

Exhibit Space Contract

2017 Argentum Senior Living Executive Conference May 1-3 • Music City Center • Nashville, TN

IMPORTANT

- Please retain a copy of this completed and signed form.
- Thoroughly review Exhibit Rules & Regulations along with this form.
- Contracts received before January 6, 2017 require a 50% deposit.
- Contracts received after January 6, 2017 require 100% payment.
- 2017 Membership Rates: Bronze \$2,500, Silver \$10,000, or Gold \$25,000.
- Exhibits will not be permitted to be installed unless all obligations to Argentum are paid in full.
See "Payment Schedule" (Item #3 in Rules & Regulations).

1 COMPANY INFORMATION — Intended for publication.

Company Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ ZIP: _____

Country: _____

Telephone: _____ Ext.: _____

E-mail: _____

Web Address: _____

2 BOOTH SELECTION

A. We request exhibit space measuring _____ X _____ = _____
Feet Deep Feet Wide Total sq. ft.

B. Booth Space Rates Per Square Foot:

Argentum Members

100 sq.ft	\$29.50
200+ sq.ft	\$27.75

Non-Members

100+ sq.ft	\$47.00
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_____ sq. ft. of booth space X \$ _____ per sq. ft. = \$ _____

C. Our booth number preferences are (see floor plan):

1st _____ 2nd _____

3rd _____ 4th _____

D. We do not want to be next to or directly across the aisle from the following competitors:

1st _____ 2nd _____

3rd _____ 4th _____

E. Start Up Pavilion **\$1,500**

F. Digital Health Technology Pavilion **\$3,000**

3 PRODUCTS TO BE EXHIBITED

Please check two products and/or services you plan to exhibit from the list provided below.

- ☐ Business/Legal Services
- ☐ Design/Development
- ☐ Dining
- ☐ Entertainment/Leisure
- ☐ Equipment/Appliances
- ☐ Finance/Real Estate Services
- ☐ Furnishings/Interiors
- ☐ Health & Wellness
- ☐ Human Resources
- ☐ Insurance/Risk Management
- ☐ IT Hardware/Software Systems
- ☐ Maintenance/Housekeeping
- ☐ Marketing and Sales Services
- ☐ Mobility Systems
- ☐ Safety/Security
- ☐ Transportation

4 PAYMENT

CONTRACT WILL NOT BE PROCESSED WITHOUT APPROPRIATE DEPOSIT.
SEE BELOW FOR PAYMENT SCHEDULE.

- ☐ Check (payable to Argentum-Expo) Federal Tax ID# 54-1563782

Send to: **Argentum-Expo**
P.O. Box 34806
Alexandria, VA 22334-0806

- ☐ Credit Card – Invoice will be sent with payment instructions

5 PAYMENT SCHEDULE

- First payment of 50% with contract (non-refundable).
- Final payment of 50% due by **January 6, 2017**

6 ACCEPTANCE — Unsigned contracts will not be accepted.

I, the duly authorized representative of the undersigned company, on behalf of said company subscribe and agree to all terms, conditions, authorizations and covenants obtained in this Contract and the Rules & Regulations governing the Senior Living Executive Conference

Signature: _____

Date: _____

NOTE: By returning this contract with your name typed in the "Signature" boxes, or including your electronic signature, you are entering into a binding contract and are agreeing to the Rules and Regulations that are attached to the Exhibit Space Contract.

NOTE: The organization listed on this contract and I authorize Argentum to send fax, e-mail, telephone, wire and any other electronic or digital communication, including advertisements, but not limited to, The Senior Living Executive Conference and related material sent by or on behalf of Argentum.

FIRST CLASS MAIL OR FAX TO:

Argentum, P.O. Box 34806
Alexandria, VA 22334-0806

QUESTIONS?

Contact: **Scott Narug** Tel: 1.312.673.5974
Fax: 1.312.673.6575 E-mail: snarug@argentum.org



Rules & Regulations

All Exhibitors displaying at the 2017 Senior Living Executive Conference, to be held May 1-4, 2017, at Music City Center are required to make application, execute contract for space, and subscribe to the following official Rules & Regulations. The Association reserves the right to change and modify the Rules & Regulations at any time.

1. ELIGIBLE EXHIBITS

Argentum, herein after also referred to as Show Management, reserves the right to determine the eligibility of any company for inclusion in the Senior Living Executive Conference.

2. EXHIBIT FEES

Argentum Members

100 sq.ft	\$29.50
200+ sq.ft	\$27.75

Non-Members

100+ sq.ft	\$47.00
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To qualify for Argentum member rate, you must be an Industry Partner member of the association for the 2017 calendar year. If your membership for the 2017 calendar year is not renewed and paid in full by February 24, 2017, your exhibit space rate will be changed to reflect the non-member rate. For information on Argentum membership please visit www.argentum.org.

