



**MAIN EVENT EXHIBITOR and SPONSORSHIP AGREEMENT**  
**November 14-17, 2017 • Exhibit Dates: November 15-16, 2017**  
**Bahia Mar Fort Lauderdale Beach • Fort Lauderdale, Florida**

**CONTACT INFORMATION**

Company (As you wish it to appear in all promotional materials) \_\_\_\_\_  
 Primary Contact (Primary contact receives all event information) \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone (\_\_\_\_\_) \_\_\_\_\_ Ext \_\_\_\_\_ Fax (\_\_\_\_\_) \_\_\_\_\_  
 Email (Will be used by Brainstorming Management Only) \_\_\_\_\_  
 Description of products/services to be displayed \_\_\_\_\_

**SPONSORSHIPS** (If you've elected a sponsorship opportunity that's already been reserved by someone else, we'll contact you personally.)

Sponsorship in \_\_\_\_\_ \$ \_\_\_\_\_  
 Sponsorship in \_\_\_\_\_ \$ \_\_\_\_\_  
 Sponsorship in \_\_\_\_\_ \$ \_\_\_\_\_

**EXHIBITS**

**\$2,750**  **Tabletop Exhibit** (6' skirted table) \$ \_\_\_\_\_

**EXHIBIT OPTIONS (Please select your preferred exhibit day)**

Exhibit Day: Wednesday \_\_\_\_\_ Thursday \_\_\_\_\_

**TOTAL AMOUNT OF AGREEMENT: \$ \_\_\_\_\_**

Signature on the agreement signifies the company representative has read, understands and agrees to the terms and conditions of Multifamilypro's Brainstorming Sessions™ 2017 (on page two of the agreement).

Exhibitor's/Sponsor's Signature \_\_\_\_\_ Date \_\_\_\_\_  
 Accepted by Multifamilypro \_\_\_\_\_ Date \_\_\_\_\_

**PAYMENT** A deposit of at least 50% must accompany this agreement to reserve your exhibit or sponsorship at the rates above. Balances must be received no later than 09/15/17.

<input type="checkbox"/> Credit Card Orders <b>Amount to Charge \$</b>		<input type="checkbox"/> Check Enclosed <b>Please make checks payable to Multifamilypro.</b>	
<input type="checkbox"/> MasterCard Exp. Date	<input type="checkbox"/> Visa Exp. Date	<input type="checkbox"/> AMEX Exp. Date	
Credit Card Number (16 Digits for Visa or MasterCard /15 digits for AMEX)		Security Code (3-4 digits on back of Visa and MasterCard or front of AMEX)	
Street Address		Credit Card Billing Zip Code	
Card Holder Name (Please Print)		Card Holder Signature	

**EXHIBIT SPACE LOCATION PREFERENCE**

Once the room layout has been finalized you will be emailed for your preferences. (All preferences will be considered but not guaranteed. Management will notify you of your location within the Main Event room by return e-mail. Space will not be assigned until deposit payment is received and not secured until payment in full is received. All assignments are made according to Sponsorship status and order in which contracts are received.)

**Sign and return this agreement along with your deposit to Multifamilypro via:**

Email: [barbie@multifamilypro.com](mailto:barbie@multifamilypro.com), Fax to 727.940.5819 or Mail to Multifamilypro, 35246 US Hwy 19 N, #259, Palm Harbor, FL 34684  
 Fax 727-940-5819 • Phone 727-940-5211 • E-mail info@multifamilypro.com • Web site www.Multifamilypro.com

**Initial the Terms and Conditions on the back**

## BRAINSTORMING 2017 Terms & Conditions

1. **Contract for Space.** The Exhibit Space/Sponsorship Application, the formal notice of room assignment Multifamilypro, hereinafter referred to as Management. These Rules and Regulations and any subsequent rules and regulations adopted by Management with regard to the Brainstorming event constitute a contract for the right to exhibit/sponsor at the event. All matters regarding these Rules and Regulations and exhibitor's compliance therewith shall be determined by Management in its sole and absolute discretion. Each Exhibitor/Sponsor, for themselves and their employees, agrees to abide by these conditions, it being understood and agreed that the sole control of the exhibit area rests with Management.

