



23rd Annual SCAA Exposition  
**Houston, Texas**

Welcome Reception: April 28, 2011 • Trade Show: April 29 - May 1, 2011  
**2011 Exhibitor Application & Contract**

Exhibitor Name as it should appear on Exhibitor List and signage:

If different from Company or Organization Name

Rev.2/10

Exhibitor hereby contracts for exhibit space at the Specialty Coffee Association of America's ("SCAA") 23rd Annual Exposition to be held April 28-May 1, 2011, in Houston, Texas at the George R. Brown Convention Center. Exhibitor agrees to abide by the SCAA Exhibitor Terms and Conditions attached hereto and incorporated herein by reference, as well as the supplemental Rules and Regulations stipulated by the host Convention Center. Exhibitor acknowledges that any additional requirements such as furniture, electrical, water, special signs, audio-visual, catering, services of the show decorator, maintenance, porters, drayage, etc. will entail separate charges payable by Exhibitor.

(Complete the Following. **PRINT CLEARLY.** This is how your company address shall appear on the exhibitor list and in the program.)

Company or Organization Name: SCAA Member <input type="checkbox"/> Yes <input type="checkbox"/> No Member# _____		<b>Interested in becoming a Member:</b> <input type="checkbox"/> Sign me up using the completed Membership Application <input type="checkbox"/> Contact me to discuss	
Street Address:			
City	State	Zip	Country:
Show Management Contact: (Receives all show materials)		E-Mail:	
Sales and Marketing Contact if different than Show Management Contact (Website/Public contact):		E-Mail:	
Telephone #:	Ext #	Fax #:	Website:
Products/Services to Be Exhibited in Booth:		Will Any Food or Beverage Be Sampled ? <input type="checkbox"/> Yes <input type="checkbox"/> No See Show Rules, pages 4,5 and 10.	
Will you sell merchandise "retail" at the show? <input type="checkbox"/> Yes <input type="checkbox"/> No <b>Remittance of sales tax is required if retailing. See show rules, see page 5 and 6.</b>			
<b>Check Your Primary Product Category from list below:</b>			
<input type="checkbox"/> Accessories for Retailers (Things sold to Retail Customers)	<input type="checkbox"/> Cart & Kiosk Manufacturers	<input type="checkbox"/> Growers' Requirements	<input type="checkbox"/> Retailers Requirements
<input type="checkbox"/> Allied Beverages	<input type="checkbox"/> Chocolate, Cocoa	<input type="checkbox"/> Packaging Equipment & Materials	<input type="checkbox"/> Roasted Coffee (Wholesale)
<input type="checkbox"/> Allied Foods: Pastries, cookies, cakes, candies	<input type="checkbox"/> Flavorings, Syrups, Sweeteners, Additives	<input type="checkbox"/> Professional Services	<input type="checkbox"/> Roasters Requirements
<input type="checkbox"/> Brewing & Grinding Equipment (Commercial)	<input type="checkbox"/> Green Coffee	<input type="checkbox"/> Publications, Shows & Non-Profits	<input type="checkbox"/> Tea
<input type="checkbox"/> Water Treatment Products & Services			

Booth spaces are sold as Regular, Corner, Island or Tabletop configurations. Regular booths are 10'x10' and can be purchased in multiples that are connected to make longer booths, such as three Regular booths making a 10' x 30' space. A Corner booth is any 10' x 10' space that is open to two sides at the end of an aisle, and can be purchased alone or in addition to adjoining Regular spaces. Adjoining Corner booths, commonly called "end-caps," cannot be purchased. Island Booths are spaces of 20' x 20' or larger open on all sides to aisles. Regular and Corner booths include carpet and 8-ft. back and 3-ft. side drapes. Island booths include carpet. Tabletop spaces consist of one 6-ft. x 30-inch skirted table supplied with two chairs. SCAA reserves the right to refuse exhibit space applications. Tobacco, firearms, alcoholic beverages, and sexually explicit products may not be brought onto the show exhibit floor, nor may they be advertised, marketed, or displayed on the exposition floor. You must be 16 years or older to enter exhibit hall during move-in or move-out and 12 years or older to enter exhibit hall at any time.

