: _____

ADDRESS: _____

CITY _____ STATE _____ ZIP _____

PERSON WORKING BOOTH: _____ EMAIL: _____

LIST ADDITIONAL PERSONNEL WORKING THE BOOTH **(REGISTRATION FEE OF \$160 REQUIRED FOR EACH ADDITIONAL PERSON ATTENDING CONVENTION MEAL FUNCTIONS)**

NAME: _____ EMAIL: _____

NAME: _____ EMAIL: _____

NAME: _____ EMAIL: _____

PRODUCT/SERVICE TO BE EXHIBITED: _____

Booth spaces are issued on a first come, first served basis. Choices are not guaranteed.

1st Choice 2nd Choice 3rd Choice

BOOTH #(s) _____

Exhibit Booth Registration Deadline is May 2, 2011

No refunds will be given after that date!

PAYMENT ***MUST*** ACCOMPANY APPLICATION AND CONTRACT.

PLEASE MAKE YOUR CHECK PAYABLE TO: ABA, 2180 PARKWAY LAKE DRIVE, HOOVER, AL 35244.

THERE WILL BE NO ON-SITE EXHIBITOR REGISTRATION. FOR ADDITIONAL INFO CALL (205) 982-5001 OR (800) 211-5189.

HOTEL RESERVATIONS SHOULD BE MADE DIRECTLY WITH THE ALABAMA BROADCASTERS ASSOCIATION VIA PHONE, FAX OR ONLINE AT WWW.AL-BA.COM.

THE ABA RATE IS \$163 FOR STANDARD ROOMS, \$183 FOR POOL VIEW ROOMS AND \$213 FOR GULF FRONT PER NIGHT (PLUS TAX).

The exhibitor agrees to abide by all exhibit terms, conditions and regulations set forth in the exhibit brochure.

Exhibitor Signature Title Date

_____ Visa _____ Mastercard _____ American Express _____ Check Enclosed

Card Number: _____ Expiration Date: _____

Name (as it appears on the card) _____

Card Billing Address: _____

City: _____ State: _____ Zip: _____

EXHIBITOR INFORMATION

MOVE-IN

Friday, May 13, 2011 – 8:00am.

Exhibitors bringing vehicles, please contact Lesa Rice at 800.211.5189. Carts will be available at move in.

SHOW DATES & TIMES

Friday, May 13, 2011 – 10:00am-7:00pm Exhibit Hall Open. Reception 6:00-7:00pm.

Saturday, May 14, 2011 – 8:00am-7:00pm Exhibit Hall Open. Reception 6:30-7:00pm.

MOVE-OUT

Sunday, May 15, 2011 - 8:00 – 11:30am.

BOOTH PACKAGE

Booth Package will include: All booths are 8' x 10' with navy blue pipe and drape, one (1) 6' covered & skirted table, one (1) chair, a wastebasket and an electrical outlet. VALUE ADDED: One (1) complimentary convention registration for access to all educational sessions and meal functions, your logo and link on the ABA website through July 15, 2011 and mention in the convention program.

EXHIBITOR KITS

An exhibitor Kit will be sent via email to the email address provided on the application/contract 3 weeks prior to the Trade Show. The Exhibitor Kit will include a letter with instruction for retrieving forms for ordering additional rental furnishings, freight handling, forklift, labor, electrical, wireless internet and telephone. Also included will be hotel information and any updates and pertinent information. If an email address is not provided, then the exhibitor kit will be mailed. For more information regarding rental items contact Lesa Rice at 800.211.5189 or lrice@al-ba.com

UTILITIES / TELEPHONE

For more information regarding utilities / telephone contact Lesa Rice at 800.211.5189 or lrice@al-ba.com

EXHIBITOR SPONSORSHIPS

Sponsorship and show advertising opportunities are available and can be customized for your company. Contact ABA at 800.211.5189 for complete information.

