

## Reserve Your Booth Today!

Complete this exhibit space application to reserve your booth today.

**A Booth • \$2,000      B Booth • \$1,900**

Each booth is 10' x 10' and contains the following:

- 8' high draped back wall, 3' high draped sidewalls
- Carpet (10' x 10')
- One 6' skirted table, two chairs, one wastebasket
- 500 watts of electricity
- One 7" x 28" sign imprinted with your company name

All booths are available on a first-come, first-served basis. For more Conference & Exhibitor information, please visit the conference website at [www.pacificwesthrconference.org](http://www.pacificwesthrconference.org).

### A – COMPANY INFORMATION

Participating Company: \_\_\_\_\_

Event Contact: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Alternate Number: \_\_\_\_\_

Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_

**Category for Directory Listing** (Please indicate the ONE category that best represents your product or service. This information will be listed in the Conference Guide given to all attendees.)

- |  |  |
|--|--|
| <input type="checkbox"/> Benefits Administration           | <input type="checkbox"/> Recruiting, Staffing & Search   |
| <input type="checkbox"/> Enterprise HR Outsourcing & BPO   | <input type="checkbox"/> Training & Development  |
| <input type="checkbox"/> Health Benefits                   | <input type="checkbox"/> Wealth Benefits & Group Life, Disability & Private Workers Compensation |
| <input type="checkbox"/> Outsourcing Consultants           | <input type="checkbox"/> Employment Screening  |
| <input type="checkbox"/> Recognition, Rewards & Gift Cards | <input type="checkbox"/> HRIS & Web-based Services   |
| <input type="checkbox"/> Specialty Benefits                | <input type="checkbox"/> Legal Services  |
| <input type="checkbox"/> Wealth Benefits & 401(k) Services | <input type="checkbox"/> Professional Associations   |
| <input type="checkbox"/> Employee Incentives & Travel      | <input type="checkbox"/> Relocation Services   |
| <input type="checkbox"/> HR Management Consultants         | <input type="checkbox"/> Training Outsourcing  |
| <input type="checkbox"/> Investment Banking/M&A            |  |
| <input type="checkbox"/> Payroll Software & Services       |  |

### B – BOOTH SPACE

Please list your preferred booth numbers. Show management will attempt to accommodate this request; however, no guarantees can be made.

**Booth Choices** 1) \_\_\_\_\_ 2) \_\_\_\_\_ 3) \_\_\_\_\_ 4) \_\_\_\_\_

List specific companies you do not wish to be near. Show management will attempt to accommodate this request, however, no guarantees can be made.

1) \_\_\_\_\_ 2) \_\_\_\_\_

3) \_\_\_\_\_ 4) \_\_\_\_\_

Additionally, each exhibitor will receive:

- Listing in Official Conference Guide
- Conference listing on the Pacific West HR Conference website.
- One use of pre- and one use of post-conference attendee lists. This allows your company to advertise to the conference attendees, once prior to and once again following the conference.
- One Official Conference Guide.
- Two lunch tickets per booth per day.
- Unlimited complimentary exhibition passes for your customers to visit your booth and tour the exhibit hall.
- Special exhibitor rate of \$450 for the purchase of a 3-day Pacific West HR Conference registration—limit two per exhibiting company.
- 24 hour security.
- Nonprofit rates are available to 501(c)(3) corporations.

	REGULAR RATE (Before 8/31/10)	LATE REGISTRATION (8/31/10 - 9/10/10)
<b>A BOOTH</b>	\$ 2,000	\$ 2,200
<b>B BOOTH</b>	\$ 1,900	\$ 2,000
		<b>BOOTH TOTAL \$</b> <input type="text"/>

