1. Rules and Regulations. The term "Event" refers to the in-person 2021 ASAE Annual Meeting & Exposition, to be held August 14-17, 2021 at the Kay Bailey Hutchison Convention Center, in Dallas, Texas ("Exhibitor"). The Event is owned, produced, and managed by ASAE. (The term "Exhibitor" refers to the company or authorized individual that applied for and has been granted exhibit space rental and such applicant’s officers, directors, shareholders, employees, contractors, agents, and representatives.)

2. Application to Exhibit. The receipt by ASAE of a signed electronic or paper Application and Contract for Exhibit Space, or the online acceptance of ASAE’s booth space selection form rules and deposit, will constitute a binding contract (the "Agreement"). ASAE reserves the right to reject any application for space for any reason. If the Exhibitor is not an authorized individual as defined in the Company Registration Agreement, the Agreement becomes binding on such company organization.

3. Exhibit Space Specifications. Standard booths are 10’ deep and 10’ wide. Each exhibiting company shall receive 8’ high pipe and drape back wall, 3’ high pipe and drape side wall; 7” x 44” identification sign; 25-word company listing online, and in the conference app; pre-show and post-show attendee lists; and one full-meeting registration per 50 sq. feet of space. Each company in a shared-booth will receive a 25-word company listing online, and in the conference app; pre-show and post-show attendee lists; and one full-meeting registration.

4. Exhibit Space Assignments. Initial exhibit space is assigned through a random online lottery on February 25 – 16, 2021. First lottery, all spaces are assigned on a first-come, first-served basis. ASAE shall act in good faith to assign the Exhibitor’s booth space in accordance with the Exhibitor’s standards as noted below. Exhibitor is not entitled to change the location assigned to it at any time by the sale, transfer, or change to another party of the space assigned to it, unless prior written permission is granted by ASAE. Pre- and post-show attendee lists are for one-time use only. The Exhibitor is not permitted to sell, assign, or otherwise transfer its rights to any space or portion thereof.

5. Cancellation/Downsizing of Booth Space Policy. All requests for cancellation or reduction of exhibit space must be in writing and shall become effective upon receipt by ASAE. Due to the difficulty of determining and detailing the losses which may result from cancellation of exhibit space, the Exhibitor agrees to pay the following as liquidated (and not as a penalty) if the Exhibitor cancels its exhibit space:

   a. First lottery space reduction: 100% of deposit paid and any additional reduction losses.
   b. Post lottery space reduction: 100% of deposit paid and any additional reduction losses.

   The receipt by ASAE of a signed electronic or paper Application and Contract for Exhibit Space, or the online acceptance of ASAE's booth space selection form rules and deposit, will constitute a binding contract (the "Agreement"). ASAE reserves the right to reject any application for space for any reason. No Exhibitor application fees will be returned if an application is rejected. If any Exhibitor changes management or is purchased by another company/organization, this Agreement becomes binding on such company/organization.

6. Payment of debts. Exhibitors must make required payments for exhibit space as outlined on page one or online printed page one or online. Exhibitors are further responsible for ensuring that there are no outstanding amounts owed to them. Full payment is due within 45 days of contract submission until April 16, 2021. Thereafter all payments must be received at the time of contract submission. Online payments will not be accepted. If all payments and outstanding amounts are not paid in full by April 16, 2021, the Exhibitor will not receive the contract space or space rental and without official notice but paid in full. Any exhibit space not in full revenue by April 16, 2021 will be reassigned and the Exhibitor will be prohibited from using any exhibit space to promote or display products in a systematic manner as a consequence of the display or otherwise affect the appearance of other Exhibitors. ASAE shall have the right to modify the appearance of displays of persons or monographs used in conjunction with display or demonstrations. Exhibitors not conforming to these specifications, or which in design, operation, or otherwise, are deemed objectionable by ASAE in its sole discretion, will be prohibited.