2011 BOOTH FEES

Exhibit Booth fee is \$600 per booth. If you would like to request more than one booth, please call Lesa Rice at 800.211.5189 for rates. **The \$600 fee includes everything listed in the “Booth Package” listing above.** If you need additional equipment/services, please call Lesa for a list of equipment/services rates. **If you have more than one person attending the convention the registration fee for each extra person is \$160.**

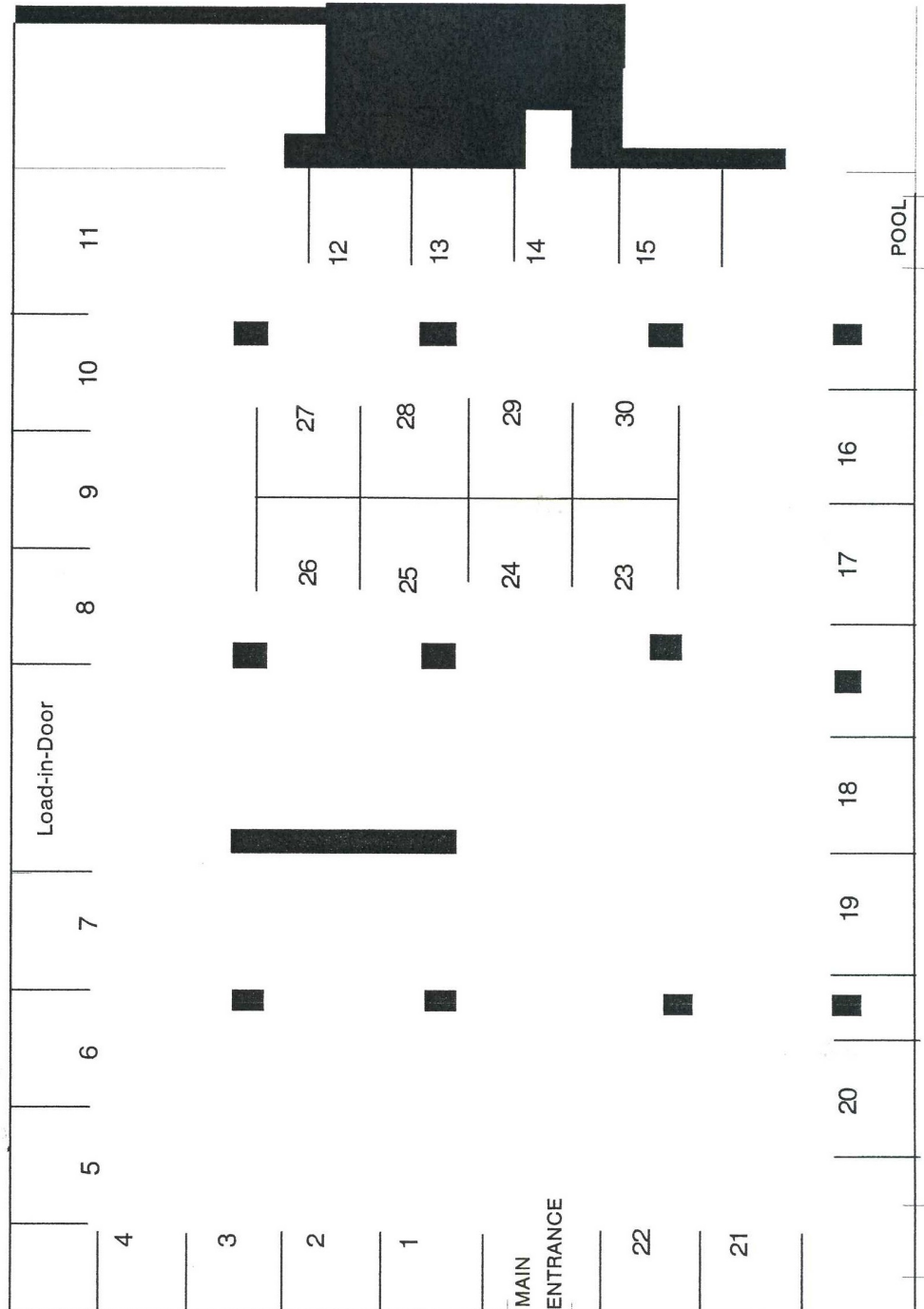
EXHIBITOR RULES AND REGULATIONS

1. All charges for exhibit space must be paid in full by May 2, 2011. A signed contract must be received along with payment. Exhibitors not complying will not be allowed to move-in.
2. Alabama Broadcasters Association cannot guarantee by your exhibiting at this event any financial gain to you or your organization; nor can they guarantee attendance of the same.
3. Refunds: No refunds will be made if spaces engaged are not used, nor will any refund be made for space used but part of the time. Cancellation of exhibit space must be received by May 2, 2011 via email to lrice@al-ba.com or by U.S. Mail to: 2180 Parkway Lake Drive, Hoover, AL 35244 to receive a refund.
4. Liability for loss, theft, property damage or destruction and personal injury:
 - A. Exhibitor hereby waives any and all claims against Alabama Broadcasters Association, their agents or representatives resulting from loss, theft, damage, or destruction to its property, or from personal injuries to it, its agents, and/or employees.
 - B. Exhibitor assumes full and complete responsibility for any damage that may occur when moving exhibit material in or out of facility, or destruction of property of others, or person(s) participating in the exhibition. Exhibitor hereby waives any right of indemnification which it may have against Alabama Broadcasters Association, their agents or representatives for any and all claims arising from exhibiting.
5. Insurance: It is expressly acknowledged that Alabama Broadcasters Association, their agents or representatives have not purchased insurance of any kind for the benefit of the exhibitor, nor is it under any obligation to do so.
6. The exhibitor agrees to abide by all rules and regulations of The Perdido Beach Resort at Orange Beach, Alabama. All rules and regulations are on file in the general office of the building. No part of any exhibit or any signs relating theretofore, shall be pasted, nailed or otherwise attached to the walls, doors, etc., in any way as to deface same, damage arising by failure to observe these rules shall be paid by the exhibitor.
7. All exhibitors must conform to the size of their space and must not be of such character or arrangement as to obstruct the view or interfere with the exhibits of others. Nothing shall be displayed at a height above the back wall of the booth, which is 8'. Exhibitors having displays requiring greater depth than allocated or those requiring greater height than the 8' limits for their background display, may arrange with Alabama Broadcasters Association for space on the perimeter. Additional width or depth will incur an extra charge dependent on space needed and space available.
