

# Book and Trade Fair

## STANDARD EXHIBIT SPACE APPLICATION AND CONTRACT

CAA 108TH Annual Conference in Chicago, February 12-15, 2020

Between the Exhibitor:

\_\_\_\_\_ and CAA.  
Company Name as you want it to appear in conference program listings.

### BOOTH PRICES AND PAYMENT – All standard booths are 8' deep x 10' wide

FIRST STANDARD BOOTH \$ \_\_\_\_\_ First standard booth \$1,400: Corner \$1,500  
ADDITIONAL BOOTH(S) \$ \_\_\_\_\_ Additional booths \$1,300  
HALF STANDARD BOOTH \$ \_\_\_\_\_ Half standard booth \$800  
TOTAL \$ \_\_\_\_\_  
50% DEPOSIT \$ \_\_\_\_\_

BALANCE due by December 6, 2019 \$ \_\_\_\_\_

Booth prices do not include the cost of furnishings, electrical, internet or drayage.

BOOTH CHOICE: Review floor plan and choose in order of preference. If your choices are already assigned, you will be assigned a booth close to those selected. (1) \_\_\_\_\_ (2) \_\_\_\_\_ (3) \_\_\_\_\_

**PRIORITY DEADLINE FOR APPLICATIONS IS OCTOBER 31, 2019**

**FINAL DEADLINE FOR APPLICATION CONTRACT AND FULL PAYMENT IS DECEMBER 6, 2019.**

Make checks payable to the College Art Association. Checks must be drawn from a US bank in US dollars.

Visa, MasterCard, American Express and Discover are accepted.

\_\_\_\_\_  
CREDIT CARD NUMBER

\_\_\_\_\_  
EXPIRE DATE

\_\_\_\_\_  
AUTHORIZED SIGNATURE, **PLEASE PRINT AND ALSO SIGN**

\_\_\_\_\_  
CVV NUMBER

\_\_\_\_\_  
CONTACT NAME TITLE

\_\_\_\_\_  
ADDRESS

\_\_\_\_\_  
CITY STATE ZIP

\_\_\_\_\_  
TELEPHONE FAX

\_\_\_\_\_  
EMAIL ADDRESS

\_\_\_\_\_  
COMPANY WEBSITE

### BOOTH SIGN / PROGRAM LISTING IMPORTANT: HOW YOU WANT TO BE LISTED

Exhibitor agrees to this contract for the use of the Exhibit Hall, and is bound by the Terms and Conditions set out in the preceding pages, and to any amendment thereto by CAA. Exhibitor agrees to the booth location assigned by CAA unless Exhibitor rejects such location within fourteen (14) days of notification by CAA.

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

NAME \_\_\_\_\_ TITLE \_\_\_\_\_

TELEPHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

NOTE: This document, when signed by CAA, constitutes a binding legal agreement. By the above signature, the individual represents and warrants that he/she is duly authorized to execute this binding contract on behalf of Exhibitor and that all terms and conditions of the Contract (pg. 24-26) are understood and accepted.

Accepted by CAA; \_\_\_\_\_ DATE \_\_\_\_\_

**Return this form to Paul Skiff, CAA 50 Broadway, 21st Floor, New York, NY 10004 FAX: 212-627-2381**

**Email: [pskiff@collegeart.org](mailto:pskiff@collegeart.org)**

# Book and Trade Fair

## TABLETOP EXHIBIT APPLICATION AND CONTRACT

### CAA 108TH Annual Conference in Chicago, February 12–15 2020

Between the Exhibitor:

\_\_\_\_\_ and CAA.  
Company Name as you want it to appear in conference program listings.

**TABLETOP PRICES: \$700 Non-member: \$475 CAA Institutional Member**

**TABLETOP EXHIBIT \$\_\_\_\_\_ This price includes one 6 foot table,  
50% DEPOSIT \$\_\_\_\_\_ two chairs, and name sign.**

**BALANCE DUE BY DECEMBER 6,2019 \$\_\_\_\_\_**

The tabletop price does not include the cost of electrical, internet or drayage services.