### C - SPONSORSHIPS & PARTNERSHIPS

<b>Keynote Speaker:</b>	<b>\$30,000</b>
<b>Wednesday Night Event:</b>	<b>\$25,000</b>
<b>The Official Conference Guide:</b>	<b>\$10,000</b>
<b>Smashing Red T-Shirts:</b>	<b>\$ 9,000</b>
<b>Cyber Café:</b>	<b>\$ 8,000</b>
<b>Registration Area:</b>	<b>\$ 8,000</b>
<b>Buffet Lunch:</b>	<b>\$ 5,000</b>
<b>Exhibit Hall Grand Prize:</b>	<b>\$ 5,000</b>
<b>Conference Rose Pens:</b>	<b>\$ 5,000</b>
<b>Continental Networking Breakfast:</b>	<b>\$ 4,000</b>
<b>Exhibit Aisle Signs:</b>	<b>\$ 4,000</b>
<b>Conference Volunteer Polo Shirts:</b>	<b>\$ 4,000</b>
<b>Rose Fans:</b>	<b>\$ 4,000</b>
<b>Exhibit Hall Entrance Unit:</b>	<b>\$ 3,000</b>
<b>Media/Speaker Ready Room:</b>	<b>\$ 3,000</b>
<b>Attendee Lounge:</b>	<b>\$ 2,500</b>
<b>Message and Prize Board:</b>	<b>\$ 1,000</b>
<b>Hotel Room Drop:</b>	<b>\$ 1,000</b>
<b>Conference Bag Inserts:</b>	<b>\$ 800</b>

*Sold items not included on the list.*

**SPONSORSHIP TOTAL \$**

### D – ADDITIONAL LUNCHEON TICKETS

Please indicate the number of tickets needed.

(Two lunch tickets per booth per day are included in booth price.)

Extra Luncheon Tickets \$35 Each  September 22  September 23

**LUNCH TOTAL \$**

### E – EXHIBITOR REGISTRATION SPECIAL

Attend the Conference, hear the Keynote Speakers and be a part of more than just a trade show! (Only available to Exhibition Floor Staff; Limit two per company.)

**\$450 for Three-Day, Conference Registration  
Tuesday–Thursday, September 21–23, 2010**

Number of attendees \_\_\_\_\_ x \$450 = **ATTENDEE TOTAL \$** \_\_\_\_\_

**Cancellation Policy:** All cancellations must be received in writing. Written cancellations received on or before July 1, 2010 will be assessed a 25% cancellation fee. Cancellations received 7/2/10 – 8/28/10 will be assessed a 50% cancellation fee. After 8/28/10, no refunds, substitutions only.

### F - TOTAL FEES AND PAYMENT

**Payment Method:**

- Check Enclosed  
 Credit Card:  MasterCard  American Express  Visa

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

**TOTAL ENCLOSED:**

Exhibit Space / Sponsorship Application and Contract \$

**TOTAL ENCLOSED:**

Luncheon and Exhibitor Registration \$

**TOTAL ENCLOSED: \$**

**GRAND TOTAL \$**

*We, the undersigned, do hereby apply for the reservation of exhibit space at the Pacific West HR Conference. We understand this application becomes a binding agreement between PIHRA and the undersigned exhibitor when accepted by PIHRA. We agree to abide by the General Information, Rules & Regulations on the attached pages and all other rules and regulations as may be adopted by PIHRA. We understand that exhibit space allocation shall be at the discretion of PIHRA. Cancellations, in whole or in part, must be made in writing and are subject to the cancellation fees and policy included below. NO exhibitor is allowed to exhibit, unless the exhibitor has completed this contract and returned payment and proof of insurance before move-in day.*

**EXHIBITION CANCELLATION POLICY:** Written cancellations received on or before July 1, 2010 will be assessed a 50% cancellation fee. Cancellation received July 2, 2010 – August 1, 2010 will be assessed a 75% cancellation fee. After August 2, 2010 no refunds will be issued. Send written cancellation to [marketing@pihra.org](mailto:marketing@pihra.org).

