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EXHIBIT SPACE APPLICATION AND CONTRACT

Medical Library Association Annual Meeting

Henry B. Gonzalez Convention Center • San Antonio, Texas

Meeting Dates: May 14–19, 2005 • Exhibition Dates: May 15–17, 2005

INSTRUCTIONS: Type this application completing all sections. Mail the application with a check (made payable to Medical Library Association) or credit card information to MLA Exhibits, 36348 Treasury Center, Chicago, IL 60694-6300 or fax to 312-419-8950.

Applications received must include full payment.

Exhibitor(s) will receive a "Guide to Exhibits" information form for inclusion of listing in the official program to be distributed at the exhibition.

Key Contact Name _____

Title _____

Company Name _____

Address _____

City/State/Zip _____

Phone _____

Fax _____

E-Mail _____

Advertising Contact (name) _____

Title _____

Phone _____

Fax _____

E-Mail _____

1 EXHIBIT SPACE RENTAL:

Exhibit space rental will be **\$2,750.00 per 10' x 10' booth**. There is a **\$100 charge for each open corner**. Full payment must be enclosed.

Have you exhibited with MLA before? Yes No

Please specify booth numbers for your choices of exhibit space in order of preference.

1. _____ 3. _____ 5. _____

2. _____ 4. _____ 6. _____

Number of Booths X \$2,750.00

AMOUNT \$

Number of Corners X \$100.00

AMOUNT \$

TOTAL AMOUNT \$

**FULL PAYMENT
DUE WITH
APPLICATION**

2 Locate our exhibit NEAR (list company names):

3 Locate our exhibit AWAY from:

4 PAYMENT: Check (payable to Medical Library Association) in the amount of \$ _____

Credit Card: MasterCard Visa American Express

Card # _____

Exp. Date _____

Name as it appears on card _____

Phone _____

Cardholder's Signature _____

5 WE AGREE TO ABIDE BY ALL RULES AND REGULATIONS GOVERNING THE EXPOSITION AS PRINTED ON THE REVERSE SIDE HEREOF AND WHICH ARE PART OF THIS APPLICATION. ACCEPTANCE OF THIS APPLICATION BY THE MEDICAL LIBRARY ASSOCIATION CONSTITUTES A CONTRACT.

Authorized Signature (Exhibitor) _____

Date _____

APPLICATIONS RECEIVED WITHOUT AN AUTHORIZED SIGNATURE AND/OR PAYMENT WILL NOT BE PROCESSED

6 Mail this application to MLA Exhibits, 36348 Treasury Center Chicago, IL 60694-6300 or fax to 312-419-8950.

QUESTIONS? Call Hall-Erickson, Inc., Exhibition Management, 630-434-7779 or e-mail mla@heiexpo.com.

FOR OFFICE USE ONLY

Date Received _____ Ck/Chg _____

Space Assigned _____

Total Due _____ Balance Due _____

MLA Annual Meeting • Exhibit Rules and Regulations

The Medical Library Association, Hall-Erickson, Inc. and their authorized representatives are hereinafter referred to as "Show Management."

Exhibit purpose. The exhibitor represents that the purpose of his or her exhibit is for the education of persons attending the MLA meeting.

Exhibit date, place, and hours. The exhibit's dates, its location, and its hours are indicated in the exhibit *Prospectus*. Show Management reserves the right to make changes in these arrangements. Such changes will be made known to exhibitors as far in advance of the exhibit as possible.

Permissible exhibits. The purpose of the exhibit is to provide a well-rounded educational experience to complement the MLA conference. As such, any unusual exhibit activities must be reviewed and approved by Show Management well in advance of the meeting. Undignified methods of attracting attention will not be permitted. Show Management reserves the right to determine the eligibility of any company or product for inclusion in the exhibit.

Booth rental, payment. Space will be charged at the rates indicated in the exhibit *Prospectus*. This Application for Exhibit Space must be accompanied by full payment. Show Management reserves the right to assign booth space to another exhibitor if full payment of the rental fee is not received by **November 15, 2004**. If an Application for Exhibit Space is received after the supply of space is exhausted, payment will be refunded.

Booth rental, inclusions. All booths are 10' x 10' and include a standard backwall drape 8' high and siderail drapes 3' high, a standard two-line company identification sign (9" x 44"), general overhead illumination, air-conditioning, and 24-hour general security guard service.

Space assignments. Space assignments are solely at the discretion of Show Management. In the case of conflicting requests, exhibit space allocation will be based on the following criteria: whether the exhibitor holds a Patron or Lifetime Patron corporate partnership in MLA, number of booth spaces purchased, date of receipt of the Application for Exhibit Space with payment, and longevity in the show. There are no restrictions on the number of booths purchased by exhibiting firms.

Available services. Show Management's official general service contractor will perform the following services for exhibitors: drayage, storage, equipment moving and erection, furniture rental, booth decoration, signs, etc. Services for telephones, labor (including electrical and carpentry service), and related items shall be made through arrangements contracted by Show Management. Specific information concerning available services will be forwarded by the general service contractor. Payment for services provided to the exhibitors by the contractors is the responsibility of the exhibitors. All services not ordered in advance must be placed through the Exhibitors' Service Desk, which will be maintained in the Hall of Exhibits. Show Management assumes no responsibility or liability for any of these services performed or the materials delivered by the foregoing persons or parties.