8. The rights and privileges of an exhibitor shall not be infringed upon by any other exhibitor. Interviews, demonstrations, distribution of literature, etc., must be made inside the exhibitor's booth. Canvassing outside of booth is forbidden. All exhibitors must wait to dismantle exhibits until show closing.
9. Advertising material or signs of firms, other than those who have engaged space, are prohibited. CANVASSING, SOLICITATION OR BUSINESS IN THE INTEREST OF BUSINESS, EXCEPT BY EXHIBITING FIRMS, IS PROHIBITED.
10. Unethical conduct, infraction of rules or any sexually oriented material, or the part of an exhibitor or their representatives, or both, will subject the exhibitor or their representatives to dismissal from the exhibit hall, in which event it is agreed no refund shall be made by the exhibit management and further no demand for redress will be made by the exhibitor or their representatives.
11. Change of time, place, or floor plan: Alabama Broadcasters Association, their agents or representatives shall have the right to change the location, time and floor plan of the trade show.
12. Your company, or your company representatives, or your agents shall be held jointly, collectively and individually responsible for any and all debts incurred for all exhibit cost, fees, charges and any violation of these Rules and Regulations.
13. Exhibits and Public Policy: Exhibitor is charged with knowledge of all laws, ordinances and regulations pertaining to health, fire prevention, public safety and State sales tax while participating in this showing. Compliance with such laws is mandatory for all exhibitors and sole responsibility is that of the exhibitor.
14. Loud speakers, radios, television sets, or the operation of any machinery or equipment which is sufficient volume as to be annoying to neighboring exhibitors will not be permitted. Tables or platforms on which the monitor is placed cannot exceed a high of 42 inches.
15. **Subletting of Space: The Exhibitor shall not assign, sublet, or apportion the whole or any part of the space assigned or have representatives, equipment or materials from firms other than their own in the exhibit space without written consent from Alabama Broadcasters Association.**
16. Alabama Broadcasters Association has the right to refuse an exhibitor on the grounds of non-compatibility with the event.
17. The exhibitor authorizes Alabama Broadcasters Association, their employees or agents to use exhibitors' name to promote the event and to solicit other exhibitors for this and future events.
18. Exhibitor agrees to pay when due all royalties, license fees or other charges accruing or becoming due to any firm, person or corporation by reason of any music, either live or recorded, or other entertainment of any kind or nature, played staged or produced by the Exhibitor, its agents, employees or subtenants within the premises covered by the License Agreement including but not limited to, royalties or licensing fees due to BMI, ASCAP or SESAC. Exhibitor agrees to hold harmless this event, its agents and employees against any and all such claims and charges, and to defend, at its own expense any and all such claims and charges. Exhibitor shall have the right, however, to protect and if desired, to litigate and adjudicate any and all such claims.