EXHIBIT SPACE TYPE	MEMBER PRICE	NON-MEMBER PRICE	QTY.	COST:
10' x 10' Regular Booth	\$1,850	\$2,250		
10' x 10' Corner Booth	\$2,250	\$2,750		
20' x 20' Island Booth	\$9,000	\$12,000		
20' x 30' Island Booth	\$12,700	\$16,500		
20' x 40' Island Booth	\$16,400	\$21,000		
Table Top	\$1,150	\$1,725		

Exhibitor applies for the following booth locations (Use booth#'s supplied from Exhibit Hall Map at [www.scaashow.org](http://www.scaashow.org))

**Total Booth Contract Cost = \_\_\_\_\_**

1st Choice(s):	2nd Choice(s):	3rd Choice(s):
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Assignment of space is initially by seniority with remaining spaces filled on a first come, first served basis. SCAA assignment of space is final and shall constitute an acceptance of the Exhibitor's commitment to occupy space. After assignment, space location may not be changed or transferred by exhibitor without the written consent of SCAA. In consideration to SCAA reserving the assigned space, Exhibitor hereby warrants a financial commitment to SCAA to the extent of the Total Booth Contract Cost. SCAA reserves the right to move/assign exhibits to different locations than initially assigned.

**Payment Terms:** Exhibitors that sign up for one (1) 10x10 booth at the 2011 SCAA Exposition and one (1) 10x10 booth at the 2010 Middle East Coffee and Tea Convention shall receive a 10% credit on both booths upon payment in full of the 10x10 booth for the 2011 SCAA Exposition. Cancellation of either contract will result in forfeiture of the remaining 10% credit and all other cancellation/termination penalties herein shall apply. Prior to October 15, 2010, 25% of the Total Booth Contract Cost shall be payable upon reservation of booth space. Exhibitors that have reserved booth spaces will be invoiced for the balance of the Total Booth Contract Price unpaid as of September 16th for payment due October 16th. After October 16, 2010, booth space reservations must be accompanied by 100% of the Total Booth Contract Cost. Booths not paid in full by October 31, 2010 are subject to relocation or cancellation at SCAA's discretion. I hereby authorize SCAA to charge the balance due for my booth space on 10/31/2010. Exhibitor must maintain their membership, be current with their company's professional membership fees and stay current through May 1, 2011 to qualify for Member booth pricing. To the extent professional membership and membership fees are not maintained on a current basis, Non-Member pricing will apply. BGA, RG and individual SCAA memberships do not qualify for exhibitor discounts.

**Cancellation/Booth Downsizing Policy:** As the Show dates approach it becomes increasingly more costly for the SCAA to re-sell cancelled exhibit booth spaces. Exhibitors that wish to cancel or downsize all or a portion of their reservation commitment must do so in writing on company stationery. Such written notice will be deemed accepted on the date received at the SCAA office in Long Beach, CA. Cancellations or booth downsizings made prior to October 15, 2010 are subject to forfeiture of any Deposit or 25% of the Total Booth Contract Cost. Cancellations or booth downsizings made after October 15, 2010 but before January 15, 2011 will result in a forfeiture of 50% of the Total Booth Contract Cost. Cancellations or booth downsizings made after January 15th but before March 1, 2011 will have a 75% forfeiture of the Total Booth Contract Cost, and cancellations or booth downsizings made after March 1, 2011 will result in a complete forfeiture of the Total Booth Contract Cost. **The undersigned acknowledges that they have read and agree to all to the provisions of this Contract as well as the Exhibitor Terms and Conditions found on the back side of this Contract.**

Agreed this Date: \_\_\_\_\_ Signature of Exhibitor: \_\_\_\_\_

*"I am authorized to execute this contract on behalf of Exhibitor."*

<b>SCAA STAFF USE ONLY:</b>	
Payment Method: Check# _____	<input type="checkbox"/> I wish to pay by wire. Send wire instructions.
Credit Card _____	
Booth # (s) Assigned:	
Booth Size:	

Credit Card # \_\_\_\_\_  
Exp. Date \_\_\_\_\_ Billing Zip Code \_\_\_\_\_ Security Code \_\_\_\_\_  
Name on Card: \_\_\_\_\_  
Authorized Signature: \_\_\_\_\_  
Title/Position at Exhibitor Company \_\_\_\_\_

**Make checks payable to SCAA. Fax, Email or mail Contracts and payments payable to SCAA to:**  
**SCAA Show Manager, 330 Golden Shore, Suite 50, Long Beach, CA 90802**  
**T: 562-624-4100 F: 949-497-3832 E: [exhibitor@scaa.org](mailto:exhibitor@scaa.org)**