BOOTH CHOICE: Review floor plan and choose in order of preference. If your choices are already assigned, you will be assigned a booth close to those selected. (1)\_\_\_\_\_ (2)\_\_\_\_\_ (3)\_\_\_\_\_

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CVV NUMBER

\_\_\_\_\_  
CONTACT NAME TITLE

\_\_\_\_\_  
ADDRESS

\_\_\_\_\_  
CITY STATE ZIP

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TELEPHONE FAX

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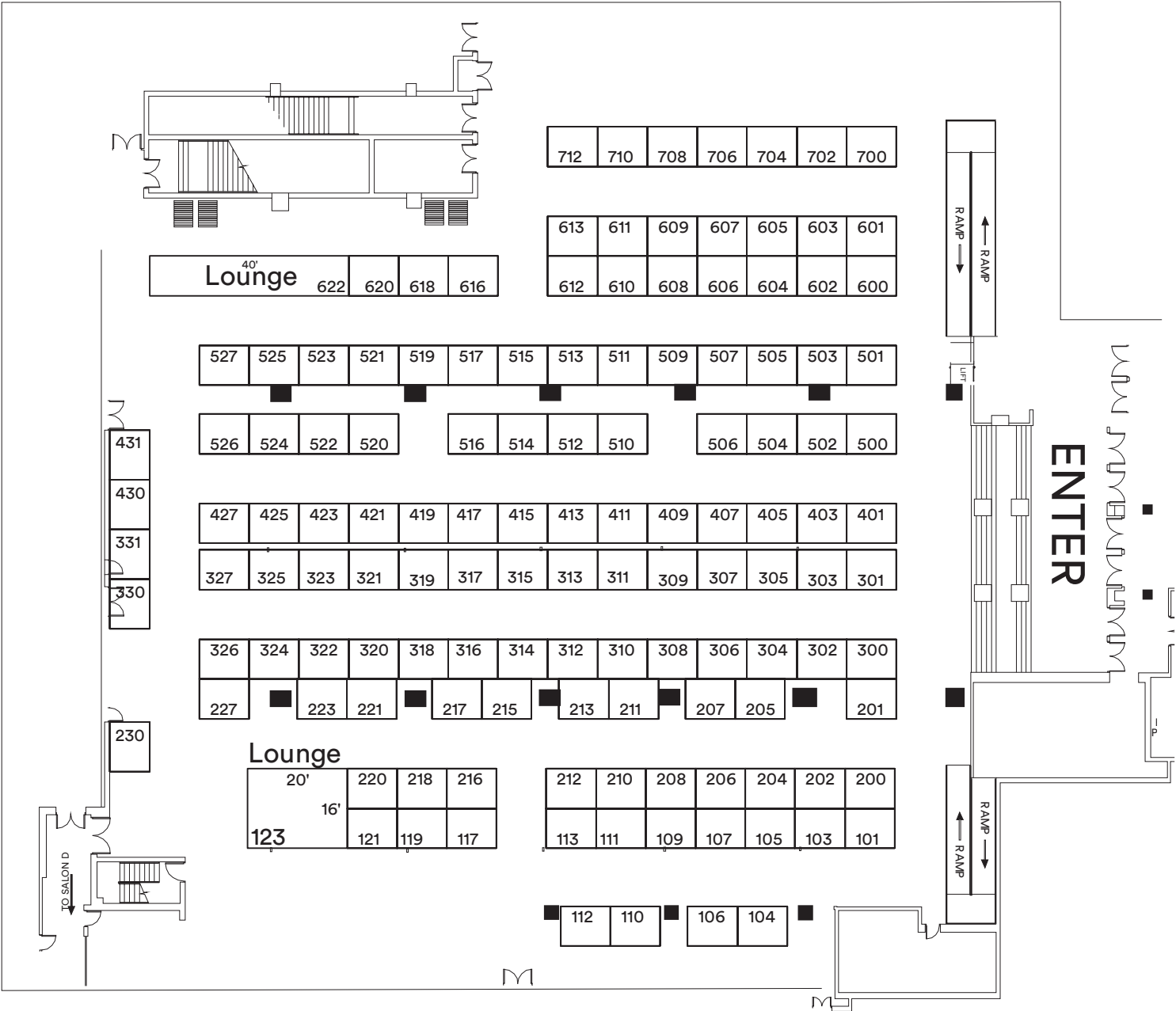
**Return this form to Paul Skiff, CAA 50 Broadway, 21st Floor, New York, NY 10004 FAX: 212-627-2381**

