



American Studies Association
PO Box 19966, Baltimore, MD 21211-0966
Email: annualmeeting@theasa.net
URL: <https://theasa.net/>

2021 Virtual Booth Contract and Application

Annual Meeting Dates: October 11-14, 2021

Company Information

(Company name, address, and website as it will appear in publications)

Company Name: _____

Street Address: _____

City, State, Zip, Country: _____

Website to be published: _____

Main Booth Contact Name (Contact to receive booth communication): _____

Contact Phone: _____ Contact Email: _____

Booth Prices

Standard Virtual Booth Price \$1,000

Non-profit Virtual Booth Price* \$500

*ASA approved 501c(3) organizations only. University Press Publishers are not approved for this space.

Sponsors will receive discounted virtual booth pricing. Inquire for details.

Your booth space includes:

- 3 virtual registrations
- Company product category listing with logo, contact information and description
- Ability to include sales collateral PDFs and video
- Dedicated exhibit hall hours and ability to set private appointment hours
- Opportunity to offer giveaways
- Links to your social media feed
- Analytics on attendees who took an action while they visited your booth so you may follow up with them

Total number of booth space(s): _____

Cost per booth space: _____

Total cost of booth space(s): _____

Booth Payment Terms

Return this application and contract with proof of payment of the entire cost of the virtual exhibit space requested. Exhibitors agree to observe the regulations on the reverse side, which are hereby acknowledged to be a part of this application and contract.

100% of booth payment is due with contract _____

Credit card payment for the full amount of \$1,000 per booth made at our secure payment site: _____

<https://asa.press.jhu.edu/asa/exhibitors>

Apply payment from cancelled 2020 exhibit: _____

Selling of Merchandise

Sales of merchandise is allowed. However, it will be the responsibility of the Exhibitor to ensure they follow the applicable sales tax regulations for the City, County, State in which the exhibitor's company is located.

Cancellation

All cancellations must be submitted in writing to the ASA Exhibits Manager via e-mail at: annualmeeting@theasa.net.

Any exhibitor who cancels all their virtual booth space after September 1, 2021, will forfeit and pay to ASA, as liquidated damages, a sum of money equal to 100% of the full price of said exhibitor's virtual booth space. In the event of a default by the exhibitor, as set forth in the previous sentence, the exhibitor shall forfeit as liquidated damages, the amount set forth above, regardless of whether Show Management enters into a further lease for the space involved. Cancellation requests must be submitted in writing to the Exhibits Manager.

Authorization

All applications must be signed to confirm booth reservations. By signing, we the exhibitor agree to abide by all rules and regulations governing the exposition as printed on the Virtual Exhibitor Hall Rules and Regulations document.

Products or services exhibited must be pertinent to the attendees' professional interest. ASA reserves the right to restrict who may exhibit at the virtual conference and exhibit sales activities that it deems inappropriate or unprofessional. In addition, ASA reserves the right to prohibit any company, association, or entity from exhibiting at the virtual conference who has products or services that compete with the products and services ASA provides. If found in violation, an exhibitor may be asked to leave the conference and no refund will be provided.

Authorized Signature:

Title: _____ Date: _____

Please sign and email your contract as a PDF attachment to the ASA Conference Director, Email: annualmeeting@theasa.net. A counter-signed copy will be returned to you. If paying by check, make payable to the American Studies Association and send to American Studies Association, PO Box 19966, Baltimore, MD 21211-0966. FEIN #237083450.

ASA 2021 VIRTUAL EXHIBITOR RULES AND REGULATIONS

Show Management

The virtual exhibition is organized and managed by ASA. Any matters not covered in these Rules and Regulations are subject to the interpretation of the ASA Board of Directors and the ASA Executive Director or his or her designee, and all exhibitors must abide by their decisions. Exhibitors must comply with the policies and procedures set forth by Show Management. Show Management shall have full power to interpret, amend, and enforce these rules and regulations, provided any amendments, when made, are brought to the notice of exhibitors. Each virtual exhibitor, for him/herself and their employees, agrees to abide by the foregoing rules and regulations and by any amendments or additions thereto in conformance with the preceding sentence.