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Title: \_\_\_\_\_

*Signature acknowledges that you have read the Rules & Regulations on the reverse.*

**Please return signed, original copy and full payment to:**

**PIHRA, 360 N. Sepulveda Blvd., Suite 2020, El Segundo, CA 90245**

*We will confirm your space and you will receive a confirmation in writing.*

**Questions? Contact the Sales & Marketing Department at (800) 734-5410 or [marketing@pihra.org](mailto:marketing@pihra.org).**

PIHRA Tax ID: 95-2222999

## Pacific West HR Conference & Exhibition

### Rules & Regulations

It is understood and agreed by each Exhibitor that the Professionals In Human Resources Association Pacific West HR Conference, sponsored by PIHRA, is undertaken primarily for educational purposes for human resource professionals through program activities and product display. **Selling is not allowed.** To this end, each Exhibitor agrees as follows:

**1 • Exhibitors must display only products comprising materials, equipment, apparatus, systems, services and other products pertinent to human resources.** Exhibitors must be manufacturers of the products or providers of the services displayed, or manufacturers' representatives displaying products of eligible manufacturers or service providers.

**Exhibitors may not feature names nor advertisements of nonexhibiting manufacturers, distributors or agents unless the parent company or a subsidiary is exhibiting. Subletting of exhibit space is prohibited unless approved in advance by PIHRA.**

**2 • PIHRA reserves the right to reject, eject or prohibit any exhibit in whole or in part, or any Exhibitor or its representatives, if in the opinion of Exhibit Management the exhibit or the activities of the Exhibitor or its representatives violate this agreement or are detrimental to the aims, goals and purposes of PIHRA.**

If any exhibit or any Exhibitor is ejected for violation of these rules and regulations or for any other stated reasons, no return of rental fees shall be made.

**3 • Space assignments will be made on a first come, first served basis. Previous year's Exhibitors will be given priority during space allocation.** Due to the number of companies exhibiting similar or related product lines or services, PIHRA cannot guarantee that a company exhibiting similar products or a company's competitors will not be located in a nearby or adjoining booth space; however, every effort will be made to give all Exhibitors satisfactory assignment.

PIHRA reserves the right to change the floor plan, without notice, if in its absolute discretion, it deems it necessary to do so. PIHRA will make every reasonable attempt, through advertising and promotion, to attract qualified attendees but does not guarantee any certain level of attendance. PIHRA shall have sole control over admission policies at all times.

**4 • Exhibitors must limit their activities and confine their displays to the space for which they have contracted.** Distributed literature must be related strictly to the products and/or services on display or directly available from the Exhibitor and must be distributed only from the confines of the Exhibitor's contracted space.

Exhibitor representatives wearing distinctive costumes or carrying banners or signs separately, or as part of their apparel, must remain in their own booth (unless they have special arrangements with Show Management). Any demonstration or activity that results in excessive obstruction of aisles or prevents ready access to a nearby Exhibitor's booth shall be suspended for any periods specified by PIHRA.

**5 • The exhibit space rental agreement becomes effective upon mailing of a formal notice of Assignment of Space to Exhibitor.** The Prospectus, this Contract for Exhibit Space, the formal Notice of Assignment of Space and the Exhibitor's Update shall all be taken together to form the entire agreement between the parties and constitutes a contract for the right to use the space allotted, according to the Pacific West HR Conference rules and regulations.

The Exhibitor Updates, containing information on drayage services for delivery and storage of shipments, construction and booth labor to be supplied by Official Contractor, rental of furniture, as well as additional services and show information necessary to aid Exhibitor, will be furnished to each assigned Exhibitor directly by the Official Contractor.

**6 • OFFICIAL SERVICE CONTRACTOR:** PIHRA has agreements with contractors to provide various services to Exhibitors. Such Official Contractors will provide various services to Exhibitors. Such Official Contractors will provide all show services other than supervision. Exhibitors shall provide only the material and equipment which they own and is to be used in the exhibit space.

Exceptions to the use of Official Contractors may be granted. For services such as electrical, plumbing, booth cleaning and telephone lines, no exceptions may be made, and the Official Contractor must be used.

**7 • EXHIBITOR APPOINTED CONTRACTORS:** As an agent for the Exhibitor, all Exhibitor Appointed Contractors will be bound by the rules and regulations of PIHRA, as stated herein, and in the Exhibitor Update, and Exhibitors will be responsible for the conduct of contractors they appoint.

