



# EXHIBIT SPACE AGREEMENT

Annual Convention and Trade Show

May 1-3, 2012 • Atlantic City Convention Center, Atlantic City, New Jersey

Atlantic Region Energy Expo, hereafter referred to as Show Management, is hereby requested and authorized to reserve exhibit space for our use during the Annual Convention and Trade Show to be held at the Atlantic City Convention Center, Atlantic City, New Jersey. It is understood and agreed that all space will be assigned on a first-come, first-served basis, and that Show Management reserves the right to assign exhibitors to the best alternate space in the event that all of the first four choices are already reserved and to make reasonable shifts in location for the benefit of the exhibitor or the betterment of the exhibition.

Our preference for space is as follows:

Booth(s): 1st Choice \_\_\_\_\_ 2nd Choice \_\_\_\_\_  
 3rd Choice \_\_\_\_\_ 4th Choice \_\_\_\_\_  
 Truck(s): 1st Choice \_\_\_\_\_ 2nd Choice \_\_\_\_\_  
 Trailer(s): 1st Choice \_\_\_\_\_ 2nd Choice \_\_\_\_\_  
 Sales Pit Presentation (Cost \$125): \_\_\_\_\_ See schedule at areetradeshow.com

Booth Costs:	
10'X10' Booth .....	\$1475
10'X10' Corner Booth .....	\$1675
10 x 20 Island (2 corner) .....	\$3350
20 x 20 Marquee .....	\$5900
20 x 30 Marquee .....	\$8850
Truck Space .....	\$2025
Trailer Space .....	\$3025

We agree to comply with the Show Information and Policies printed on the reverse side of this contract and made a part hereof. At least 50% of the total price of requested space must be submitted with this form by October 31, 2011 with the balance due by January 16, 2012. Entire payment may be enclosed if you so desire. **Make check payable to Atlantic Region Energy Expo.**

Please provide an up to 35 word description of your business/product/service that will appear on areetradeshow.com:

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Our Booth Identification Sign should read as follows (Company Name, City, State):

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Company website: (for complimentary hotlink) \_\_\_\_\_

Please check your product and service category for listing:

- |  |  |  |   |  |
|--|--|--|---|--|
| <input type="checkbox"/> Accounting/Consulting           | <input type="checkbox"/> Energy Supplier             | <input type="checkbox"/> Insurance                   | <input type="checkbox"/> Signage                    | <input type="checkbox"/> Thermostats                     |
| <input type="checkbox"/> Accounts Receivable/Collections | <input type="checkbox"/> Environmental Services      | <input type="checkbox"/> Lighting                    | <input type="checkbox"/> Software, Computers        | <input type="checkbox"/> Tire Chains                     |
| <input type="checkbox"/> Additives                       | <input type="checkbox"/> Equipment Maintenance       | <input type="checkbox"/> LP Gas Equipment            | <input type="checkbox"/> Solar                      | <input type="checkbox"/> Trade Association               |
| <input type="checkbox"/> Air Conditioning Equipment      | <input type="checkbox"/> Financial Services          | <input type="checkbox"/> Marketing                   | <input type="checkbox"/> Spill Control Products     | <input type="checkbox"/> Trade Publication               |
| <input type="checkbox"/> Biofuels                        | <input type="checkbox"/> Financing                   | <input type="checkbox"/> Meters                      | <input type="checkbox"/> Stair-Climbing Hand Trucks | <input type="checkbox"/> Trading & Risk Management       |
| <input type="checkbox"/> Business Forms                  | <input type="checkbox"/> Fuel Cards                  | <input type="checkbox"/> Petroleum Equipment         | <input type="checkbox"/> Storage Tanks              | <input type="checkbox"/> Transportation, Hazardous Waste |
| <input type="checkbox"/> Controls                        | <input type="checkbox"/> Fuel Management Systems     | <input type="checkbox"/> Plumbing and Heating Supply | <input type="checkbox"/> Tank Accessories           | <input type="checkbox"/> Venting Systems                 |
| <input type="checkbox"/> Credit Card Processing          | <input type="checkbox"/> Gasoline Containment System | <input type="checkbox"/> Portable Structures         | <input type="checkbox"/> Tank Monitoring            | <input type="checkbox"/> Wireless Logistics & Controls   |
| <input type="checkbox"/> Diesel Exhaust Fluid            | <input type="checkbox"/> Geothermal                  | <input type="checkbox"/> Pump Manufacturer           | <input type="checkbox"/> Tank Protection            | <input type="checkbox"/> Wholesale Distributor           |
| <input type="checkbox"/> DOT Compliance Services         | <input type="checkbox"/> Health Benefits             | <input type="checkbox"/> Recycling                   | <input type="checkbox"/> Tank Trucks/Parts          | <input type="checkbox"/> Wholesale Marketer              |
| <input type="checkbox"/> E-Commerce                      | <input type="checkbox"/> Heating Equipment           | <input type="checkbox"/> Service Station Products    | <input type="checkbox"/> Testing Equipment          | <input type="checkbox"/> Other _____                     |