**Email: [pskiff@collegeart.org](mailto:pskiff@collegeart.org)**

# BOOK AND TRADE FAIR FLOOR PLAN

## SALON A, Lower Level, Hilton Chicago

### 720 South Michigan Ave.



## **ESTIMATED ADDITIONAL SERVICE COSTS IN THE EXHIBIT HALL DRAYAGE**

Advance shipments crated: \$174.50/ per cwt with a 200 lbs. minimum charge. Direct shipments crated: \$182.75/ per cwt with a 200 lbs. minimum charge. Small package shipment of 30 lbs. maximum weight is \$45.00.

## **INTERNET AND ELECTRICAL**

### **Internet:**

There will be free WiFi suitable for text-based messaging but may not support other high bandwidth purposes. For higher bandwidth service there are several options:

### **Standard WiFi (up to 3Mb/s):**

\$165 per day if ordered before January 28, 2020. \$205 after January 28, 2020.

### **Superior WiFi (up to 6Mb/s):**

\$328 per day if ordered before January 28, 2020. \$510 after January 28, 2020.

### **Wired Internet (up to 3Mb/s):**

\$408 per day if ordered before January 28, 2020. \$510 if ordered after January 28, 2020.

All orders for internet service require a \$100 one-time labor fee for set up and strike plus \$24 for technical support and 9% Chicago transaction tax.

**Electrical Standard Outlet:** \$225 plus \$101 per hour labor charge for installation.

Full details of the above services and costs will be included in the Exhibitor Service Kit that will be sent to all exhibitors by the show contractor, Freeman Exhibit Services. For first time exhibitors Freeman also offers dedicated special assistance for preshow ordering, labor, shipping, navigating the online service process and calculating costs. Please remember, ***Standard Exhibit Booth prices do not include booth furnishings***. Furniture, lighting, booth accessories, and any additional draping or signs are the sole responsibility of the exhibitor and may be ordered in advance from Freeman Exhibit Services.

**QUESTIONS about installation, furniture, equipment, and drayage should be directed to Freeman Exhibit Services at telephone: 773-473-7080;**

**Email: [FreemanChicagoES@freemanco.com](mailto:FreemanChicagoES@freemanco.com)**

## **CONFERENCE HOTEL**

The Hilton Chicago Hotel is the official hotel of the conference where we have negotiated the lowest CAA conference discount rates in the past six years for you. [Book a room](#). Single or double rooms start at \$169.00, the lowest rates for comparable accommodations in the immediate area. Full details are listed on our conference website under the heading Hotels and Travel. Full information will also be sent to you after we receive your application.

## **CONTACTS**

### **DIRECT YOUR QUESTIONS REGARDING EXHIBITS TO:**

Paul Skiff

Assistant Director for Annual Conference

212-392-4413

FAX: 212-627-2381

[pskiff@collegeart.org](mailto:pskiff@collegeart.org)

## **DIRECT YOUR QUESTIONS REGARDING SPONSORSHIPS TO:**

Alison Chang  
CAA Interim Director of Communications, Marketing, and Membership  
212-392-4401  
[achang@collegeart.org](mailto:achang@collegeart.org)

## **DIRECT YOUR QUESTIONS REGARDING ADVERTISING TO:**

Veken Gueyikian  
Nectar Ads  
718-302-9800  
veken@hyperallergic.com  
<https://nectarads.com>

## **CAA CONFERENCE EXHIBITS CALENDAR**

**Thursday, October 31, 2019** Priority application deadline for Book and Trade Fair exhibitor applicants. Take advantage of your standing in the priority points system and apply by this deadline to receive the most favorable location in the exhibit hall.

