



APPLICATION AND CONTRACT FOR EXHIBIT SPACE  
 THE ATLANTA APARTMENT ASSOCIATION TRADE SHOW  
**COBB GALLERIA CENTRE**  
**WEDNESDAY APRIL 12, 2023**



**AGREEMENT** dated this \_\_\_\_\_ day of \_\_\_\_\_, 20 \_\_\_\_\_ by and between \_\_\_\_\_

(hereinafter called the "Exhibitor") and the Atlanta Apartment Association, Inc.

- In accordance with the following terms, conditions and regulations governing the exhibits at the 2023 Trade Show, the undersigned hereby makes application for exhibit space(s) which when accepted in writing by Atlanta Apartment Association becomes a contract. Please note further conditions on back of this contract.
- Is the company a first time exhibitor in the AAA Trade Show? YES / NO
- Please read all conditions and regulations on back side before making application.**
- Number of Booths Requested: \_\_\_\_\_ [ Total price for space \$ \_\_\_\_\_  
(Without Discount) (Refer to Price Block Below) ]
- Choices for locations are as follows:  
 1st Choice - \_\_\_\_\_ 2nd Choice - \_\_\_\_\_ 3rd Choice - \_\_\_\_\_ 4th Choice - \_\_\_\_\_
- Description of your company's business and service: \_\_\_\_\_
- Referring Committee Member (if applicable): \_\_\_\_\_
- The Following information **MUST** be completed. Invoices for any remaining balance will be emailed.

\_\_\_\_\_  
 Firm or Organization Name as it will appear in all Trade Show Literature and signage.

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

\_\_\_\_\_  
 Representative in charge of booth

\_\_\_\_\_  
 Telephone

\_\_\_\_\_  
 Telephone

\_\_\_\_\_  
 Billing Email Address

\_\_\_\_\_  
 Contact Email Address

**Signature** \_\_\_\_\_ **Title** \_\_\_\_\_

**PAYMENT INFORMATION**

Check enclosed payable to: Atlanta Apartment Association Check # \_\_\_\_\_ Amount \_\_\_\_\_

Charge my credit card for  Deposit only  Full price of booth

Name on card \_\_\_\_\_

Card # [ ][ ][ ][ ] - [ ][ ][ ][ ] - [ ][ ][ ][ ] - [ ][ ][ ][ ] Expiration Date [ ][ ] / [ ][ ] CCID# [ ][ ][ ][ ]

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

Signature \_\_\_\_\_

Please fill out this application and return the original to: **ATLANTA APARTMENT ASSOCIATION**

**8601 Dunwoody Place, Suite 318 • Atlanta, GA 30350-2509**

**Telephone (770) 518-4248 • Fax (770) 518-4373 • Email events@atl-apt.org • Web www.atl-apt.org**

**TRADE SHOW BOOTH PRICES**

\$1300 PER 10 X 10 MID-AISLE LOCATION  
 \$1450 PER 10 X 10 CORNER LOCATION  
 \$1550 PER 10 X 10 PREMIUM  
 \$1600 PREMIUM CORNER LOCATION

\$3100 PER 10 X 20 ISLAND LOCATION  
 \$3300 PER 10 X 20 PREMIUM LOCATION  
 \$4600-\$5300 PER 20 X 20 ISLAND LOCATION  
 (price dependent on location)

- Exhibitors must be a member in good standing to exhibit. Refer to #5 on back side.
- A 50% DEPOSIT MUST ACCOMPANY ALL APPLICATIONS SUBMITTED BEFORE JANUARY 31, 2023.
- AFTER JANUARY 31, FULL PAYMENT MUST ACCOMPANY ALL APPLICATIONS.
- DISCOUNTS OF \$50 PER COMPANY ARE AVAILABLE ONLY IF BOOTHS ARE PAID IN FULL WITH APPLICATION BY JANUARY 31, 2023.
- PAYMENT IN FULL MUST BE RECEIVED BEFORE JANUARY 31, 2023 OR ALL DEPOSIT(S) WILL BE FORFEITED AND BOOTH(S) WILL BE RESOLD.** The Association may elect at its discretion not to resell the booth by accepting a late payment of \$100 per company after January 31 to be paid in full by February 15.

