



Age + Action

June 17–20, 2019 | Washington, DC



National Council on Aging

EXHIBITOR APPLICATION

AGE+ACTION CONFERENCE

June 17 – 20, 2019 • Renaissance Washington Hotel, Washington, DC

Company Name: _____

Main Contact: _____ Title: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Telephone: _____ E-mail: _____

BOOTH SELECTION:

Standard Booth (8'x10'): ☐ \$1,300

Double Booth (20'x10'): ☐ \$2,500

Government/Nonprofit Rate*

Standard Booth (8'x10'): ☐ \$1,200

Double Booth (20'x10'): ☐ \$2,000

* Please include a copy of your tax-exempt status.

PROGRAM ADVERTISEMENT

☐ \$1,000 Full-Page Color Ad

☐ \$800 Half-Page Color Ad

See ad specs for details (page 2).

MOBILE APP ADVERTISEMENT

☐ \$500 Banner Ad

IMPORTANT DATES

Return completed
commitment form
no later than

June 3, 2019.

Please contact:

Stacy Clift at
stacy.clift@ncoa.org

PAYMENT INFORMATION

Exhibit Cost: _____ + Advertisement Cost: _____ = Total Due: _____

Charge Credit Card: ☐ AMEX ☐ VISA ☐ MasterCard ☐ Discover

Cardholder Name: _____

Card Number: _____ Expiration Date: _____



AD SPECIFICATIONS

CORPORATE LOGO

Acceptable formats: Adobe Illustrator 10.0+, EPS, all fonts changed to art (preferred format); EPS or TIFF, 300 dpi, all fonts changed to art. Logos for the mobile app must be in PNG format. Logos embedded in Microsoft Word or PowerPoint documents will not be accepted.

PROGRAM AD

All ads should be created as four-color process and should include color proof sent via our FTP site.

- Full-page vertical ad, page trim size is 8.5" w x 11" h; allow additional .25" for ad that bleeds, without bleed ad is 7" w x 10" h.
- Half-page horizontal ad, ad size 7" w x 5" h, no bleeds.
- Quarter page vertical ad, ad size 3.5" w x 4.75" h, no bleeds.

MOBILE APP GRAPHICS

All images should be created as a PNG file in each size required and should be sent via our FTP site. Keeping to these dimensions will enhance the image quality across different devices, ensuring no graphic looks pixelated, squashed, or stretched out.

EVENT BANNER AD

Mobile Banner: 640 x 150 pixels
Tablet/Online Banner: 552 x 150 pixels

AD SUBMISSION

- Acceptable Electronic Files: PDF (300 dpi). No other file applications will be accepted.
Ads created in Microsoft Word, Publisher, or PowerPoint will not be accepted.
- Fonts: Supply all screen and printer fonts. Do not use TrueType or Multiple Master fonts.
- Graphics: All supporting graphics must be supplied. These must be EPS or TIFF files at 300 dpi resolution. All embedded graphics should be supplied separately in case the printer needs to edit files for output. Files placed in Illustrator must be EPS or TIFF files (no placed JPEG files). All fonts in graphics should be converted to outlines to ensure no font problems.

ALL ADS WITH PAYMENTS ARE DUE NO LATER THAN MAY 31, 2019.

For any questions or concerns about the event, please contact: **Stacy Clift** at stacy.clift@ncoa.org

To the fullest extent possible, assignment of booth location will be made in the order signed application/conditions forms are received. Final layout of the exhibition area, depending on the number of exhibitors, will be at the sole discretion of exhibition management, which will act in the best interest of the exhibition.

PAYMENT

Exhibit space will be reserved upon receipt of application/conditions form. Payment for reserved space must be made to the NCOA in U.S. dollars. Payment must accompany the application/conditions form and must be received by May 31, 2019. Exhibit space for which payment has not been received by that date may be canceled at the discretion of exhibit management.