7. Handling of Exhibits. Exhibitors will be allowed to exhibit only its goods and services as described in the Exhibit Space Application. Exhibitors will be permitted to exhibit signs or display products in such a manner as to obstruct the view or disavantageously affect the display of other Exhibitors. ASAE shall have the right to modify the appearance of displays of persons or monographs used in conjunction with display or demonstrations. Exhibitors not conforming to these specifications, or which in design, operation, or otherwise, are deemed objectionable by ASAE in its sole discretion, will be prohibited.

8. Limitation and Indemnification. Exhibitors agree to and do pay, preemptive, non-exclusive license to use, display, and reproduce the name of the Exhibitor in any directory or listing of the Event exhibitors and to use such names in promotional materials. ASAE shall not be liable for any errors in any kind of directory or listing pertaining to the Event.

9. Use of space. Exhibitors agree not to distribute books or have a book signing event in their booth without receiving advance written permission from ASAE.

10. Educational Program Code of Conduct. ASAE’s Educational Program Code of Conduct, which includes the ASAE Programs of Conduct Code of Conduct Policy, prohibits all forms of harassment. ASAE reserves the right to adopt and implement additional measures to address unprofessional behavior.

11. Exhibitor Operation/Right of Entry and Inspection. Exhibitors agree to abide by all rules and regulations outlined here in and in the Exhibitor Kit and any additional rules, regulations, and information as may be added by ASAE or the Exhibit Facility.

12. Handling and Storage. Neither ASAE nor the owners or managers of the Exhibit Facility will accept or store display materials or empty crates; Exhibitor shall make its own arrangements for shipment, delivery, receipt, and storage of such materials and empty crates. Such arrangements may be made through the Official General Services Contractor, and Exhibitor shall in turn provide the Official General Services Contractor with copies of all bills of lading. All shipments and deliveries to the Exhibit Facility shall be prepaid. Exhibitor shall not incur any obligations to the Official General Services Contractor merely by reason of providing copies of any bills of lading hereunder.


14. Dismissal/Non-Performance of Event. In the event of non-performance of the Event by ASAE, any monies previously paid shall be refunded in full to Exhibitor on request. ASAE shall have the right to extend, abbreviate, or discontinue the Event and to adjust or modify the conference. If the Event is moved to another city, no monies previously paid will be refunded to Exhibitor if the Event is held in a different city.

15. Protection of Exhibit Facility. Any Exhibitor that fails to occupy its assigned exhibit space by the end of published set-up hours, leaves its exhibit space unattended during Event hours, or begins dismantling of exhibit space prior to the close of the Event by ASAE, may forfeit its exhibit space to the Exhibitor for any reason, and thereafter ASAE will have the right to re-lease such space to another party and without any obligation to refund monies previously paid.

16. Interpretation and Enforcement. ASAE has the final right to interpret and enforce all regulations for the Event and the power to make amendments and/or further regulations that are considered necessary for the proper conduct of the Event. ASAE reserves the right to prohibit the in-person event, including but not limited to sexual harassment by participants at or our staff or our agents.

Unacceptable Behavior is defined as:

1. Harassment: Intimidation, or other verbal abuse of any kind.
2. Verbal abuse: speaker, listener, exhibitor, ASAE staff member, service provider, or other meeting guest.
3. Examples of verbal abuse include, but are not limited to, verbal comments related to gender, sexual orientation, disability, physical appearance, body size, race, religion, national origin, inappropriate use of nudity and/or sexual imagery.
4. Disruption of presentations during sessions, in the Exhibit Hall, or at events organized by ASAE throughout the virtual or in person meeting. All participants must comply with the instructions of the moderator and any ASAE event facilitator or organization representative.
5. Participants may be asked to not participate in group discussions and/or unprofessional online social media activity.
6. Participants should not copy or take screen shots of Q&A or any chat room activity that takes place in the virtual space.

ASAE reserves the right to take any action deemed necessary and appropriate, including immediate removal from the meeting without warning or refund, in response to any incident of unacceptable behavior, and ASAE reserves the right to prohibit the in-person event, including but not limited to sexual harassment by participants at or our staff or our agents at any future events sponsored by ASAE, together with all fees paid. ASAE may also seize any space or forfeit to another exhibitor.