**Tuesday, November 12, 2019** First round of booth and tabletop assignments; confirmation packages mailed.

**Friday, November 15, 2019** Final deadline for sponsorship visibility packages and full payment.

**Friday, December 6, 2019** Final deadline for Book and Trade Fair applications and full payment; all remaining confirmation packages mailed.

**Tuesday, January 7, 2020** Deadline to submit names of exhibitor staff for complimentary registration.

### **Wednesday, February 12, 2020**

9:00a.m. - 6:00 p.m., Exhibitors pick up registration packages and badges.  
Load in and set up in Exhibit Hall.

**February 12–15, 2020** Exhibits open to conference attendees.

9:00 a.m.–6:00 p.m., Thursday and Friday.

9:00 a.m.–2:30 p.m., Saturday.

**Saturday February 15, 2020** Last day of exhibits.

2:30–6:00 p.m. Exhibitor dismantle and load out.

## **CONTRACT**

### **Character of Exhibits and Promotion and Sale of Merchandise**

The purpose of the Book and Trade Fair exhibit (the “Exhibit”) at the CAA Annual Conference is to complement the program of the Annual Conference. Within this philosophy, it is expected that the Exhibitor will market their products or services to their fullest worth and stimulate future sales of merchandise. While retail sales are not expressly prohibited, the nature of the show is better suited to the distribution of promotional material and the taking of orders to be processed at the close of the conference or at some future date. If the Exhibitor intends to sell and deliver merchandise directly to attendees, it is the sole responsibility of the Exhibitor to obtain the necessary

permits from the City of Chicago and to collect and remit any taxes due for any and all items sold.

### **Use of Exhibits**

Only official Exhibitors are permitted to represent products and services at the Exhibit. Solicitations by any other company or person are strictly prohibited. The distribution of promotional material or canvassing by the Exhibitor is restricted to the Exhibitor's own booth space and designated areas only. Nothing shall be attached to any surface of the exhibit hall. Distribution of promotional gummed stickers or labels is strictly prohibited. At the sole discretion of CAA, designated contractors, or the Hilton Chicago, anything deemed necessary or proper for the protection of the building, equipment, or furniture will be required, and these provisions will be the responsibility of the Exhibitor.

### **Conference Registration**

Exhibitors purchasing Standard Exhibit Booths or Tabletop Exhibits are provided with two complimentary conference registrations for the first standard booth or table and one for each additional booth (or one per Half Standard Exhibit Booth), providing access to conference sessions and non-ticketed special events. Exhibitors may purchase additional registrations at the discounted CAA member rate.

Exhibitors may request four Exhibit Hall Only badges for individuals staffing book and trade fair booths or tables. A limited number of Exhibit Hall Passes are also available for Exhibitors' clients and guests. These badges and passes are good for admission to the Exhibit Hall only and are not valid for any other conference event. Forms for submitting the names of booth personnel and additional guests are included in the confirmation package sent subsequent to application.

### **Exhibit Space**

Exhibits must be confined to the booth limits as indicated on the floor plan. No special signs, booth construction, apparatus, lighting fixtures, etc., will be permitted above 8-feet high; the maximum height along the side wall, including the display of books and products, may not exceed 60 inches for the first 5 feet from the aisle. Interference with the light or space of other Exhibitors is not permitted. Noisy or objectionable equipment, devices, or materials producing unpleasant or noxious smells are not permitted. It is the Exhibitor's responsibility to keep sound levels within the confines of the booth area.