#### **8 • INSTALLATION AND SETUP:**

The official service Contractor will control all in-bound and out-bound traffic in the loading and unloading areas, in the aisles, or in any of the freight patterns.

The loading and unloading of all trucks or trailers of common carriers, including van lines and individual company vehicles, as well as the handling of empty crates and the operation of fork lift trucks, is done by members of the Teamsters Union.

**Set-up before 12:00 p.m. on September 21, 2010 is strictly prohibited. Set-up must be complete, with all crates removed, by 5:00 p.m. on September 21, 2010. Display space not claimed and occupied by 5:00 p.m. on September 21, 2010 may be cancelled or reassigned without refund.**

**9 • EXHIBITOR RESPONSIBILITY:** Each Exhibitor is responsible for their own individual booth materials and displays. PIHRA is not responsible for any Exhibitor's materials or displays.

**10 • CARE OF EXHIBIT SPACE:** Exhibit Management will sweep and clean the aisles, but each Exhibitor must keep their space cleaned and exhibits manned and in good order. All exhibits must be ready for display one hour prior to opening each day. Each booth must be staffed by at least one person during all show hours.

**11 • DISMANTLING:** Exhibits must not be disturbed, dismantled or removed before the close of the show. Exhibitors who tear down before show closing, 2:00 p.m. on Thursday, September 23, 2010 will be fined \$1000 for each 10' x 10' booth.

Each Exhibitor is responsible for their own individual booth materials and displays throughout move-out.

All exhibits must be manned throughout move-out. All exhibits must be dismantled and packed for removal at the close of show by 6:00 p.m. on the last day of the Pacific West HR Conference or Exhibit Management will have the authority to direct its removal by the Official Contractor at their prevailing rates which shall in turn be charged to the exhibitor.

**12 • STANDARD BOOTH EQUIPMENT AND PROVISIONS:** The price of the booth includes, in addition to the space itself for the entire exhibit period, 500 watts of electricity, company identification sign, 8' high back wall and 3' side wall drapery (optional), 6' skirted table, 2 chairs, carpet (10' x 10'), 1 wastebasket, janitorial service for aisles and open areas.

**13 • BOOTH HEIGHT:** Height for all booths, display equipment or signs shall be eight feet but not to extend beyond into neighboring booths or into the aisle, unless a variance is obtained in writing from exhibit management. All exposed sides must be finished.

**14 • LIVE ANIMALS, NOISE, LIGHTS, ELECTRONIC DISPLAYS:** Live animals, public address, sound producing, or amplifying devices which project sound beyond the Exhibitor's booth are expressly prohibited.

Flashing or neon lights, lighted signs or electronic displays or devices must be constructed or controlled in a manner that will not interfere with or constitute a nuisance to other Exhibitors.

**15 • SECURITY:** PIHRA will provide security service in the Exhibit Area during specified hours to help avoid damage or loss by fire, theft or other means. PIHRA does not guarantee, insure or indemnify Exhibitors, their agents, employees, officers, guests or invitees or others against any loss to person or property by the acts, conduct or negligence of this security service or for any other reason whatsoever. The Exhibitors are expected to insure their equipment and other materials used in the exhibit.

**16 • BADGES:** Official badges for the Pacific West HR Conference must be worn at all times on conference premises. Admittance to the Exhibit Area and the seminar rooms will require a badge at all times during the conference. Personnel badges will be provided at Exhibitor Registration.

**17 • INSURANCE:** Exhibitor shall, at its own expense, secure and maintain through the term of this agreement, including move-in and move-out days, the following insurance;

- Workers' Compensation Insurance;
- Employers' Liability Insurance with limits not less than \$1,000,000 each accident;
- Comprehensive General Liability Insurance with limits not less than \$1,000,000 each occurrence combined Single Limit for bodily injury and property damage, including coverage for personal injury, contractual and operation of mobile equipment, products and liquor liability. Comprehensive General Liability insurance policies required by agreements for participation in Pacific West HR Conference **shall name as additional insured PIHRA and its respective members, officers, directors, agents and employees.**