3. PAYMENT SCHEDULE

- » First payment of 50% with application (non-refundable).
- » Final payment of 50% due by January 6, 2017.

Any Exhibitor whose final payment is not received by January 6, 2017, will be subject to a penalty charge of 5% of the total value of their booth space.

The late fee charge is considered part of your booth fees, and move-in will not be allowed until all payments, fees and dues are made in full to Argentum. Applications that are received two (2) weeks prior to a schedule deadline date will be exempt from the late fee charge of that deadline date.

- » Failure to pay may result in loss of booth space subject to Show Management decision.

4. CANCELLATION OF EXHIBIT SPACE

An Exhibitor may cancel or reduce booth space in size from the 2017 Senior Living Executive Conference subject to the following conditions:

- » In the event that said notice is received by Argentum on or before January 6, 2017, the Exhibitor shall be obligated and agrees to pay a 50% cancellation fee.
- » In the event that said notice is received after January 6, 2017, the Exhibitor shall be obligated and agrees to pay 100% of the contract value.
- » In the event of cancellation, the Association shall have the right to use said space to suit its own convenience, including selling space to another Exhibitor without any rebate or allowance to the canceled Exhibitor.
- » Notice must be in writing (email is acceptable) and receipt by Argentum or Show Management determines the cancellation date. Note: The Association assumes no responsibility for having included the name of the canceled Exhibitor or description of his

products in the show conference program, brochures, news releases or other materials concerning the show. Any cancellation of booth space will result in loss of priority points for said space.

5. ASSIGNMENT OF SPACE

Space will not be assigned without appropriate deposit. Initial booth assignments are made during space selection based on priority points. All other assignments will be made on a "first-in, first-served" basis. The preferences for booth space location are for guidance and are not guaranteed. Argentum reserves the right, in its sole discretion, to change a participant's booth assignment, including assignments awarded on the basis of priority points. In the event of such re-assignment, Show Management will make all reasonable efforts to move the affected exhibitor to their next-most-preferable location. If any exhibitor subject to re-assignment of booth location is dissatisfied with their new location, they may cancel their contract and will be returned 100% of their deposit. Argentum does not represent that any space will be available to any applicant. If space is not available, a waiting list will be developed in the order of the date of receipt by Argentum of each completed Application & Contract for Exhibit Space. The Association will refund all payments received with Application & Contract for Exhibit Space to any applicant or whom space is not available.

Point allocation will be as follows:

- » 1 point – for each 100 sq. ft. of exhibit space reserved for the 2016 Senior Living Executive Conference.
- » 1 point – for each Senior Living Executive Conference the exhibiting company has participated in the past five years.
- » 1 point – for every \$5,000 in sponsorships purchased for the 2016 Senior Living Executive Conference.
- » 1 point – for Argentum 2016 Bronze Membership
- » 2 points – for Argentum 2016 Silver Membership
- » 3 points – for Argentum 2016 Gold Membership
- » 3 points - for signed contract and deposit payment received by June 1, 2016

6. INSTALLATION AND DISMANTLING

Exhibits will have reasonable time to erect and dismantle their exhibits which will be over the following dates. Your company's assigned move-in will be scheduled and included in the Exhibitor Services Manual. Dates are subject to change.

Move in: May 1, 2017

Show: May 1-3, 2017

Move out: May 3, 2017

7. CHILDREN IN THE EXHIBIT HALL

All children (minors under the age of 16 years of age) shall be allowed in the Exhibit Hall during regular show hours provided they are accompanied by a parent or guardian. It shall be the responsibility of the parent/guardian to supervise their children at all times. Children will not be permitted in the Exhibit Hall during move-in and move-out times.

8. ARRANGEMENT OF EXHIBITS

Exhibitors will be bound by the booth rules which will be included in the Exhibitor Services Manual (see Section #10). Exhibitors who manufacture

products which cannot be properly displayed within the rules are subject to exemption at the sole discretion of Show Management. The maximum booth height is 20 feet from the floor to the top of sign or booth structure for island booths only. Exhibitors who violate the booth display rules will be penalized in the following manner:

- » Initial Infraction – first year: Written warning and the loss of 1 priority point.
- » Second Infraction – second consecutive year: If an Exhibitor is found to be in violation of this rule, the Exhibitor will be fined the amount equivalent to a 10' x 10' space and the loss of 1 priority point.

All fines must be paid in full before a booth assignment will be made for the next year's show.

Please note: Interpretation of violations are at the sole discretion of Show Management.

