

WBC 2016 Exhibition Order Form

August 13–17, 2016 • Sheraton Downtown Denver • Denver, Colorado, U.S.A.

The application properly executed by Exhibitor (signature below) and processed by WBC shall constitute a valid and binding contract. All ASBC and MBAA 2015 sponsors and exhibitors have priority status to reserve booth spaces and sponsorships beginning October 19, 2015 through December 31, 2015. Booth and sponsorship options are open to everyone beginning January 2, 2016.

1. Company Information—Please provide information exactly as it should appear in the program book using upper and lowercase letters. Please print or type.

Company Name _____
Address _____
City _____
State or Province/Country _____ Zip/Postal Code _____
Telephone _____ Facsimile _____
Website _____

2. Exhibit Contact Information—Person to receive further exhibit information.

Name _____
Title _____
E-mail _____

Please complete information below if address is different from company information in item 1.

Company Name _____
Address _____
City _____
State or Province/Country _____ Zip/Postal Code _____
Telephone _____ Facsimile _____

3. Exhibit Placement—Refer to floor plan on WBC website.

Top 3 preferred spaces _____
Please list your major competitors and other considerations for exhibit placement.

4. Exhibition Reservation Fees and Payment Information

- 8 ft x 10 ft Exhibit \$1,950 Payment in full \$ _____
- \$975 Deposit (Balance due on April 4, 2016) \$ _____
- Supplier Session 1/2 hour—\$250 \$ **SOLD** _____
- 1 hour—\$500 \$ **SOLD** _____
- Advance Registration Roster – \$150 \$ _____
- Program Book Ad (see rates on order form) \$ _____
- Yes, please contact us regarding sponsorship opportunities at WBC.

Total \$ _____

Payment Type

Check enclosed, payable to WBC 2016—When you provide a check as payment, you authorize us to use information from your check to make a one-time electronic fund transfer from your account or to process the payment as a check transaction. Funds may be withdrawn from your account the same day we deposit payment and you may not receive your check back from your financial institution.

Charge my credit card—(Balance due on April 4, 2016): VISA MC Am Ex

Card No. _____
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16

Expiration Date (month/year) _____ / _____ Security Code _____

Signature _____

Name of Cardholder _____

5. Contract Agreement

We agree to abide and be bound by the terms, conditions, rules, and regulations of the WBC 2016 exhibition space.

Name (please print) _____

Signature _____



worldbrewingcongress.org

Important Dates

2016

January 31

Deadline for full refund on cancellations

April 4

Balance due

Deadline for 50% refund on cancellations. No refunds offered after this date.

May

Exhibitor Services Kit posted on the website

May 20

50-word company description submission deadline for inclusion in program book. Submit at worldbrewingcongress.org.

Questions?

Contact:
Debi Maines
+1.856.302.0890
debra_maines@AFassanoCo.com

Return form to:

WBC 2016 Exhibit Sales & Sponsorship
c/o A. Fassano & Company
900 Route 168, Suite A2
Turnersville, NJ 08012 U.S.A.

Phone: +1.856.232.2322

Fax: +1.856.232.2312

E-mail:

processing@AFassanoCo.com

FOR OFFICE USE ONLY

Accepted for WBC 2016.

Paid \$ _____

Date Rec'd _____

Time Rec'd _____

Balance Due by April 4, 2016.

WBC 2016 Regulations and Liability Statement

1. Exhibit Space

Includes an 8 ft deep x 10 ft wide piped and draped area with 3 ft drape on side and back rails and 1 company identification sign. The exhibit hall is carpeted this year. Additional furnishings must be purchased via the Exhibitor Services Kit which will be sent in May 2016. There will be only one company represented per exhibit booth (i.e., identification sign, program book exhibitor description, conference signage, website current exhibitors, etc.).

2. Space Assignments

Space assignments will be made in order of when the application is received. WBC reserves the right to rearrange the floor plan and/or relocate any exhibit. WBC has the right to enforce any and all portions of these rules and regulations. In interpreting these rules and policies, particular attention will be given to preserving the professional and educational nature of the exhibit.

3. Admission

Entrance to the exhibit area is by WBC 2016 name badge only. Each exhibit is entitled to one (1) free registration. Additional attendees from exhibiting companies must register at the Exhibitor Registration rate.

4. Exhibit Shipping, Set Up and Staffing

Exhibit shipments CANNOT be shipped directly to the hotel and must go through the official decorator. Exhibitors must have their 2016 booth set up prior to the opening of the show. Move-in and move-out times for exhibitors and the decorating company will be strictly adhered to so that additional rental charges are avoided. Exhibitors must staff their exhibit space at all times during the exhibit hours. Failure to adhere to the above will cause forfeiture of space. No refunds on space will be made after April 4, 2016, and WBC will have the right to use the space for whatever purpose they deem appropriate.

