



# CEO School Exhibit Space Application

**Annual Conference  
October 22-24, Chicago, IL**

**Exhibit Fee:** \$250.00 for colleges/universities.

All other (supplies electricity, receiving and shipping & handling, etc.) are available through Freeman Decorating (additional charges will apply and paid directly to Freeman). Conference registration is NOT included; individuals will need to register online.

**Exhibit Set Up:** Thursday, October 22 after 5pm

**Exhibit Dates:** Friday, October 23 8am – 8pm and Saturday, October 24 8am – 2pm

**Deadline:** Exhibit application and fee must be submitted by October 10, 2009.

**Please type or print:**

Contact Person: \_\_\_\_\_

Contact Phone Number: \_\_\_\_\_

School Name: \_\_\_\_\_  
\_\_\_\_\_

Faculty Advisor: \_\_\_\_\_

School Address: \_\_\_\_\_

City, State Zip \_\_\_\_\_  
\_\_\_\_\_

Phone # \_\_\_\_\_

Fax # \_\_\_\_\_

Email \_\_\_\_\_

Date: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

Title: \_\_\_\_\_

**WE AGREE TO ABIDE BY ALL RULES AND REGULATIONS GOVERNING THE EXPOSITION AS PRINTED ON THE SECOND PAGE HEREOF AND WHICH ARE PART OF THIS APPLICATION.**

**Product/Service Description:** In 25 words or less, describe the product/services to be exhibited.

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

**Questions/Application Return:**  
Jean Walsh, National Conference Director

**Email:** ceoexhibits@c-e-o.org

**Phone:** 312-996-4118

**Fax:** 312-413-1265

**Hotel reservation, contact:**

Hyatt Regency McCormick Place  
312-567-1234

**Credit card payment information (No AMEX):**

Credit card # \_\_\_\_\_

Expiration date: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

**Send application and payment to:**  
CEO, Exhibit Registration,,  
815 W. Van Buren, Suite 400, (MC 244),  
Chicago, IL 60607-7107  
  
**Or Fax to:** 312-413-1265

# Exhibit Rules and Regulations

## APPLICATIONS

All applications for exhibit space at the Exposition must be made on this form. CEO reserves the right, at their sole discretion, to decline acceptance of any Exhibitor application.

## EXHIBIT BOOTH ALLOCATION

Exhibit space selection priority will be assigned on a first-come, first-served basis determined by Exhibitor's signed contract being received by CEO. The space provided will be as shown on the floor plan provided by CEO and the aforementioned reserve the right to modify the floor plan if, in their sole judgment, it is in the best overall interest of the Exposition.

## PAYMENT

Payment of the exhibit fee shall be made by check in the U.S. funds drawn on a U.S. Bank payable to the Collegiate Entrepreneurs Organization (CEO). Credit cards may also be accepted (see Exhibit Agreement). If exhibit fee payments are not paid in full at least 10 days in advance of the scheduled event, CEO has sole discretion to reassign the space to applicants on the waiting list, while still holding Exhibitor liable for the full Exhibit Fee.

## CANCELLATION BY EXHIBITOR

In the event Exhibitor wishes to cancel the exhibit space, Exhibitor must fax written notice of cancellation to CEO. In the event Exhibitor cancels more than 21 days before the event, Exhibitor shall be liable only for \$25 administrative fee for the cancelled space. In the event Exhibitor cancels less than 21 days before the event commences, Exhibitor shall be liable for 100% of the total exhibit fee. Exhibitor is responsible for payment of such fees irrespective of the reason for cancellation, including, without limitation, failure of its exhibit to arrive for any reason. In the event of cancellation by Exhibitor, CEO shall have the right to use such space or rent such space to another Exhibitor. Re-letting by CEO of an Exhibitor's cancelled space shall not act to excuse Exhibitor from payment of any fees hereunder.

## CANCELLATION BY CEO

CEO reserves the right to cancel the Exposition or to terminate this agreement for any reason at any time upon written notice to Exhibitor. Upon cancellation or termination by CEO for reasons other than those beyond its control, CEO's sole liability to Exhibitor, and Exhibitor's exclusive remedy, shall be a refund of the exhibit fees paid by Exhibitor under this agreement.

## FORCE MAJEURE

CEO shall not be responsible for any loss or damage resulting from failure to perform under this agreement or to conduct any Exposition as currently scheduled in whole or part as a result of riot, strike, civil disorder, act of war, failure of facilities, earthquake, storm, fire, flood, or other acts of God, or any reason of any kind whatsoever beyond the reasonable control of CEO. In such instance, however, CEO may make reasonable efforts to reschedule the event. Should it ultimately be impossible to hold the event, CEO may retain or will be due such portion of Exhibitor's fees as shall be required to compensate CEO for expenses reasonably incurred up to the time a contingency beyond its control shall have occurred. All payments in excess of such expenses shall be refunded.