FAILURE TO OCCUPY SPACE

Any space not set-up two hours prior to the official opening of the exhibition may be forfeited by the exhibitor and this space may be resold, repositioned, or used by exhibition management without refund, unless arrangements for delayed occupancy have been made with prior approval by exhibition management.

STORAGE AND HANDLING

Exhibitors must arrange for their own storage and handling of any material. All shipping expenses are the responsibility of the exhibitor.

DISPLAY

No exhibitor will advertise or display the name, logo, or support any competitors.

LIMITATION OF LIABILITY AND INDEMNIFICATION

Although NCOA and the venue shall maintain reasonable security measures during the period of the Event (installation, overnight, and dismantling of the exhibits), each Exhibitor is responsible for the care and safety of their own materials, displays and staff or guests. NCOA's maximum liability for a claim related to or arising out of this Event Agreement, regardless of the cause, shall be limited to refunding the price paid by the Exhibitor for their Exhibit space. Each Exhibitor is responsible for complying with all applicable federal, state, and local fire, health, and building statutes and codes ("Applicable Law") during the period of the Event. Exhibitors are advised not to leave unattended valuables in their exhibits.

To the maximum extent permitted by Applicable Law Exhibitor will indemnify and hold harmless NCOA (and the venue if required) and its respective officers, directors, employees and agents, from and against any and all claims, causes of action, suits, investigations, and administrative or other proceedings, and all related demands, damages, liabilities, fines, penalties, assessments, costs, expenses (including attorney's fees) of every kind and nature, related to or arising out of: (1) any actual or alleged illness or death of or injury to any person, any actual or alleged damage to or destruction of any property, or any other actual or alleged damage or loss whatsoever, resulting or alleged to result in whole or in part from any actual or alleged defect in any goods or services provided by Exhibitor during this Event; and (2) any act or omission of Exhibitor or its agents or employees.

DISMANTLING

No display will be dismantled or packing begun before the show officially closes.

INSURANCE

A. Exhibitor agrees to procure and maintain during the term of the Event (Expo) insurance coverage which shall include:

1. Commercial General Liability, or the equivalent, with limits of not less than One Million Dollars (\$1,000,000.00) per occurrence, combined single limit for bodily injury, personal injury and property damage liability coverage, including the following: all premises and operations, products/completed operations (for a minimum of two (2) years following Event completion), explosion, collapse, independent contractors, separation of insureds, defense and contractual liability; and,
2. Workers' Compensation & Employers Liability Insurance (as required by the state): Workers' Compensation: Statutory

Employers' Liability:
Bodily Injury by Accident:
\$1,000,000 each accident

Bodily Injury by Disease:
\$1,000,000 each employee
\$1,000,000 policy limit; and,

3. Automobile Liability, when any motor vehicle is used in connection with the Event, with limits of not less than One Million Dollars (\$1,000,000.00) per occurrence for bodily injury and property damage.

B. The insurance obligations shall be: (1) all the insurance coverage and/or limits carried by or available to the Exhibitor; or (2) the minimum insurance coverage requirements and/or limits shown in this Event Agreement; whichever is greater. Any insurance proceeds in excess of or broader than the minimum required coverage and/or minimum required limits, which are applicable to a given loss, shall be available to NCOA. The limits set forth above are minimum limits and shall not be construed to limit Exhibitor's liability.

C. Unless prohibited by Applicable Law, all insurance required above shall name NCOA and, Renaissance Marriott Hotels, and its affiliates as an additional insured on a primary, non-contributory basis for claims or liability relating to, arising directly or indirectly from, this Agreement, Exhibitors' products and/or Exhibitors' work. All insurance coverages shall be written through carriers possessing an A.M. Best rating of A (VII) or better. For any claims related to this Agreement, Exhibitor's insurance coverage shall be primary insurance coverage, and any insurance maintained by NCOA (and the venue, if required by the venue) shall be excess of Exhibitor's insurance and shall not contribute with it.