Exhibitors who fail to adhere to this clause may be asked to leave the Exhibit without any refund of fees or compensation for expenses.

### **Space and Rental Fees**

#### **STANDARD EXHIBIT SPACE**

The Application and Contract for the use of Exhibit Space provides for an 8-foot x 10-foot standard draped exhibit booth only. An identification sign carrying the Exhibitor's name and booth number is provided at no extra cost. A fee of \$ 1,400 for the first standard exhibit booth and \$1,300 for each additional standard exhibit booth will be charged for rental of exhibit space. *Prices do not include booth furnishings, electrical service, internet service or drayage.*

## TABLETOP EXHIBIT SPACE

The Application and Contract for use of the Tabletop Exhibit space provides for space to accommodate one 6-foot-long table and two chairs only. An identification sign carrying the Tabletop Exhibitor's name and location is provided at no extra cost. An exhibit space rental fee of \$700 is required for Tabletop Exhibits. This fee includes the furnishings of one draped 6-foot table and two chairs. Electrical, internet and drayage costs are not included in the Tabletop Exhibit fee.

### **Payment**

A 50% deposit of the exhibit booth fee, payable with the Application and Contract, is required to reserve space at the Exhibit. The balance is due December 6, 2019. Should an Exhibitor fail to pay the balance by such date, CAA reserves the right to consider, at its sole discretion, said failure to be a cancellation of the Contract. Late payments may be subject to additional interest charges. Under such circumstances, CAA shall have the absolute right to sell, utilize, or otherwise dispose of Exhibitor's space in any manner deemed appropriate without any liability to CAA. Failure to make full payment or to otherwise comply with the contract or these terms and conditions may be deemed by CAA to constitute cancellation of the Contract, and Exhibitor may forfeit its deposit in cancellation and refunds. All cancellations must be in writing and will become effective upon receipt by CAA. If Exhibitor cancels prior to December 6, 2019, CAA will refund Exhibitor's deposit less a \$175 cancellation fee. After that date, no refunds will be made. Any money forfeited and any cancellation fees, are acknowledged by Exhibitor to constitute liquidated damages and are not applicable to future CAA Exhibits.

If the Exhibit is canceled by CAA, or for reasons beyond CAA's control, CAA shall refund Exhibitor's fees. Exhibitor waives and shall not be entitled to any other reimbursement or compensation which might arise by reason thereof.

### **Exhibit Space Assignment**

Exhibitor agrees to accept CAA's assignment of exhibit space unless Exhibitor gives formal notification within 14 days of assignment. If Exhibitor gives such notice within the 14-day period and mutually satisfactory space cannot be arranged within the 14-day period, Exhibitor will receive a full refund of deposit. CAA will assign booth location at its sole discretion. CAA reserves the right to alter the exhibit floor layout in any way it deems necessary, assign space based on other considerations, and change Exhibitor's locations at CAA's sole discretion. For exhibit space applications received by Thursday, October 31, 2019, CAA will assign booth space according to a point system, with the exception of certain booths reserved for Exhibitors participating at a sponsorship level. Sponsorship booths will be assigned for sponsor applications received before Thursday, October 31, 2019, with preference given to Exhibitors that have a standing in the point system, according to that system. Sponsorship applications received after Thursday, October 31, 2019, will be assigned sponsorship booths on a first-come, first-served basis. For all booth assignments, first considerations will be given to companies with the most points accumulated over years of supporting CAA, exhibiting at the Annual Conference, and advertising in the *Conference Program* and CAA publications. Points are accumulated as follows: Exhibitors receive three points for each year represented at the Exhibit since 1996;

an additional point is earned for each booth space rented in excess of one per year. Additional points are earned for each page of advertising in the Program and CAA's publications, *Art Journal*, *The Art Bulletin*, and CAA News.

Applications received after Thursday, October 31, 2019, will be assigned booth locations on a first come, first-served basis.

