

CEREALS 17

OCTOBER 8-11 • SAN DIEGO, CALIFORNIA, U.S.A.

Each year, the AACC International Annual Meeting draws cereal grain science professionals eager to learn what's new in the industry and what's coming from our solution partners. When you exhibit with AACCI, you can make a lasting impression on the people who have an influential voice in decisions their organizations make.

This is *the* meeting to connect with the leaders and decision makers in cereal grain science.

- Build relationships with your customers
- Expand your marketing reach
- Present innovative products and services
- Network with key decision makers
- Increase awareness among target audience
- Make critical face-to-face connections

To learn more about extending your message and connecting with your target audience, contact us:

Exhibits and Sponsorships:

Eric Otero • eric_otero@AFassanoCo.com • +1.856.302.0894

Debi Maines • debra_maines@AFassanoCo.com • +1.856.302.0890

Advertising Opportunities:

Eric Otero • eric_otero@AFassanoCo.com • +1.856.302.0894

**Reserve Now for
Best Position!**





Cereals 17 Exhibition Application

October 8-11 • San Diego, California, U.S.A.

This application when properly executed by Exhibitor (signature below) and processed by AACCI shall constitute a valid and binding contract.

Exhibitor Information

1. Company Information (exactly as it should appear in print)

Company _____
Address _____
City _____
State/Province _____
Zip/Postal Code _____
Country _____
Telephone _____
Fax _____
Website _____
Company E-mail _____

2. Primary Exhibit Contact (to receive exhibit communication)

Full Name _____
E-mail _____
Telephone _____
Fax _____

3. Competitors

Please list major competitors from which you prefer to be separated.

Exhibit Information

4. Table-Top Exhibition Rates

SAVE with an early order and AACCI Corporate Membership!

No. of Items	Exhibit Pricing/ Valid Dates	AACCI	
		Corp. Member*	Nonmember*
_____	Regular Rate <i>After November 23, 2016</i>	\$1,950	\$2,150
_____	Program Book Ads Full Page/4 Color \$2,200 • 1/2 Page/4 Color \$1,500 <i>Special Position: Back Cover add \$550; Inside Back Cover add \$350; Inside Front Cover add \$450 (Right of First Refusal to 2016 Cover Position Companies)</i>		

Total Amount Due: \$ _____

My company is also interested in meeting sponsorship opportunities.

Marketing Decision Maker _____
Phone _____
E-mail Address _____

* See Corporate Member list at www.aaccnet.org/Corporate Member.
Not a corporate member? Join today and save immediately.

5. Exhibit Payment

Is your company an AACCI International Corporate Member?

Yes No Application Submitted

Indicate form of payment

If taking advantage of the 2016 Show Special for 2017 a 50% deposit will be charged when the application is processed. Your remaining balance will be due by **March 15, 2017**.

When remitting your exhibitor application you have the option of paying 50% upon receipt with the balance due March 15, 2017. Payment in full must be made prior to **March 15, 2017**. All applications submitted after **March 15, 2017** will require full payment. Refunds made prior to March 15 will receive a full refund minus a \$200 processing fee. There will be no refunds after March 15, 2017. If final payment is not received by the due date, AACCI International reserves the right to reassign the space and Exhibitor will forfeit any monies received.

Check made out to AACCI International

(When you provide a check as payment, you authorize us to use information from your check to make a one-time electronic fund transfer from your account or to process the payment as a check transaction. Funds may be withdrawn from your account the same day we deposit payment and you may not receive your check back from your financial institution.)

50% of Exhibit Rate Payment in Full

Credit Card for

50% of Exhibit Rate Payment in Full
Visa MasterCard American Express Discover

Account # _____

Name on Card _____

Expiration Date _____ Security Code _____

Security code is 3 digits on Visa, MasterCard, Discover, and 4 digits on American Express.

Cardholder's Signature: _____

Contract Information

6. Responsibilities and Liabilities

The Primary Exhibit Contact will have the authority to act on the behalf of the Applicant (hereafter referred to as Exhibitor) in space reservation transactions with AACCI International. If Primary Exhibit Contact changes, Exhibitor must supply written notification.

AACCI International reserves the right to render all interpretations and to establish further regulations as may be deemed necessary for the general success of the exhibition. It is further agreed that the conditions, rules, and regulations as herein stated and as outlined in the Exhibit Service Kit are made a part hereof as though fully incorporated herein, and that said Exhibitor agrees to be bound by each and every one thereof.

Upon receipt of payment, the invoice issued to Exhibitor represents a binding contract.