2. **Character of Exhibits.** With this agreement, the exhibitor/sponsor hereby agrees to provide an "experiential" exhibit that will give attendees the opportunity to interact in a meaningful way with the company's product(s)/service(s). Management reserves the right to reject any exhibit that we deem inappropriate or inconsistent with the goals of Multifamilypro's Brainstorming Sessions™. This reservation includes persons, things, conduct, printed matter, souvenirs, catalogs and all other things, which affect the character of the Show. Exhibitors have the right to engage attendees in their exhibit experience, distribute catalogs, souvenirs and all other matter from only the space occupied by them.

3. **Sponsorships.** Automatic first right of refusal for sponsorships is given to companies that sponsored the same item or opportunity at the last event. Specific deadlines may apply. Management must approve all sponsorship recognition including, but not limited to, introductions, presentations, signage, handouts and giveaways. Management reserves the right to modify or cancel, at its discretion, any sponsorship opportunity at any time. Management will not be liable for cancellations made by speakers or entertainment of a sponsored event. Management may, at its discretion, replace any speaker or entertainment with what it deems to be comparable talent. There will be no competitive company or category competitive company or category lockouts on any event. Unless expressly authorized by the Management, the Sponsor will have no creative input into the production of any sponsored opportunity.

4. **Promotions.** Exhibitors/Sponsors agree to support the success of the event by sharing news of their participation with clients/contacts.

5. **Service Provided.** In exchange for payment in full for the exhibit space contracted by the exhibitor, Management will provide the following for each exhibit: a 6'x2' skirted tabletop, 2 chairs and a wastebasket for display as leased. All telephone, high-speed Internet, audio-visual, or electrical requirements relative to your Exhibit or Sponsorship area must be arranged directly with the appropriate agent prior to the event, and will be charged to you directly. Contact information will be provided to you upon receipt of your agreement and deposit via our Exhibitor Kit.

6. **Payment for Space/Sponsorship.** A deposit of at least 50% of the total price must accompany this agreement in order to reserve your exhibit/sponsorship. We must receive the balance of your agreement fee no later than September 15, 2017. Reservations not paid in full by September 15, 2017 will be canceled, and any deposit or partial payment will be forfeited. Agreements received after September 15, 2017 must be accompanied by full payment providing exhibit space/sponsorships are still available. All monies paid shall be retained by Management. In the event the Exhibitor/Sponsor fails to fulfill or violates its contract, or withdraws from the Brainstorming event, the respective exhibit space shall immediately revert to Management.

7. **Cancellation of Exhibit Space/Sponsorship.** Cancellation or failure to exhibit/sponsor will not be cause for a refund, regardless of your contract date; and no part of any payment will be applied to any future agreement. Exhibiting companies that are part of a merger, acquisition, or no longer operating after contracting exhibit space or sponsorship will not be refunded any part of exhibit/sponsorship fee, nor will any amount be applied toward another exhibiting company's exhibit/sponsorship or future year exhibit/sponsorship or outstanding obligation. Exhibit space/sponsorship is non-transferable.

8. **Exhibit Space Assignment/Confirmation.** Space assignment will be made on a first-come, first-serve basis. All spaces will be confirmed upon receipt by Management of a signed Exhibit Space Application, payment in full, and written notification from Management to a company representative of actual exhibit assignment. Any concerns regarding competition or a specific type of exhibitor should be communicated to the Management at the time of application for exhibit space, and will be considered but cannot be guaranteed.

9. **Adjust Exhibit Assignment.** Management reserves the right to adjust exhibit assignments at its discretion to ensure an even flow of traffic or due to floor alterations.

10. **Exhibitor/Sponsorship Information.** Management may use the information supplied by the Exhibitor/Sponsor on the Agreement as part of marketing, advertising and/or other promotional materials.

11. **Move-in/Move-out.** The specific requirements as to time for installation and dismantling of exhibits are detailed in the Exhibitor Kit. All displays must be in place and set up by their assigned time. Management reserves the right to reassign space not occupied or set-up by that time for other purposes, and such reassignment shall not be cause for a refund.