9. EXHIBITOR'S AUTHORIZED REPRESENTATIVE

Each exhibitor must have at least one person to be its representative in connection with installation, operation and removal of exhibit. Such representative shall be authorized to enter into such service contracts as may be necessary, and for which the Exhibitor shall be responsible, and Exhibitor assumes responsibility for such representative being in attendance throughout all Expo periods. Argentum disclaims any and all responsibility for Exhibitor's booth and/or equipment if the above rule is not adhered to. Each exhibiting company will receive complimentary pass(s) as outlined in the Exhibitor Services Manual. Exhibitors and their representatives will be required to wear badges throughout the Expo. Each Exhibitor will furnish Show Management with the names of its representatives.

10. EXHIBITOR SERVICES MANUAL

Argentum Exhibitor Services Manual will be emailed to the contact name provided by the Exhibitor who will be in charge of the Exhibitor's booth, approximately three months prior to the show. Show Management will select certain firms as official contractors for Exhibitor services. These contractors will be selected on the basis of proper rates for their services and their ability to meet Exhibitor requirements. The manual will contain their names and information pertaining to their services and order forms for all services.

11. ATTENDANT IN EXHIBITOR BOOTH & EARLY BREAKDOWN REGULATIONS

Each Exhibitor must keep at least one attendant working in his/her booth at all times during official show hours. Argentum reserves the right to determine whether the character and/or attire of booth personnel is acceptable and in keeping with the best interest of exhibitors and the exhibition. In addition, Exhibitors may not dismantle any portion of their booth(s) prior to the official dismantle period. Exhibitors who violate this rule will be penalized in the following manner:

Initial Infraction – first year: Written warning and the loss of 1 priority point.

Second Infraction – second consecutive year: If an Exhibitor is found to be in violation of this rule, the Exhibitor will be fined the amount equivalent to a 10' x 10' space and the loss of 1 priority point.

All fines must be paid in full before a booth assignment will be made for the next year's show.

Please note: Interpretation of violations are at the sole discretion of Show Management.

12. SALES, SOLICITING, SAMPLES, COSTUMES AND GIVEAWAYS

Exhibitors shall not solicit business in aisles or in booths other than their own. Exhibitor's representatives wearing distinctive costumes or uniforms or carrying signs or banners separately or as part of their apparel may only appear in their own booths. Samples, catalogs, pamphlets, publications, etc., may be distributed by Exhibitors only from within their own booths. Argentum reserves the right to exclude any giveaways or samples during the week of the Senior Living Executive Conference. Robots or mechanical apparatus are prohibited from being used outside of each Exhibitor's own booth. The Association reserves the right to restrict any giveaways from the Exhibit Hall that are in bad taste or are considered offensive. If Exhibitors wish to distribute food samples from their booth, they must obtain pre-approval from Show Management. Argentum provides display space for companies to exhibit and demonstrate products & services on the basis of their potential informational and commercial value. All giveaways and raffles must comply with all local and state laws and regulations.

13. PROMOTION OR SALES SCHEMES

Canvassing or attempting to make sales in the Exhibit Hall by anyone representing or connected with a non-Exhibitor is strictly forbidden and any person doing so will be promptly ejected. Exhibitors agree that they will not exhibit or display their equipment and/or products and services in any other location, besides their own space in the Exhibit Hall, during the period of the Senior Living Executive Conference.

14. SOUND DEVICES

The use of devices for mechanical reproduction of sound or music shall not be permitted unless approved by management in writing. Music, whether mechanical, vocal or instrumental, shall not be permitted in the Exhibit Hall except at those times specified by Show Management. In general, the employment of any method to project sound beyond the confines of any Exhibitor's booth is prohibited. Exhibitors must police their own booths to ensure noise levels from demonstrations, machinery, music or any noise device does not disturb neighboring Exhibitors. Please note: Exhibitors whose demonstrations, machinery, music or any noise device reaches a level above 80 dba will be required to turn down noise device or limit use of device. After initial warning regarding booth noise, Show Management reserves the right to levy a maximum fine of \$250. After the third warning, Show Management reserves the right to disconnect or remove noise-making device.

15. PHOTOGRAPHY

Exhibitors and their agents are prohibited from taking photographs of other companies' products or booth displays without approval. Argentum reserves the right to expel anyone in violation of this policy.

16. LIGHTING

Argentum may restrict the use of irregular lighting effects.

17. SAFETY, FIRE AND HEALTH

The Exhibitor assumes all responsibility for compliance with local, city, state and Show Management safety, fire and health rules and regulations ordinances covering installation and operation of equipment. All display or exhibit materials and equipment must be reasonably located and protected by safety barrier guards and fire-proofed to prevent fire hazards and personal accidents to spectators, Exhibitors, Attendees or any personnel in the Exhibit Hall.