### **Exhibit Hall Furnishing and Management**

CAA has designated Freeman Exhibit Services as the official show decorator. Questions about installation, furniture, equipment, and drayage should be directed to Freeman Exhibit Services telephone: 773-473-7080 email: FreemanChicagoES@freemanco.com

Furniture, lighting, booth accessories, and any additional draping or signs are the sole responsibility of the Exhibitor and may be ordered in advance from the official decorator.

No combustible decoration such as crepe paper, tissue paper, cardboard, or corrugated paper shall be used at any time. All packing containers, excelsior, and wrapping paper (which must be flame-proof) are to be removed from the floor and may not be stored under tables or behind displays. All muslin, velvet, silken, or any other cloth decoration must stand a flameproof test. All flammable materials and fluids are to be kept in safety containers. Open flames, butane gas, oxygen tanks, etc., are not permitted without the permission of the Hilton Chicago Hotel. Decorations, signs, banners, etc., may not be affixed in any way to any surface in the exhibit halls. Adhesive badges, stick-on decals, or any other type of adhesive items will not be permitted in the facility.

Work is not permitted on exhibits during official hours of the Exhibit. **Exhibitor agrees not to dismantle exhibits or begin packing before the official closing hour of 2:30 p.m. on Saturday, February 15, 2020. Dismantling exhibits or packing before the official closing hour will result in loss of the exhibitor's priority points.**

Only authorized Exhibit personnel, Hilton Chicago Hotel and Freeman Exhibit Services personnel, and CAA staff will be allowed in the exhibition area during setup and dismantling. No freight or truck shipments will be accepted by the Hilton Chicago Hotel. Drayage will be handled by Freeman Exhibit Services. Exhibitor will receive a service kit from Freeman Exhibit Services outlining drayage services and fees. Exhibitors are advised to consult with Freeman Exhibit Services to keep exhibiting costs to a minimum and avoid shipping complications.

Information regarding exhibition hall work rules that are applicable in the Hilton Chicago Hotel may be obtained from Freeman Exhibit Services. Arrangements for skilled and unskilled labor can also be made through Freeman Exhibit Services. CAA will provide Exhibit Hall security personnel on a round-the-clock basis from the beginning of installation, at 9:00 a.m. on Wednesday, February 12, through the conclusion of the dismantling at 6:00 p.m., Saturday, February 15. Security personnel, in consultation with CAA, will institute certain procedures to control access to the Exhibit Hall before, during, and after the completion of exhibit hours. It is the obligation of all Exhibitors to adhere to



these procedures to insure the security of individual property. In no way shall the furnishing of such security services be construed as an assumption of obligation or duty by CAA with respect to the protection of Exhibitor's property, which at all times remains the sole possession and custody of Exhibitor, nor does furnishing such services imply any protection or guarantee against losses of any nature. CAA recommends that Exhibitor obtain appropriate insurance coverage to cover losses due to theft or damage. Exhibitor agrees to indemnify, hold harmless, and defend CAA and the Hilton Chicago Hotel and each of the directors, officers, employees, and agents, and their representatives and contractors, against any claims, losses, suits, judgments, expenses or costs, damages, injury or charges to persons or property, governmental charges or fines, and attorney fees arising from, out of, or by reason of any accident or other occurrence to anyone, including Exhibitor, its agents, employees, and business invitees, which arises from, out of, or by reason of Exhibitor's occupancy and use of the Exhibit Hall or part thereof.

In addition, the Exhibitor agrees to strictly comply with all applicable terms and conditions contained in the agreement between Hilton Chicago and CAA regarding the exhibition premises, as well as comply with all laws and regulations of the City of Chicago and all lawful orders of the police and fire departments or any other municipal authority.

Exhibitor expressly acknowledges that CAA and the Hilton Chicago do not maintain insurance covering Exhibitor's property and that Exhibitor has the sole responsibility to obtain, at its expense, business interruption, property damage, and other appropriate insurance covering any losses by Exhibitor.