Sign Here _____

Date _____

Return to:

AACC International Sales & Management
c/o A. Fassano & Company
461 Route 168, Unit A, Turnersville, NJ 08012 U.S.A.
Phone: +1.856.232.2322 • Fax: +1.856.232.2312
E-mail: processing@AFassanoCo.com



Cereals 17

Exhibit Rules and Regulations

- 1. Exhibit Space Contract:** Please read Exhibit Rules and Regulations prior to signing contract. Signature on the contract constitutes agreement of the Exhibitor to comply with these policies. AACC International reserves the right to rearrange the floor plan and/or relocate any exhibit. AACC International has the right to enforce any and all portions of the rules and regulations.
- 2. Application/Contract Must Include:**
 - Full name and address of organization
 - Name, address, phone, and e-mail of Primary Exhibit Contact
 - Signature
 - Deposit per payment schedule
- 3. Finalization of Space Reservation:** Contracts for Exhibit space are subject to the approval of AACC International. AACC International reserves the right to offer or refuse space rental to potential Exhibitors. Preferred exhibit assignments will be given to companies that submit their application/contract, with deposit, by January 20, 2017.
- 4. Cancellation:** Cancellations must be made in writing and sent via email to A. Fassano & Company at exhibits@AFassanoCo.com. Cancellations received prior to March 15, 2017 will receive a 50% refund of monies paid to date minus a \$200 processing fee. No refunds will be given after March 15, 2017. If final payment is not received by the due date, AACC International reserves the right to reassign the space and Exhibitor will forfeit any monies received. In the event the Exhibit is cancelled by AACC International for any reason, the liability of AACC International shall be limited to a refund of all monies paid by the Exhibitor as exhibit booth rental fee to AACC International as of the date of cancellation.
- 5. Liability:** Although security personnel are provided, neither AACC International, the Facility, nor the decorator or their agents can assume responsibility for any loss or damage to displays, equipment, or personal belongings onsite. By acceptance of the contract, Exhibitor releases AACC International from any and all liability.
- 6. Hold Harmless:** The exhibitor agrees to defend, indemnify, and hold harmless AACC International, their management, partners, owners, agents, or employees from any and all claims, liabilities, and losses; for injury to persons (including death); or damage and/or loss to property arising in connection with exhibit space.
- 7. Insurance:** Insurance on all Exhibits is the responsibility of the Exhibitor. Neither AACC International nor its agents, assigns, or assignees, will assume any responsibility for property loss, damage, personal injury, or other claims related to the Exhibitor's space. Exhibitors are required to carry insurance to cover their property against damage and loss and public liability insurance for claims of injury to the person and property of others.
- 8. Exhibitor Services Kit:** The Exhibitor Services Kit (ESK) will be e-mailed from the decorator approximately 6-8 weeks prior to the event, and will include instructions and information pertinent to exhibiting.
- 9. Shipping:** All freight charges must be prepaid. Since the Facility does not have capabilities to receive display materials or the accommodations to store empty shipping crates, the Exhibit Decorator will serve as the official drayage contractor. Information on consignment and bill of lading will accompany the decorator's ESK. Any and all property shipped to/from the hotel, convention center, or drayage firm by the exhibitor is the sole responsibility of the exhibitor.
- 10. Labor and Safety:** The decorator's ESK contains order forms for labor. AACC International will enforce set-up and tear-down policies to minimize interference with other meeting functions and to maximize the number and quality of the Exhibit hours. The Exhibitor is responsible for knowledge of and compliance with all fire, safety, and union requirements as noted in the ESK.
- 11. Union Clearance:** In order to conform to union rules and regulations, it may be necessary that all exhibitors use qualified union personnel for various services required for installation and dismantling of exhibits and for material handling within the show.
- 12. Exhibitor Registration and Identification:** The Primary Exhibit Contact will receive copies of all preliminary and program announcements to facilitate exhibit and hotel registrations. Additional program and hotel registration forms will be available upon request. Instructions on how to register your exhibit staff will be sent.

Each exhibiting company receives one Complimentary Exhibitor Registration. Additional exhibitors from the company should register with the Paid Exhibitor registration. A discounted special exhibitor rate (for up to three exhibitors/company) for advanced and regular/onsite registration is available. Please check the registration form.
- 13. Admission:** Entrance to the exhibition is by AACC International name badge only. See item 12 for information on registering exhibit staff. Exhibitors must staff their exhibits at all times. Failure to adhere to the rules specified herein will be cause for forfeiture of space. No refunds on space will be made.
- 14. Installation of Exhibits:** Any Exhibit not unpacked by the end of set-up time will be placed in storage and cannot be returned until the close of the first day. No refuse may be placed in the aisles after the final cleaning. Please do not litter the floor in the exhibits or aisles after cleaning.
- 15. Dismantling:** No packing or dismantling of Exhibits will be permitted prior to the published tear-down time.
- 16. Care of Building, Equipment, and Furniture:** Nothing shall be posted on, or tacked, nailed, screwed, or otherwise attached to the columns, walls, floors, or other parts of the building or furniture without permission from proper building authority. Packing, unpacking, and assembly of exhibits shall be done only in designated areas and in conformity with directions of the Exhibits Manager, the convention center manager or their assistants. Anything necessary or proper for the protection of the building, equipment, or furniture will be at the expense of the Exhibitor.