12. **Exhibit Hours** will be on the first, second and third day of the Brainstorming event. Exact hours will be posted by Management prior to show dates. (Hours may be changed at any time at Management's discretion.)

13. **Exhibit Specification.** The height of display for tabletop exhibits shall be limited to the height of 8'. Exhibitors shall confine their display and materials to the top of the tabletop. Management must approve in writing any display that exceeds these specifications. Exhibit items may not extend beyond the area that you've reserved. Failure to comply will result in removal of unauthorized items from the Exhibit, and will not be cause for a refund.

14. **General Restrictions.** (a) Exhibitor shall not in any manner indicate that a Management endorsement or approval of Exhibitor's product(s) or service(s) has been given by Management merely because Management has allowed such product(s) or service(s) or literature to be displayed at its Brainstorming event; this includes but is not limited to the use of Multifamilypro's Brainstorming Logo. (b) Exhibitors are solely responsible for any damage to hotel property or adjacent exhibits resulting from their display (including, but not limited to: paint, tape, nails, screws, staples, drilling, or tacking anything to the walls, columns, floor, ceiling, or adjoining displays). (c) No visual or audio recording or transmission of Multifamilypro's Brainstorming events may be made by or on behalf of the exhibitor. (d) Exhibitors shall not perform or play/broadcast any music during Multifamilypro's Brainstorming events without written consent from Management and shall indemnify Management, their officers, employees, and agents from and against any loss, damage, claim, liability and expense (including reasonable attorneys' fees) resulting from or arising out of Exhibitor's performance of music during Multifamilypro's Brainstorming events. (e) Management reserves the right to regulate the volume on any and all loudspeakers, radios, television sets and/or musical instruments during exhibit hours. (f) Only one company is permitted to partner and/or occupy each exhibit space. More than one company is not permitted to purchase an exhibit or sponsor together. No Exhibitor/Sponsor shall assign, sublet or apportion the whole or any portion of the allotted exhibit, nor exhibit therein;

any literature or display other than that produced or distributed by the Exhibitor/Sponsor in the regular course of his/her business. Exhibitor/Sponsor personnel must be representative(s) of the contracting company. Contracting company must be company exhibiting. Companies with separate divisions operating under different names must purchase separate exhibit space. No exhibitor or sponsor shall permit any other corporation or firm or its representatives to share in the benefits of his sponsorship. Co-participation by any other corporation or firm or its representatives in space assigned to the original applicant is not allowed. Partner companies should purchase their own exhibits/sponsorships, and we will make every endeavor to locate exhibits adjacent or nearby. Promotion of your company shall not extend beyond your entitlement as an Exhibitor or Sponsor, and is expressly prohibited while participants are engaged in Brainstorming. Facilitators and staff are empowered to remove from any table of Brainstormers an Exhibitor or Sponsor representative who engages in overt product or service promotion. This may result in your company's inability to participate in future events.

(g) Firms and representatives of firms not assigned exhibit space are prohibited from soliciting business in any form, including but not limited to handing out business cards or promotional material in the exhibition area. Violators of this prohibition will be promptly ejected from the show without refund. (h) Exhibits shall be shown only in the assigned areas or as allowed in conjunction with your sponsorship(s). Neither exhibitors nor non-exhibitors who are affiliated in any way with our industry shall be permitted to display or distribute articles, equipment, or information concerning products and/or services in the event hotel from the Monday prior to the Brainstorming event through the final day of the event. (i) The use of any public area outside of the exhibit area for the display of products and/or services or demonstrations or the distribution of circulars, samples or other material is strictly prohibited (j) Exhibitor shall not use or permit the exhibit area to be used in conflict with any law, ordinance, rule or regulation of any governmental authority; in any manner which constitutes waste or nuisance; or any manner which causes injury to the Hotel. (k) Promotion of products and services in relation to Brainstorming, including pre-event contact with participants and dissemination of any item that promotes your company or any other during the event, shall be confined to the promotional opportunities offered or expressly approved by Management or included with your sponsorship. (l) In the interest of the success of the event, the exhibitor agrees not to extend invitations, call meetings, or otherwise encourage or cause absence of attendees or exhibitors from the event or exhibit areas during any activity affiliated with the event. Any group function involving Brainstorming participants must receive prior approval from Management. (m) Submission of this signed contract indicates your agreement to read and abide by the procedures expressed in the Brainstorming Exhibitor Kit that will be provided to you. Submission of this contract also indicates your agreement to inform all of your participating employees of all of the above terms and conditions. (n) Representatives of industry supporting vendor and supplier companies may not register as Brainstorming attendees until their company is a contracted exhibitor (and has abided by the terms and conditions of this contract). We identify representatives of Industry Supporting Vendor companies as those who represent organizations or partnerships of two or more persons that serve the industry beyond a purely consultative basis (i.e. providing tangible goods or services, electronic advertising included). Individuals who serve primarily as independent consultants (but not secondarily to their role as an employee of an Industry Supporting Vendor company) are considered exempt from this "Exhibitor's Only" rule for Brainstorming registration. Management reserves the right to cancel attendee registrations associated with your exhibitor status at any time should you fail to abide by the terms of this contract, and such cancellation shall not be considered cause for a refund.