Main Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Signature \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

Mail your completed contract and deposit to:  
**Atlantic Region Energy Expo, 66 Morris Avenue, Suite 1B, P.O. Box 477, Springfield, NJ 07081-0477**  
**Phone: 973-467-1400 Fax: 973-467-4066**

For Office Use Only:	Booth/Truck Space (s) _____
Account # _____	Sales Pit _____
Invoice Amount _____	Deposit Received/Check #: _____

# SHOW INFORMATION AND POLICIES

## Space Reservations

Exhibitors can reserve space by completing the contract form. Mail to the Atlantic Region Energy Expo, 66 Morris Avenue, Suite 1B, P.O. Box 477, Springfield, NJ 07081-0477. You will receive a copy back as acceptance by AREE and confirmation of space assigned to your firm after this form is completed by Show Management. You will also receive information on drayage costs, electrical, signage, audiovisual and florist service, etc., at a future date.

## Space Allocation and Payment

Booth space allocation is according to previous participation, the preference of exhibitors, number of spaces, and date of receipt of request. A non-refundable minimum deposit of 50% of total price of requested space must accompany all reservations by October 31, 2011. Any remaining balance must be paid no later than January 16, 2012. If booth space is cancelled on or before January 16, 2012, 50% of the total booth fee will be refunded. Cancellation after January 16, 2012 obligates the exhibitor to full payment of the exhibit space fee. Show Management will release all space not subscribed to by October 31, 2011 to those waiting for space that were not exhibitors at AREE 2011.

## Exhibit Hours

Wednesday, May 2 – 10:00 a.m. – 5:00 p.m.  
Thursday, May 3 – 9:30 a.m. – 12:30 p.m.

## Aisle Space

All aisle space is under the control of AREE and shall not be used to exhibit, for solicitation of business or for demonstration purposes.

## Exhibit Restrictions

Show Management reserves the right to determine eligibility of an exhibit for inclusion in AREE 2012. The Show Management reserves the right to remove or eliminate any objectionable exhibits, persons, advertisements, souvenirs, or any other feature or action which might harm or impair the high standards of the Atlantic Region Energy Expo, the Atlantic City Convention Center or the participating trade associations.

No construction in exhibit area shall exceed eight feet in height and any construction in excess of four feet in height must be kept within three feet of back line of exhibit space. Any variation to height restrictions must be pre-approved by Show Management at thirty (30) days prior to Trade Show opening. All exhibit materials used in the exhibit area must conform with the fire regulations of Atlantic City Convention Center. Nothing can be affixed to the convention hall walls. Truck exhibitors must conform with the rules and regulations of the Atlantic City Convention Center.

Any exhibitor offering food and/or beverage sampling must be approved in advance. The Center maintains an exclusive Food and Beverage Department with Ovations Food Service. All arrangements for food and beverage should be contracted directly with the Food & Beverage Department.

Helium balloons are permitted in the Center only when they are securely anchored to exhibits. Exhibitors will be charged a fee for the removal of balloons that rise to the ceiling. Balloons may not be given away or sold.

## Exhibit Shipping Instructions

AREE has made arrangements for the handling of your exhibit equipment with AEX Convention Services. Whether you use their services completely or have your exhibit delivered to the Convention Center at show time, AEX Convention Services will be available if you require their services. Exhibitors can unload and reload their own vehicle at the designated loading dock area provided they utilize their own hand trucks, and they utilize no motorized lift equipment, and the vehicle is no larger than a panel van. AREE does not provide security to watch over your materials when you leave to park your vehicle which cannot be left at the loading dock, and suggest that another person accompany you to watch over same until your return.

## Installation and Dismantling

NO ERECTION OF EXHIBITS WILL BE PERMITTED DURING THE HOURS WHEN THE EXHIBITION AREA IS FORMALLY OPEN.

Exhibits will be set up during the following hours:

Tuesday, May 1, 2012 – 8:00 a.m. – 7:00 p.m.

Wednesday, May 2, 2012 – 7:00 a.m. – 9:00 a.m.