- D. Copies of the Certificate of Insurance evidencing such coverage(s) shall be furnished to Stacy Clift no later than **May 31, 2019**. NCOA reserves the right to require complete, certified copies of all required insurance policies, including endorsements required by these specifications, in the event of a claim.
- E. If Exhibitor's insurance is terminated, cancelled, suspended, reduced, or revoked, Exhibitor must immediately (and in any event, within five calendar days) notify NCOA. Additionally, if Exhibitor's insurance is materially changed during the term of the Event Agreement, Exhibitor shall notify NCOA no later than fifteen (15) calendar days prior to the date the material change is to take effect. If the insurance coverage does expire or is otherwise materially changed during the term of the Event Agreement, Exhibitor warrants that it shall send a renewal Certificate of the required coverage to NCOA no later than fifteen (15) calendar days prior to the date the material change is to take effect.
- F. Exhibitor hereby grants to NCOA a waiver of any right to subrogation which any insurer may acquire against NCOA by virtue of the payment of any loss under such insurance. Exhibitor agrees to obtain any endorsement that may be necessary to affect this waiver of subrogation, but this provision applies regardless of whether or not Exhibitor has received a waiver of subrogation endorsement from the insurer.

CANCELLATION

In the event of cancellation of the exhibition due to fire, strikes, government regulation, or any other cause beyond the control of exhibition management, NCOA shall not be held liable for failure to hold the exhibition as scheduled and shall determine the amount of the exhibit fees to be refunded.

Upon cancellation by exhibitor prior to **June 3, 2019**, NCOA reserves the right to determine the amount of exhibit fees, if any, to be refunded. Cancellation notice received on or after **June 3, 2019** will result in forfeit of all exhibit fees.

EXHIBIT SPACE DIMENSIONS/ARRANGEMENTS

Basic exhibit space is 8'x10'. In addition to the basic pipe and drape (10' back, 3' side rails), furnishings include one 6' skirted table, two chairs, and one space identification sign. Additional furnishings or electrical needs are the responsibility of the exhibitor. Display materials or equipment may not exceed length, depth, or height of the exhibit space. Additional space needs beyond the basic booth will be handled upon request. NCOA reserves the rights to make final decisions on booth assignment. NCOA will provide each exhibitor with a digital exhibitor kit approximately six weeks prior to the event.

NCOA LOGO & TRADEMARK

The NCOA, Age+Action logo is a trademark of the NCOA and may only be used by authorized corporate sponsors. Exhibitor status does not include rights to the Age+Action logo or the NCOA logo. Unauthorized use of the Age+Action logo is prohibited, and this prohibition will be enforced.

FORCE MAJEURE

Neither party shall be liable for unforeseeable events beyond its control and not due to its fault or negligence including, but not limited to, acts of God, war, government regulation (applicable federal, state, or local), disaster, strikes (except those involving the employees or agents of the party seeking the protection of this clause), civil disorder, curtailment of transportation or effects of the weather which make it illegal, impossible, or commercially impracticable to perform as originally contracted under this Agreement. The Party seeking the protection of this paragraph shall promptly notify the other Party at the commencement of the Force Majeure event. If good faith negotiations cannot resolve the problem allowing the affected Party to perform, the Agreement may be cancelled without liability.

AUTHORITY

Each person executing this Event Agreement warrants that s/he is authorized to enter into this Agreement on behalf of the party for which s/he has signed, has all the necessary power and authority to bind such party, and that such party has complied with applicable laws and regulations. Each person executing this Agreement further warrants that the party for which s/he has signed has all the necessary power and authority to perform its obligations under this Event Agreement. Each person executing this Event Agreement further warrants that this Event Agreement is binding and enforceable against such party in accordance with its terms.

Company Name: _____

Signature: _____ **Date:** _____

Print Name: _____ **Title:** _____

Accepted on behalf of National Council on Aging, Inc.

By: _____

Name/Title: **Donna Whitt, Chief Financial Officer**

Date: _____