**Certificates of Insurance (and complete copies of policies if requested), satisfactory to PIHRA shall be furnished to PIHRA not later than thirty days in advance of the opening of the Conference. Certified copies of the Certificates of Insurance of policies shall provide that they may not be cancelled without thirty days advance written notice to PIHRA.**

**18 • RESTRICTIONS:** There will be no more than 5 personnel in any one booth at any time in the Exhibit Hall, all wearing the required badges. All booth construction material must conform to standard safety practices. No combustible decorations, such as crepe or tissue paper, cardboard or corrugated paper, may be used at any time. Balloons of any kind are not allowed. All packaging containers and materials are to be removed from the floor and may not be stored under tables or behind displays. Displays are subject to inspection and approval for safety by the City Fire Department.

Exhibitor must adhere and be bound by:

- All applicable fire, utility and building codes and regulations;
- Any rules or regulations of the facility where the Exhibit is held;
- The terms of all leases and agreements between PIHRA and the managers or owners of said facility;
- The terms of any and all leases and agreements between PIHRA and any other party relating to the Exhibit.

Exhibitor shall not, nor shall Exhibitor permit others to do anything to the booth or anything in the facility where the Conference and Exhibition is held, or bring anything into said facility, which would cause a difference in conditions from those previously approved by the insurance carriers of PIHRA or the owners or managers of said facility, which will in any way increase premiums payable by any of such parties for fire insurance on the facility or any property therein. Exhibitor agrees to pay, on demand, by any of such parties, any increase in premium cost or surcharge resulting from a violation of this section.

**19 • LIABILITY:** This agreement shall not constitute nor be considered to create a partnership, employer-employee relationship, joint venture or agency between PIHRA and Exhibitor. Exhibitor hereby agrees to and does indemnify, holds harmless and defend PIHRA from and against any and all liability, responsibility, loss, damage, cost or expense of any kind whatsoever (including but not limited to cost, interest, and attorneys' fees) which PIHRA may incur, suffer, be put to, pay or be required to pay, incident to or arising directly or indirectly from any intentional or negligent act of omission by Exhibitor or any of its employees, servants, officers, directors, or agents, subject to the provisions herein.

Exhibitor further agrees that PIHRA and its agents shall not be responsible in any way for:

- Damage, loss or destruction of any property of Exhibitor
- Injury to Exhibitor or its representatives, agents, employees, licensees or invitees; and agrees to and does indemnify, hold harmless and defend PIHRA from any claims arising out of damage, loss or destruction under (2) or (11) herein.

**It is required that each Exhibitor purchase insurance covering the public liability and loss including damage and theft to protect against possible claims arising out of the operation of its display (see #17).**

**20 • CANCELLATION:** All cancellation notices must be made in writing to PIHRA. Refunds for cancelled booths shall be made according to the provisions on the face of this contract. No refunds will be made if cancellation notice is received after the specified date. No refund will be made to Exhibitors whose contract was cancelled as provided elsewhere in this Agreement.

In the event that the Pacific West HR Conference is cancelled due to any occurrence not occasioned by the conduct of PIHRA or Exhibitor, whether such occurrence be an Act of God or the result of fire, strikes, government regulations, riot, civil commotion or the act or conduct of any person or persons not party or not privy to this Agreement, the obligations of the parties under this agreement shall be automatically terminated and PIHRA shall determine an equitable basis for the refund of such portion of the exhibit fees as possible, after consideration of expenditures and commitments already made.

**21 • AGREEMENTS:** Any and all matters or questions, not specifically covered by the preceding Rules and Regulations shall be subject to the decision of PIHRA. No amendment of this agreement shall be valid unless in writing and signed by the parties to be bound, and all amendments so made shall be binding on the Exhibitors equally with the foregoing Rules and Regulations.

In the event of a dispute concerning the application, interpretation or enforcement of this agreement or any part thereof, the dispute shall be submitted to binding arbitration pursuant to the laws of the State of California.

This agreement shall be subject to and governed by the laws of the State of California. The venue shall be in the County of Los Angeles.