5. Fire and Safety

All exhibits or portions thereof, must fully comply with applicable health, fire, and safety regulations. No combustible decorations, such as crepe paper, tissue paper, confetti, cardboard or corrugated paper, shall be used at any time. All materials and fluids which are flammable must be kept in safety containers. Open flames, butane gas, oxygen tanks, etc., are not allowed without the written permission of the Fire Prevention Bureau.

6. Conduct in Exhibition Area

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 area. Canvassing, solicitation of business or the use of advertising materials or signs by firms other than those who have contracted for space is prohibited. The distribution by exhibitors of circulars, catalogs, or other advertising materials for firms which are not exhibitors is prohibited. Exhibits cannot have items or structures taller than 4 ft. in the front half of their linear booth space unless prior approval is given. Items cannot obstruct the view of other exhibits. WBC 2016 has the right to decline or prohibit any display or portion thereof which in the opinion of the WBC 2016 Exhibit Manager is not proper in keeping with the character of the exhibition. WBC 2016 may restrict displays which, because of noise, acts, odors, costumes, gimmicks, method of operation, materials or for any reason, become objectionable to the exhibition. In the event of such restriction or eviction, WBC 2016 is not liable for any refunds or rentals or other exhibit expense.

7. Food and Beverage Samples

Sample size food and beverage is allowed, however, exhibitors must work through the venue's exclusive caterer.

8. Contests, Games, Raffles, and Lotteries

Exhibitors may not offer or give attendance, door, or other similar prizes in the exhibition space or adjacent area. Contests, lotteries, raffles, and games of chance are prohibited. All "giveaways" shall be of a nominal monetary value and in keeping with the nature of a scientific and professional meeting, unless prior written approval by show management.

9. Care of Building and Equipment

Nothing shall be posted, tacked, nailed or screwed or otherwise attached to columns, walls, floor, or other parts of the building or furniture. Exhibitors will be responsible for any damage to persons or property caused by reason of their exhibits, employees, agents, or servants.

10. Display Guidelines

If an exhibitor plans to install a display (custom, pop-up, or table-top), no part of the display may project out of the exhibit space so as to obstruct the view of adjacent exhibit space. No exhibit, or its contents, may exceed a back wall height of eight feet (8'). Side wall height restrictions are as follows: the exhibit cannot exceed a height of eight feet (8') within three feet (3') from the back wall. The remaining exhibit height cannot exceed the height of three feet (3'). Raw wood, cardboard, or similar materials for "wings" to displays must be covered or painted if they are visible to the adjacent exhibit booth.

- No sidewalls or counters may exceed 48" in height, except in the back 1/3 of the booth. Backgrounds and display material are limited to 8' in height and must not protrude from the back wall more than 48". Each exposition booth will consist of 3' side drape and 8' back drape.
- No exposition booth may span an aisle by roofing or floor covering. Exposed or unfinished sides of Exhibit Booth background must be draped to present an attractive appearance. The decorator, with the approval of the Society, will provide draping deemed necessary and charge the exhibitor accordingly. The aisles are the property of all exhibitors. Space must be left within each exhibit area to absorb the viewers.

Displays may consist of equipment, services, materials, and products (within limitations stated elsewhere on this form) of interest to the WBC 2016 registrants. Questions? Contact: Debi Maines, +1.856.302.0890, debra_maines@AFassanoCo.com.

11. Cancellations, Indemnification, Subletting

This application shall become a binding contract between the parties hereto upon its acceptance by WBC 2016. It is understood and agreed that in the event of the cancellation of WBC 2016 or in the event the space assigned to the exhibitor is, in the opinion of WBC 2016, rendered unusable by any cause, casualty, or occurrence, then and thereupon this Agreement shall terminate and the exhibitor shall pay for said space only up to the time of said termination, pro rata, and the exhibitor hereby waives any claims for damages or compensation should this Agreement be so terminated. Exhibitor agrees to protect, indemnify, and hold harmless WBC 2016 from any and all liability, loss, damage or expense resulting from the exhibitor's use of the exhibition space. This Agreement and the rights herein granted to the exhibitor may not be assigned or otherwise disposed of or encumbered by the exhibitor without the written consent of WBC 2016.

Cancellation: Cancellations must be made in writing and sent via email to A. Fassano & Company at exhibits@AFassanoCo.com. Cancellations received prior to January 31, 2016 will receive a full refund minus a \$200 process fee. Cancellations from January 31 to April 4 will receive a 50% refund of monies paid to date minus a \$200 processing fee. No refunds will be given after April 4, 2016. If final payment is not received by the due date, WBC reserves the right to reassign the space and Exhibitor will forfeit any monies received.

12. Insurance and Liability

Insurance by exhibitors must be obtained at their own cost and expense. WBC 2016 and its agents and employees assume no risk and by the acceptance of this agreement the exhibitor expressly releases them of and from any and all liability for any damage, injury, or loss to any person or goods, from any cause whatsoever. All property shipped to and from the venue or drayage firm by the exhibitor for installation or display is the sole responsibility of the exhibitor. It is recommended that exhibitors obtain adequate insurance coverage, at their own expense, for property loss or damage and liability for personal injury.