Exhibitors will be responsible for any damage to persons or property caused by reason of their exhibits, employees, agents or servants. Exhibitors agree to abide by all terms & conditions of Policies and Procedures as set for by the Exhibit Facility.
- 17. Fire Protection:** All materials used in the exhibit area must be flameproof and fire resistant. All displays are subject to inspection by the Fire Marshall/Fire Prevention Bureau. All materials and fluids which are flammable must be kept in safety containers. Open flames, butane gas, oxygen tanks, etc. are not allowed without the permission of the local Fire Marshall/Fire Prevention Bureau.

18. Special Effects and Presentation: Operational equipment, audio-visual and sound/attention-getting devices and effects must not interfere with the activities of the conference and other Exhibitors. AACC International reserves the right to determine at what point sound constitutes interference, and if it must be discontinued. Professional presenters or models may conduct product and service demonstrations. Demonstrators are to be straightforward and professional in dress and manner.

19. Copyrights: Each Exhibitor will assume all costs arising from the use of patented, trademarked, franchised or copyrighted materials, devices, and/or dramatic rights used in or incorporated in the AACC International exhibit. Exhibitors agree to indemnify, defend and hold harmless AACC International from any claims, damages or costs, including legal fees, which might arise from use of such material. This includes the acquiring of and compliance with A.S.C.A.P., B.M.I., licenses and copyrights.

20. Conducting Exhibits: The character of all exhibits is subject to the approval of AACC International. The Association retains the right to refuse the applications of Exhibitors not meeting standards required or expected, as well as the right to curtail Exhibits or parts of Exhibits which reflect unfavorably upon the character of the meeting. Non-professional products or services are not to be displayed.

Prohibited Practices

- Canvassing/distributing advertising materials outside the Exhibitor's own exhibit.
- Solicitation of business, or conferences in the interest of business, except by Exhibitors.
- Canvassing/distributing advertising materials in convention hall or hotels without written permission of AACCL.
- Operation of unprotected x-ray equipment, UV sources, or sources of ionizing radiation.
- The use of billboard advertisements and/or display of signs outside the exhibit area unless approved by AACC International.
- Publicizing and/or maintaining any extracurricular activities, inducements, demonstrations, or displays away from the exhibit area during the Annual Meeting.
- Contests, lotteries, raffles, and games of chance are prohibited. All "giveaways" shall be of a nominal monetary value and in keeping with the nature of a scientific and professional meeting.
- Entry into another Exhibitor's booth, examination, or photographing of another Exhibitor's booth without permission.
- No food or drink, unless sample size.
- The serving of alcoholic beverages is prohibited.
- Exhibit display lights are not permitted. See item 22.

Exhibitors shall be bound by all pertinent laws, codes and regulations of municipal or other authorities having jurisdiction over the exhibit facility or the conduct of said exhibit together with the rules and regulations of the owners and/or operators of the facility in which the exhibition is held. In interpreting these terms and conditions, particular attention will be given to preserving the professional and educational nature of the exhibit.

21. Termination of Exhibit Rights: In the event the Exhibitor, its contractors, agents, or employees fail to comply with any of the provisions hereof, or otherwise detract from the general educational character of the meeting, AACC International shall be permitted and empowered to terminate the Exhibitor's right hereunder, and remove the Exhibitor and contractors hired by the Exhibitor from the premises, in which event the Exhibitor shall not be entitled to any refund of amounts paid hereunder.

22. Display Regulations: A display item can be placed on the floor provided it meets the following criteria.

- Banner type display not to exceed 34" x 80"
- Must be placed behind the table top and chairs
- Only one retractable floor banner may be used
- No lighting is permitted

Displayed item sitting on the table top must not exceed 36" in height, and not exceed the tables dimensions (6' x 24").

Permitted at Table Top Exhibits

- Educational sales literature
- Sales premiums, souvenirs, handouts, etc.
- Instruments and/or equipment (Self-supporting and set on the table; no water will be available)
- Electricity is limited to use for computers, instruments, or equipment
- Table drapes

Prohibited at Table Top Exhibits

- No displays over 36" in height on the table top
- No floor easels or backdrops are allowed
- Storage of boxes is not allowed behind tables
- No solicitations, interview, and/or distribution of literature can be done outside the confines of the Exhibitors individual table top area
- The servicing of alcoholic beverages by Exhibitors is prohibited
- No cooking or other food preparation
- Audio presentation of speech or music are prohibited
- No lighting is permitted on the table top displays