Installation of exhibits. The date and hours of installation are listed in the exhibit *Prospectus*. All exhibits must be fully installed by 4:00 P.M., opening day. After this hour, no installation work will be permitted without permission from Show Management. Space unclaimed by the opening hour of the exhibit is subject to reassignment without refund of any portion of the rental fee paid. Show Management reserves the right to make changes in installation hours. Such changes will be made known to the exhibitor as far in advance of the exhibit as possible.

Dismantling of exhibits. The exhibitor agrees not to dismantle the exhibit or to do any packaging or crating of exhibit materials prior to the official closing hours of the exhibit as listed in the exhibit *Prospectus*. Penalty charges will be assessed for exhibit material of any kind remaining in the Hall of Exhibits after 9:00 P.M., closing day.

General restrictions in the operation of exhibits. Show Management reserves the right to restrict any exhibitor for reasons of noise, method of operation, or any reason judged by Show Management to be dangerous or objectionable. Show Management also reserves the right to prohibit or evict any exhibit that is considered to detract from the character of the exhibit as a whole. This general reservation includes persons, things, conduct, printed matter, or anything deemed objectionable by Show Management. In the event of such restriction or eviction, Show Management is not liable for any refund of rental or any other exhibit expenses.

Restrictions in the use of space. All demonstrations, interviews, or other activities such as the distribution of circulars and advertising matter of any kind must be confined to the spatial units of the exhibitor's booth. The exhibitor agrees not to assign, sublet, or apportion the whole or any part of his or her assigned space without prior knowledge and written consent of Show Management. When two or more exhibitors decide to share the same booth, with prior consent of Show Management, an extra

10% will be charged each exhibitor. No exhibitor is permitted to show or display goods other than those manufactured or dealt with in the regular course of business. No firm or organization not assigned exhibit space will be permitted to solicit business in any manner in conjunction with the MLA annual meeting.

Booth construction and arrangement. Show Management will provide and arrange for the erection of draped backgrounds of uniform style. The maximum height of any portion of an exhibit is 8' from the floor. The maximum depth of high side panels (i.e., 4' to 8') is 4' from the back wall for standard booths. These limitations are intended to provide a clear view of neighboring booths. Raw wood or similar materials for wings to booths must be covered or painted if they are visible to adjacent booths. The placing of high equipment must conform to these regulations. Exceptions to the above can be authorized upon request for self-contained island configurations. All booth materials must conform to local fire regulations.

Special visual and sound effects. Audiovisual, sound, and other attention-getting devices and effects are permitted only in the exhibitor's booth and at such decibel intensity as, in the opinion of Show Management, not to interfere with the activities of neighboring exhibitors. The playing of music is prohibited everywhere on the exhibit floor. Operating equipment being demonstrated should not operate at noise levels that are objectionable to neighboring exhibitors. Moving equipment or other apparatus must not create objectionable noise or sound. Audiovisual materials (films, etc.) are permissible, provided that materials used are of educational and informative value to attendees.

Cancellations. Should the exhibitor be unable to occupy and use the exhibit space contracted for, he or she shall promptly notify exhibit management in writing (65 E. Wacker Place, Suite 1900, Chicago, IL 60601-7298). All sums paid by the exhibitor, less a service charge of 50% of the net contract price, will be refunded. No refund or cancellation will be made on or after November 15, 2004.

Agreement for exhibit space. The Application for Exhibit Space, the formal notice of space assignment by the Medical Library Association, and the payment of rental fees constitute a formal contract for the right to use the space allotted, subject to these rules and regulations, which form part of the contract between the exhibiting firm and the Medical Library Association.

Restrictions in scheduling events. The exhibitor agrees not to schedule programs or social or meal functions in conflict with MLA programming or planned events.

Insurance. Show Management will provide perimeter security guard service. However, Show Management shall not be liable for damages or loss to exhibits through theft, fire, accident, or any destructive cause, whether the result of negligence or otherwise. The exhibitor must surrender occupied space in the same condition as it was at the commencement of occupation. The exhibitor shall assume all responsibility for damage to the Hall of Exhibits by reason of his or her exhibit and shall indemnify and hold harmless Show Management for all liability that might ensue from any cause whatsoever arising out of the exhibitor's participation in the exposition or in conference activities. Exhibitors shall insure their own exhibit and display materials.

Fire protection. No combustible decoration, such as crepe paper or tissue paper, shall be used at any time. All packing containers and materials must be flameproof and must not be stored under tables or behind displays. All muslin, velvet, silk, or any other cloth decoration must be flameproof and is subject to applicable fire and safety ordinances enforced by state and/or city authorities. Open flames, butane gas, oxygen tanks, etc., are not permitted. If inspection indicates that any exhibitor has neglected to comply with the foregoing requirements, Show Management reserves the right to cancel the entire exhibit, or parts thereof as may be irregular, with no refund of rental fee or liability for exhibitor expenses.

Union jurisdiction. The services provided to the exhibitors and those contracted for by exhibitors during the convention are under union jurisdiction. All official contractors assigned by Show Management are subject to union regulations. When contracting for labor help, exhibitors are required to employ only from the show's official contractors or recognized contractors with the proper union contracts.

Note. These rules and regulations are part of the contract for space, which becomes effective upon the acknowledgment of the receipt of the Application for Exhibit Space and appropriate deposit by a duly authorized representative of the Medical Library Association. The Medical Library Association reserves the right to make such additional conditions, rules, and regulations as it deems necessary to ensure the success of the exhibit. All amendments that may be so made shall be equally binding on all parties affected by them, as are the original regulations.