## CONDUCT OF EXHIBITOR

Exhibitors are encouraged to offer information that is educational, professional, and instructional. CEO encourages Exhibitor to provide booth personnel who are technical in nature versus sales-oriented. Over-the-counter sale of goods (including acceptance of credit cards) for on-site delivery is expressly prohibited. CEO may prohibit installation or request removal of any exhibits, which, because of noise, method of operation, content, or any other reason, are objectionable or otherwise detract from or are out of keeping with the character of the Exposition as a whole. CEO reserves the right to close, remove, or require changes in any exhibit or remove any of Exhibitor's personnel, agents, representatives, or independent contractors who are deemed, by CEO in its sole discretion, detrimental to the Exposition. If Exhibitor or its representatives fail to observe the terms and conditions of this Contract, or in the opinion of CEO, conduct themselves unethically or detrimentally to CEO, Exhibitor may be dismissed from the Exposition without refund or other appeal. All activities must be confined to the limits of rented space, and must not impede traffic or interfere with the activity of other exhibitors.

## USE OF SPACE

Exhibitors may not exceed a back wall height of ten feet, including signs and graphics. Not the Exhibit nor equipment may exceed a height of four feet in the front half of the booth. The front five feet of Exhibitor's exhibit area cannot have booth walls, monitors, tables, stands, etc., that stand above the four foot level, blocking the line of vision into surrounding exhibitors. Exhibitor shall not paste, nail, or otherwise affix any exhibit, sign, or other materials, to walls, doors, or other surfaces in a way that marks or defaces the premises. Exhibitor shall return the premises in as good a condition as they were received. Exhibitor shall be liable for any damage caused by its failure to adhere to this provision.

## NOISE RESTRICTIONS

No microphones or loudspeaker systems will be allowed in the Exhibitor's area or anywhere on the floor. The volume on all monitors or other equipment may be no louder than conversation level so as not to interfere with the activities of other exhibitors.

## CONDITION OF PREMISES

The premises are licensed on an "as is" basis. CEO shall not be liable for pre-existing conditions arising during the period of the Exposition.

## SOCIAL FUNCTIONS

Any function arranged by Exhibitor, and not approved by CEO, that competes for the attendees' time is strictly prohibited. Promoting such an event--by placing signage, handing out flyers, promoting at Exhibitor's area--is immediate grounds for termination of Exhibitor's participation in the current and all future exhibitions. Exhibitor shall not independently reserve space at the location of the conference for the purpose of holding a hospitality suite, seminar, or any other related function that promotes its company or product.

## EXHIBITOR MANUAL

Exhibitor shall receive an "exhibitor kit" manual approximately 30 days before the event. The manual will include details on the move-in and move-out times; exhibit hours, and hotel specifications. Included will be information on the Exposition Contractor that will provide the following: shipping, signs, telephone services, electrical, and other related services. CEO assumes no responsibility or liability for any of the services performed or materials delivered by any Exposition Contractor. Arrangements for these services and payments shall be made directly between Exhibitors and Exposition Contractors.

## HOLD HARMLESS

The Exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of Exhibitor's and its agents, servants, contractors, officers, and activities at the Exposition premises and will indemnify, defend, and hold harmless CEO, its agents, servants, contractors, officers, and employees from any and all such losses, damages, and claims.

## INSURANCE AND SECURITY

Each Exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury or damage to Exhibitor's displays, equipment, and other property brought upon Exposition premises. Exhibitors are advised to carry special insurance to cover exhibit material against loss or damage, and public liability insurance against injury to the persons and property of others. As a courtesy to Exhibitors, security will be furnished. This should not be interpreted as a guarantee against loss or theft of any kind.

## EXHIBITION STAFFING

Contact name listed on application will be provided with one exhibitor ribbon for name badge. Exhibitors will still need to register for admittance into the conference. Attendee badge allows for access to all sessions. Paid registration is required for access to sessions.

## GAMES AND PROMOTIONS

The purpose of the Exposition is to present a serious, business-like atmosphere for promotion of exhibitor products. CEO must approve any games or "attention getters." In the event Exhibitor has any doubts on whether or not something is considered "usual or standard," please contact CEO for clarification. CEO reserves the right to remove or shut down any unusual or non-standard equipment, games, raffles, or other such activities. Specifically, the distribution of gummed stickers is prohibited.

## AUTHORIZATION

By signing this agreement, Exhibitor is authorizing CEO to provide contact information including your address, phone number, fax number, and name of contact person to any service vendor contracted to conduct work for CEO. This information will be only used for marketing of service vendors' products and services being used at the current event.

## ENTRY TO EXHIBIT AREA

Exhibitors will be allowed in the exhibit area one hour prior to the opening of the conference and 30 minutes after the closing of the conference. No exhibit personnel will be allowed in the exhibit area during non-exhibit hours.

## PHOTOGRAPHY

Exhibitor may not photograph or videograph the exhibits or products of other exhibitors.

## UNION LABOR RULES

Union labor rules and regulations are made by the local unions. Therefore, these rules may change at any time. If union labor is required, it will be necessary for the exhibitor to comply with those locally established regulations.

## PACKING MATERIALS

**Crates, trunks, or any type of packing materials may not be brought into or taken out of the exhibition area during official exhibit hours. Crates, boxes, supplies, and other exhibit materials not claimed by the exhibitor after the show will be removed at the exhibitor's expense.**