Exhibitor assumes responsibility and agrees to indemnify and defend CAA and the Hilton Chicago and their respective employees and agents against any claims or expenses arising out of the use of the exhibition premises. The Exhibitor understands that neither CAA nor the Hilton Chicago Hotel maintains insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.

All current and subsequent CAA conditions and regulations are made a part hereof as it is fully incorporated herein. CAA shall have full and exclusive power to interpret, amend, and enforce all such conditions and regulations. These terms and conditions, and the decision and interpretation of CAA shall be final and Exhibitor agrees to abide by such decision or interpretations.

## **Fraudulent Service Providers Advisory – Please read this notice**

Each year at an increasing rate our exhibitors have been targeted by unauthorized or fraudulent offers from companies and individuals offering:

- General contractor services and shipping
- Assistance booking your conference hotel room or direct offers from hotels
- Purchase of the CAA conference attendee mailing list

**You should not respond to any solicitations for these services whatsoever.**

## **Official Service Providers for the CAA 108<sup>th</sup> Annual Conference**

### **General Contractor: Freeman Exhibition Services**

Subsequent to the October 31 exhibitor advance application deadline we will send your final confirmation letter with your booth assignment. Then Freeman will contact you by email to provide you with a password and direct website link to their exhibitor services information. You may also contact Freeman for assistance using their exhibitor telephone help line at: 773-473-7080. You may also contact Freeman via email at: [FreemanChicagoES@freemanco.com](mailto:FreemanChicagoES@freemanco.com)

NO OTHER COMPANY IS AUTHORIZED TO PROVIDE CONTRACTOR SERVICES FOR THE CAA CONFERENCE.

### **Official Hotel for the CAA 108<sup>th</sup> Annual Conference**

Hilton Chicago  
720 South Michigan Avenue  
Chicago, IL 60605  
Reservation website link:

<https://book.passkey.com/go/CAAAttendee2020>

Reservations by phone: (877) 865-5320

NO COMPANY IS AUTHORIZED TO MAKE HOTEL BOOKINGS FOR YOU. NO OTHER HOTELS BESIDES THE HILTON CHICAGO HAVE BEEN CONTRACTED TO OFFER DISCOUNTED HOTEL ROOMS FOR THE CONFERENCE. YOU SHOULD MAKE YOUR OWN RESERVATIONS DIRECTLY THROUGH THE PHONE LINE OR WEBSITE LISTED HERE ABOVE.

### **CAA 108<sup>th</sup> Annual Conference Attendee List**

All exhibitors who will have a complimentary exhibitor registration receive access to a read-only file of the conference attendee list shortly before the conference. This is the only way to access the conference attendee list.

CAA DOES NOT SELL OR OFFER FOR RENT THE CONFERENCE ATTENDEE LIST. CAA DOES NOT ALLOW ANY THIRD PARTY TO SELL OR RENT THE CONFERENCE ATTENDEE LIST. THE ATTENDEE LIST SIMPLY IS NOT FOR SALE. DO NOT RESPOND TO ANY OFFERS FOR THE ATTENDEE LIST!

### **Advertising for the conference website or conference mobile app**

All advertising for the conference is handled by our partner NectarAds. The contact person is:

Veken Gueyikian  
Tel: 718-302-9800

Email: [Veken@hyperallergic.com](mailto:Veken@hyperallergic.com)

NO OTHER AD AGENCY, COMPANY OR INDIVIDUAL HAS BEEN AUTHORIZED TO HANDLE ADVERTISING FOR THE CAA 108<sup>TH</sup> ANNUAL CONFERENCE.

If you do receive solicitations from anyone offering you exhibitor services, hotel accommodations for the conference or purchase of the conference attendee list, please let me know as we would like to do what we can to put a stop to fraudulent offers.

**Do not respond to offers for exhibitor services, hotel room booking or purchase of the CAA conference attendee list.**