15. **Default.** If this contract is breached by the Exhibitor/Sponsor, they will not be permitted to participate and will be subject to eviction without refund. No waiver of any breach of these rules shall be held to be a waiver of any subsequent breach.

16. **Union Rules.** Exhibitors are expected to comply with the union requirements in effect for the location of the Brainstorming events. Additional information from the decorator will be included in the Exhibitor Service Kit.

17. **Labor.** Exhibitors agree that labor used in erecting their exhibits shall not cause stoppage or injury to Multifamilypro's Brainstorming event or any other visitor.

18. **Guard Service.** Management will not assume responsibility for damage to, loss or theft of property of the exhibitor, the exhibitor's agents, employees or guests. If guard service is needed it should be provided by and at the cost of the exhibitor.

19. **Americans with Disabilities Act.** Exhibitor agrees to comply with all applicable provisions of the Americans with Disabilities Act (the "ADA") and shall indemnify Management, their officers, and employees from and against any loss, damage, claim, liability and expense (including reasonable attorneys' fees) resulting from or arising out of exhibitor's failure to comply with the provisions of Management and allegations of exhibitor's failure to comply with provisions of the ADA.

20. **Force Majeure/Show Cancellation.** In the event the Hotel or any part of the exhibit/sponsor area thereof is unavailable whether for the entire event, or portion of the event as a result of wind, fire, flood, tempest or any other such cause or as a result of governmental intervention or regulation, military activity, malicious damage, acts of war, strike, lockout, labor dispute, riot or any other cause or agency over which Management has no control, or should Management deem in necessary because of any such cause to cancel, postpone, or resite the event or reduce the exhibit/sponsor time, Management shall not be liable to indemnify or reimburse the Exhibitor/Sponsor in respect of any damage or loss, direct or indirect, arising as a result thereof.

21. **Laws Applicable.** This contract shall be governed by the laws of the State of Florida.

22. **Amendments.** Management reserves the right to make reasonable changes in the foregoing rules, exhibit hours, sponsorship times and move-in/move-out arrangements. All rules and regulations are subject to the terms and conditions contained in any agreement with the Hotel and should be expressly incorporated into any such agreement. Any and all matters not specifically covered by the preceding rules and regulations, and the policies and requirements set forth in the Exhibit Space Confirmation, invoice, notices, and Exhibitor Kit shall be determined by Management in conjunction with the event, in their sole discretion. Management shall have the full power to interpret, amend, and enforce these rules and regulations, provided any amendments, when made, are brought to the notice of the Exhibitor/Sponsor. Each Exhibitor/Sponsor, for itself and its employees, agrees to abide by the foregoing rules and regulations and by any amendments or additions thereto in conformance with the preceding sentence.

23. **Penalties.** Failure to comply with any of these rules can result in ejection from the event, or being prohibited from exhibiting/sponsoring in future Multifamilypro's Brainstorming events. Penalty is at the sole discretion of Management and will not be cause for a refund.

Return both pages of this agreement

Initials: \_\_\_\_\_