Rates, Deposits and Refunds

Virtual exhibit space will be rented at the rates listed on the application form. No application will be processed, without payment in full. Space must be paid in full at the time of booking. All sales are final, and no refunds will be granted on the virtual exhibition space. Additionally, Exhibitors who chose to reduce their virtual exhibit space presence will not be refunded the package difference.

Failure to Occupy Virtual Space

Space not occupied by the time designated by Show Management will be forfeited by exhibitors and their space may be resold, re-assigned or used by the exhibit management without refund.

Arrangement of Virtual Exhibits

The show management reserves the right to inspect the quality of the appearance of each virtual booth prior to beginning of the virtual event.

Virtual Booth Design

Each exhibitor will be provided with a link to the official Virtual Exhibitor Guidelines. All virtual booth space must be arranged and constructed in accordance with the guidelines, provisions, and limitations contained in the Virtual Exhibitor Guidelines. If, in the sole opinion of Show Management, any virtual exhibit fails to conform to the Virtual Exhibitor set up guidelines or the provisions set forth herein, such exhibit will be prohibited from functioning at any time during the virtual event.

Subleasing of Virtual Space

Virtual exhibitors may not assign, sublet, or apportion to others the whole or any part of the virtual space allocated, and may not display goods or services other than those manufactured or regularly distributed by them.

Virtual Exhibitor Conduct and Relevance

All virtual exhibit booths will be to serve the interest of the ASA members and must be pertinent to the attendees' professional interests. ASA reserves the right to restrict virtual exhibit sales to potential exhibitors it deems inappropriate or unprofessional. Exhibits will be operated in a way that will not detract from other exhibits, the exhibition, or the meeting.

Virtual Exhibitor's Personnel

Virtual Exhibitors are prohibited from sharing badges with anyone that is not officially registered for the conference. Violating this condition may result in loss of admittance for the person(s)

sharing the badge. Each exhibit must be fully operational and staffed during the open exhibit hours as defined in the Virtual Exhibitor Guidelines by exhibitor personnel. Booths should be manned by company specialists who are qualified to discuss details of their company's products or services.

ASA Event Conduct Policy

Exhibiting companies and booth personnel agree to review and adhere to all policies set forth in these rules and regulations.

Virtual Handout Materials

Virtual promotional giveaways and exhibit prize raffles will be permitted. All hand-out materials are expected to be of a professional nature. ASA reserves the right to disallow any material that they believe to be inappropriate.

Liability and Security

ASA makes no warranty expressed or implied, that measures will avert or prevent loss of access occurrences with may result in loss of virtual platform access. Each exhibitor must make provisions to have the correct and compiling bandwidth, etc. The Exhibitor understands that the virtual platform provider does not maintain insurance covering the virtual Exhibitor loss of access. The exhibitor will hold ASA, its Board, members, staff, and representatives, Show Management, and the virtual platform provider harmless from all damages, loss or liability of any kind whatsoever resulting from the lack of access.

Trademarks

ASA will be held harmless for any trademark, trade name, copyright or patent infringement on any virtual materials belonging to or distributed by any exhibitor.

Violations

Violation of any of these Rules and Regulations by the exhibitor of his/her employees or agents shall at the option of ASA forfeit the exhibitor's right to occupy virtual space and such exhibitor shall forfeit to ASA all monies paid or due. Upon evidence of violation, ASA may take possession of the virtual space occupied by the exhibitor and may remove all persons and goods at the exhibitor's risk. The exhibitor shall pay all expenses and damages that ASA may incur thereby.

Contact

For questions or more information, please contact: ASA Exhibits Manager, annualmeeting@theasa.net