ALABAMA BROADCASTERS ASSOCIATION
2180 PARKWAY LAKE DRIVE HOOVER, ALABAMA 35244
205.982.5001 800.211.5189 205.982.0015 FAX WWW.AL-BA.COM

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EXHIBITOR SPACE LAYOUT



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TENTATIVE PROGRAM SCHEDULE

Friday - May 13

- 8:00am Exhibitor Set Up - Grand Point
- 9am-4pm Engineering Session featuring up to five topics – Grand Reef Lounge
- 10am-12pm Registration/Exhibit Hall open - Grand Point
- 10am-12pm Board Meeting – Azure Room
- 12-1:30pm Citizen of the Year Luncheon/Rep Jo Bonner to speak – Salon FGH
- 1:30-4pm Registration/Exhibit Hall open - Grand Point
- 1:30-4pm Sales/Management Session - Salon ABC
- 6-7pm Reception/Exhibit Hall open - Grand Point

Saturday - May 14

- 8:00am Registration/Exhibit Hall open – Grand Point
- 8-8:50am Breakfast/Gulf Coast CVB to address oil spill recovery - Grand Point
- 9-9:30am Annual ABA Business Meeting – Salon ABC
- 9:30-10:15 AL Speaker of the House Mike Hubbard - AL Politics – Salon ABC
- 10:15-10:30 Break/Exhibit Hall – Grand Point
- 10:30-12pm Legal Session – Salon ABC
- 12-1:45pm Broadcaster of the Year Luncheon – Salon D
- 2:00-6:00 Free Afternoon
- 6-7pm Reception/Exhibit Hall – Grand Point
- 7-9pm Dinner and ABA Hall of Fame Inductions – Salon

Shipping and Receiving:

Due to very limited storage space at the Perdido Beach Resort, we are not equipped to handle trade show material and/or freight. Please DO NOT ship any type of convention materials directly to the resort. Label and send all shipments direct to Gulf Coast Audio Visual Producers at this address:

Gulf Coast Audio Visual Producers
3720 North Pace Boulevard
Pensacola, FL 32505
ATTN: Your Name (or responsible party)
Conference Name/Arrival.

Shipments sent to Perdido Beach Resort will be turned over to Gulf Coast Audio Visual for storage and handling and additional fees will apply. You may contact GCAV at 850-433-3016. Perdido Beach Resort reserves the right to refuse any shipment. Exhibitors must also make their own arrangements to return-ship their materials with their purveyor.