18. CARE OF BUILDING

Exhibitors are liable for any damage caused by fastening displays or fixtures to the building floors, walls or columns, or to standard booth equipment or for damage caused in any other manner. Exhibitors may not apply paint, lacquer, adhesives or any other coating to building columns, floors or standard booth equipment.

19. LIABILITY

Argentum, SmithBucklin, its employees, volunteers, staff and agents, nor the Exhibit Hall nor its representatives and employees are responsible for any injury, loss or damage that may occur to the Exhibitor, or to the Exhibitor's employees, visitors or anyone in the Exhibit Hall, or property from any cause prior to, during, or subsequent to the period covered by the exhibit contract; and the Exhibitor signing this contract expressly releases all of the aforesaid from, and agrees to indemnify and hold harmless them and each of them against any and all claims for such loss, damage or injury. It is the Exhibitor's sole responsibility to take all precautions necessary to prevent injury to persons and property as a result of their exhibit. Every reasonable precaution will be taken to protect property during installation, show and removal period. Neither Argentum, SmithBucklin, their employees, agents, representatives, the management service contractors nor the management of the convention site are responsible for the safety of the property of Exhibitors from theft, damage by fire, accident, vandalism or other cause.

20. UNFORESEEN CONDITIONS

If for any reason beyond Argentum's control, the Senior Living Executive Conference must be cancelled, shortened, delayed or otherwise changed including, but not limited to; acts of God, shortage of commodities or supplies to be furnished by the venue(s), governmental authority, or war in the United States that makes it illegal or impossible for the venue to hold the event. Exhibitor understands and agrees that all losses and damages which it may suffer as a consequence thereof are its responsibility and not that of the Association, its directors, officers, employees or agents. Exhibitor understands that it may lose all monies it has paid to the Association for space in the Expo, as well as other costs and expenses it has incurred, including travel to the show, setup, lodge, freight, employee wages, etc. Exhibitor agrees to indemnify and hold harmless the Association from any and all loss, which exhibitor may suffer as a result of changes to Expo caused in whole or in part by any reason outside the Association's control and releases the Association, its directors, officers and employees and/or agents from any and all claims, including but not limited to lost profits, out of pocket costs and consequential damages.

21. ALCOHOLIC BEVERAGES

The serving or drinking of alcoholic beverages by Exhibitors in any part of the exhibit area is strictly prohibited except during scheduled events in the Exhibit Hall hosted by Argentum.

22. INSURANCE

All property of Exhibitor is understood to remain under his/her custody and control in transit to or from or within the confines of the Exhibit Hall. Subject to the rules and regulations, Exhibitors shall carry floater insurance to cover exhibit material against injury to the person and property of others. Show Management will carry public liability insurance for injury to visitors, Exhibitors, Attendees, and their agents and employees. Exhibitor's employees are not covered when on space rented by Exhibitor.

23. AUXILIARY EVENTS AT THE SENIOR LIVING EXECUTIVE CONFERENCE

Exhibitors expressly agree not to hold any activity that creates a material adverse effect on attendance of badged, non-exhibitor personnel during the Senior Living Executive Conference and scheduled events. If clarification is needed on a specific activity, please submit to Show Management for approval.

24. EXHIBITOR'S USE OF SPACE

In compliance with this contract, the Exhibitor agrees not to assign, sublet or apportion space, or any part thereof allotted to it, without prior written consent of the Show Management. Further, the Exhibitor agrees not to exhibit, advertise, or offer for sale goods other than manufactured or sold by it in the regular course of business. No Exhibitor may display his products or conduct business for his company outside the confines of his assigned booth space in the Exhibit Hall. Exhibitors who violate this rule will be penalized in the following manner:

Initial Infraction: Written warning and potential exhibit removal by the close of the show day. Removal of exhibit subject to the discretion and sole judgment of Show Management, whose decision is final and binding. Second Infraction: If an Exhibitor is found to be in continual violation of this rule, Exhibitor will be fined the amount equivalent to a 10'x10' space. All fines must be paid in full before a booth assignment will be made for the next year's show.

25. GENERAL

Show Management reserves the right to restrict exhibits which become objectionable or unsafe in the opinion of Show Management. This includes persons, things, conduct, printed matter or anything of a character which is objectionable. All matters and questions not covered by these Rules & Regulations are subject to the decision of Show Management. These Rules & Regulations may be amended by Argentum from time to time and the amendments shall take effect upon publication and notice to Exhibitors.

Argentum reserves the right to expel and eject any exhibitor for conduct detrimental to the Senior Living Executive Conference, Argentum's sole judgement, whose decision shall be binding upon the exhibitor. Likewise, argentum shall have the right to levy fines against exhibitors who violate the above rules in a monetary sum up to \$3,500 and reserves the right to eject the exhibitor in addition to the assessment of the fine.