Exhibits will be dismantled during the following hours:

Thursday, May 3, 2012 – 12:30 p.m. – 6:00 p.m. All exhibits must be removed from the trade show area by 6:00 p.m. on the evening of May 3, 2012. Any booth, truck or equipment left on the floor will be moved to a storage area at the exhibitor's expense.

NO DISMANTLING OF EXHIBITS WILL BE PERMITTED UNTIL THE TRADE SHOW IS FORMALLY CONCLUDED.

## Booth Equipment and Services

Booth rental will include an 10' x 10' (single) space, 8' high backdrop, 3' side rails, sign with Exhibitor's name, city and state. Aisles will be cleaned continually throughout the exhibit hours. Other special cleaning services can be contracted by placing an order at the service desk. Arrangements have been made with AEX Convention Services to provide, at your expense, any additional booth equipment you may need. Their representative will be on site. Exhibitor kits will be available from the AREE website.

## Truck Exhibitors

All trucks must strictly adhere to the rules set forth in the conditions outlined in the information package sent to each truck exhibitor. All vehicles must pass a vapor sniffer test to be eligible to exhibit in the Trade Show. If a vehicle fails the test, it will forfeit its opportunity to exhibit in the show. No refunds will be made.

A fee of \$75 will be imposed if any Truck Exhibitor has failed to disconnect their vehicle's battery.

A drip pan, required by the Atlantic City Convention Center, will be provided by Show Management to each truck exhibitor and must be placed under the engine of each vehicle.

All drivers of truck vehicles that have been displayed must be at show site by 11:30 am on Thursday, May 3, 2012 to be ready to move the vehicle out at the show closing.

## Security

After exhibit hours, the Exhibit Area will be secured. The exhibitor must have an attendant in charge of this exhibit each day during the hours the Exhibit Area is open.

## Liability

### A. EXHIBITOR'S EXPRESS LIABILITY; INDEMNIFICATION

In consideration of the payment of all fees set forth in the Exhibit Space Contract to which this Show Information and Policies is a part, the Exhibitor is entitled to the limited use of the assigned booth space. Such use shall not be considered a joint venture, partnership or agency by and among the Exhibitor, Show Management and the participating trade associations. The Exhibitor agrees to assume full and complete responsibility for any injury, damage or liability to any person(s) or property caused by any condition, whether defective, dangerous or otherwise, created by the Exhibitor, its employees, servants or agents or by any apparatus, structure, equipment, furniture or fixture placed upon or brought into the premises by the Exhibitor, its employees, servants or agents in connection with the use of the Exhibit Space.

Exhibitor hereby agrees to indemnify and hold harmless Show Management, the Atlantic City Convention Center and the participating trade associations from any and all claims, losses, liabilities, fines or suits by or in favor of anyone whomsoever and from and against any and all costs and expenses, including reasonable legal fees, arising from or in connection with the negligent and/or intentional acts or omissions of the Exhibitor, its employees, servants or agents or from the Exhibitor's installation, removal, maintenance, occupancy or use of the exhibition premises.

### B. SHOW MANAGEMENT'S LIMIT OF LIABILITY

In case the premises of Atlantic City Convention Center is destroyed or damaged, or if the show fails to take place as scheduled or is interrupted and/or discontinued, or access to the premises is prevented or interfered with by reason of any strike, lockout, injunction, act of war, terrorism, act of God, emergency declared by any governmental agency or by Show Management, or for any other reason, Show Management may, in its sole discretion, relocate the site of the show or terminate this contract. In the event of show relocation or termination, the exhibitor hereby waives any and all damages and claims for damages against Show Management or Atlantic City Convention Center. In the event of termination of the contract, the exhibitor agrees that the sole liability of Show Management shall be to return to each exhibitor his space payment less his prorata share of all costs and expenses incurred and committed by Show Management.

The Show Management, Atlantic City Convention Center and AEX Convention Services are not responsible for any injury or damage to any exhibitor or to exhibitor's employees, servants, agents or property, or for loss by fire, theft, water damage, delay or any cause whatsoever while exhibits and merchandise are in transit or any cause whatsoever while exhibits and merchandise are in transit to and from the Trade Show or while in the building. Further, Show Management provides no assurance, guaranty or warranty with respect to any exhibitor's business expectations as to show attendance, reception or potential marketing success.

Exhibitor acknowledges that Show Management, the Atlantic City Convention Center and participating trade associations do not maintain insurance coverage for Exhibitor's property or injury to Exhibitor, its representatives, employees, servants, agents or invitee.

All exhibitors are required to maintain insurance coverage, at exhibitor's own expense, including comprehensive general liability and property damage. Evidence of insurance must be provided to Show Management.