**FOR ATLANTA APARTMENT ASSOCIATION OFFICE USE ONLY**

Accepted by \_\_\_\_\_ Date \_\_\_\_\_

Trade Show Coordinator

Assigned Booth No.(s) \_\_\_\_\_ Total Price for Space \$ \_\_\_\_\_

- 1. Part of Contract:** These rules and regulations are a part of the contract for space. Atlanta Apartment Association reserves the right to render all interpretations and decisions should questions arise, and to establish further regulations as may be deemed necessary for the general success and well-being of the Show. Atlanta Apartment Association's decisions and interpretation shall be accepted as final in all cases.
- 2. Date:** Wednesday, April 12, 2023. Location: Exhibition Halls A, B, C, Cobb Galleria Centre, Two Galleria Parkway, Atlanta, GA 30339 Time: 1:00 p.m. until 5:30 p.m.
- 3. Exhibit Space:** Atlanta Apartment Association will provide exhibit space as indicated in this Contract and official floor plan insofar as possible, but reserves the right to make any changes necessary in case of emergency or in the best interest of the Show. Atlanta Apartment Association reserves the right to decline or prohibit any exhibit which in its judgment is out of character for the Show, this reservation being all-inclusive as to persons, things, printed matter, products and conduct. Children under 16 will not be allowed to enter the Show.
- 4. Application for, Assignment and use of space:** The show is held for the purpose of educating people involved in the multi housing industry about relevant products and services available. Space will be assigned in the order that fully executed applications, accompanied by the required deposit, are received. Atlanta Apartment Association reserves the right to accept or reject any signed application tendered to it. No exhibitor may assign, sub-let or apportion its space in whole or in part, nor exhibit any products or services other than those manufactured or handled in the normal course of its business and described in the application, nor permit any agent, or any non-exhibiting firm to solicit business or take orders in its space.
- 5. Payment for Space Cancellation: All deposits are non-refundable and non-transferable. Only Associate members in good standing may exhibit.** Full payment for exhibit space must be made by January 31, 2023. If full payment for exhibit space is not received by January 31, 2023, Atlanta Apartment Association shall have the right to consider this Contract terminated and to retain as liquidated damages all monies paid and to lease space so reserved to another exhibitor. If exhibitor has made payment in full and notifies Atlanta Apartment Association at least 60 days prior to the opening of the Show that it will be unable to exhibit, for any reason, Atlanta Apartment Association will attempt to lease the space previously contracted. If Atlanta Apartment Association shall have leased and received payment for all exhibit space in the Show, Exhibitor shall be refunded all monies paid, less deposit which shall be retained by Atlanta Apartment Association as liquidated damages. Atlanta Apartment Association reserves the right to cancel Contract, should exhibitor disregard any rules or regulations of the Show or for other due cause. In the event Atlanta Apartment Association shall enforce such right, all monies paid by Exhibitor shall be retained by Atlanta Apartment Association as liquidated damages.
- 6. Installation and Removal of Exhibits:** Exhibits may be set up between the hours of 9 a.m. and 5 p.m., Tuesday, April 11, 2023 All exhibit installation must be completed by 5 p.m. Tuesday, April 11, 2023 so as to permit time for the aisles to be carpeted before the Show opens. Carpet in booth areas shall be securely taped by Exhibitor. Where Exhibitor fails to or inadequately tapes down individual booth carpeting, the Official Service Contractor will do so and charge the Exhibitor. Exhibits may be dismantled between the hours of 8 a.m. and 12 noon, Thursday, April 13, 2023. The Exhibition Hall must be vacated by 12 noon, Thursday, April 13, 2023. Any exhibits or materials remaining in the Exhibition Hall after 12 noon, Thursday, April 13, 2023 may be (1) returned to the Exhibitor by truck freight at the Exhibitor's sole risk and expense or (2) deemed abandoned and discarded by Atlanta Apartment Association. No installing, dismantling, rearranging, repairing, servicing, removing or supplementing of exhibits will be permitted during Show hours without permission of Atlanta Apartment Association.
- 7. Official Service Contractor:** The Official Service Contractor will be determined by the Atlanta Apartment Association. Booth furnishings, including tables, chairs, etc. will be provided on a rental basis through the Official Service Contractor. Exhibitors will be provided with a service contractor's kit by the Official Service Contractor.
- 8. Booth Dividers and Background:** All booths will be provided with 8' high background drapes, 33" high side and 7"x44" sign indicating the booth number and company name of exhibitor. **All booths must be carpeted or have some type of floor covering.** The floor covering must not present any hazards and must extend to the aisle where it will join the aisle carpeting. Any booth not meeting these requirements will be carpeted by the Service Contractor at the exhibitor's expense. In keeping with the uniformity of the Show, Exhibitors must use the backdrop drapes provided by Atlanta Apartment Association.
- 9. Exhibit Limitations:** Exhibitors shall not display or place any product, sign, partition, apparatus, shelving, or other construction which extends more than 8' above the floor or more than 4' forward from back wall of the booth. Booths may not extend over 8' high and 4' forward without prior approval of Atlanta Apartment Association. Exhibits that exceed these dimensions will be limited to certain booth numbers. All signage must be professionally done or exhibitor will be asked to remove them. Exhibits of a nature that obstruct the view and interfere with the privilege of other exhibitors, or which because of noise of any other reason become objectionable, may be required to be modified, moved or removed at the discretion of Atlanta Apartment Association. No interference with the light or view of other exhibitors will be permitted. All food and beverages must be ordered through the official catering service of the Galleria Centre (770) 955-8000. Alcoholic beverages will not be served to anyone under the legal drinking age, Exhibitors must not serve alcoholic beverages without first presenting a Certificate of Insurance in advance to the Atlanta Apartment Association office.
- 10. Noise and Sound:** Musical instruments, radios, sound motion picture equipment, record players, televisions or any other noise creating device or amplifying systems shall be operated only at a level which will not interfere with other exhibitors or add unduly to general acoustic inconvenience. The only public address system permitted at the Show will be maintained by Atlanta Apartment Association.
- 11. Special Utility Requirements:** Exhibitors with special requirements should consult with Atlanta Apartment Association prior to selecting their booths to assure availability of needed utilities in their locations.
- 12. General Regulations:** Drawings for prizes may be conducted by exhibitors within their exhibit areas if done in a dignified manner. Decals, stickers, balloons, and animals are prohibited in the Galleria Centre. The use of flammable substances or decorative materials is prohibited. All decorative fabrics must be flameproof. Exhibitor accepts full responsibility for compliance with all local and state safety regulations.
- 13. Indemnification and Insurance:** Exhibitor specifically agrees to indemnify and hold harmless both Atlanta Apartment Association and the Galleria Centre from any and all liability and expenses, including reasonable attorney fees, for personal injury and property damage or loss arising from or in connection with the use by Exhibitor of its exhibit space or its activities in connection therewith. Exhibitor will, if requested by Atlanta Apartment Association, furnish certificate of comprehensive general liability insurance coverage including broad form CGL endorsed providing limits of \$1,000,000 combined single limit bodily injury property damage which may be incurred by Exhibitor from whatever cause.
- 14. EXHIBIT AREA RENDERED UNTENABLE:** If exhibit area is rendered untenable or destroyed by fire or Acts of God, or if exhibit activities are precluded by labor disputes, or if causes beyond the reasonable control of Atlanta Apartment Association in any way preclude or limit the Show or Exhibitor's participation in the Show, Atlanta Apartment Association will not be liable for performance under the contract.
- 15. POSTPONEMENT:** Should an event occur beyond the control of the Atlanta Apartment Association ("AAA") which makes it impossible to hold the trade show on the designated and the AAA postpones the date to a subsequent date, then vendors shall accept the new date and AAA shall have no liability to vendors for such postponement. All deposits shall remain non-refundable, subject to the provisions of Section 5.