## 23rd Annual Exposition - Houston, Texas 2011 EXHIBITOR TERMS & CONDITIONS

**Codes & Agreements:** Exhibitor hereby agrees to be bound by the "Rules and Regulations of the Exposition." Exhibitor further agrees to adhere to and be bound by (i) all applicable fire, utility, tax, copyright and building codes and regulations; (ii) any rules or regulations of the facility where the Exposition is being held; (iii) the terms of all leases and agreements between the SCAA and the managers or owners of said facility; and (iv) the terms of any and all leases and agreements between SCAA and any other party relating to the Exposition. Exhibitor shall not, nor shall Exhibitor permit others to do anything to the Booth or do anything in the facility which would cause a difference in conditions from those previously approved by the insurance carriers of the SCAA, or the managers or owners of said facility, which will in any way increase premiums or costs payable by any of said parties.

**Space Assignments:** SCAA shall use its best efforts to locate the Booth(s) in one of the locations as designated by Exhibitor in the Contract attached hereto. Notwithstanding the above, SCAA reserves the right to change location assignments at any time, as it may in its sole discretion deem necessary. Space will be assigned on a seniority basis at the 2010 show with remaining spaces assigned on a first-come, first-served basis. Special consideration will be given to unique problems. Mail-in requests for exhibit space will not be considered without appropriate deposit enclosed.

**Exposition Space:** All BOOTHS (Regular and Corner) include carpet, 8-ft high back and 3-ft high side drapes. All TABLETOPS include a 6-ft x 30-inch skirted table & two chairs with minimal space behind. Exhibitor's display may **not** exceed the height of the back and side drapes without permission of the Show Manager. Management reserves the right to limit access to any area under contract to the association by the facility.

**Exhibit Staffing:** Each person working at the exhibit booth must be registered for the Exposition. Exhibitor is entitled to register 4 staff per 10x10 Regular and Corner booth, 2 staff per Tabletop, and 16 staff per 20x20 Island booth complimentary as "Exhibit Staff" **if they complete and submit their reservations prior to April 1, 2011.** Extra and late "Exhibitor" registrations may be purchased. "Exhibitor" Badge is an Exposition registration which allows entrance to the Exhibit Hall, the Welcome Reception and Keynote Session and all lecture sessions. Special events such as labs and banquet tickets may be purchased separately by any registered Exhibitor.

**Installation and Dismantling:** Installation of exhibits will take place at 8am to 7pm on Thursday, April 28, 2011 and 7am-Noon, Friday, April 29, 2011. Dismantling may begin at 4:00pm - 10:00 pm on May 1, 2011. All exhibitor dismantling must be completed by 11am, Monday, May 2, 2011. Substantial financial penalties will be assessed for any items not removed at this time. If your booth is 300 sq. ft. or larger and requires additional set up time, you may move in beginning Wednesday, April 27, 2011, at 11 a.m. Early move in for booths less than 300 sq. ft. must be requested in writing and pre-approved by SCAA. Any freight left on the show floor because your preferred carrier was a no-show as of 11am AMay 2, 2011 will be shipped by the show decorator with any available freight company of the decorator's choice. Exhibitor agrees to pay freight charges. Any freight not prepared for shipping will be deemed abandoned.

**Electrical, Telephone, Spot Lights and other Amenities:** All electrical outlets, telephone, water, gas, compressed air or supplemental lighting must be ordered in advance and are the financial responsibility of the Exhibitor. Complete information and rates are included in the exhibitor service kit.

**Coffee Clean Up and Water Service:** SCAA will provide complimentary stations on the exhibit floor with water and sink for coffee making and clean up. Use of restroom sinks for clean-up and disposal violates convention center policies.

**Shipping Limitation:** Shipping instructions will be supplied in subsequent show mailings. DO NOT ship anything directly to the building prior to show days.

**Exhibit Limitations:** The exhibit activity of each Exhibitor must be within the Exhibitor's allocated space. Exhibitors may not use noise, lighting, odors, disruptive language or behavior or other distractions judged by the Show Manager to be offensive or intrusive to other Exhibitors or attendees. Visual aid devices or other mechanical devices shall not unduly interfere with other Exhibitors. Retail sales are permitted. Exhibitors are solely responsible for payment of any applicable taxes, and ASCAP/BMI music rights/licensing fees for live or recorded music in their booth. SCAA reserves the right to require an exhibitor to cease using live or recorded music if the exhibitor cannot provide documentation showing satisfaction of ASCAP - BMI royalty fees. See show rules for audio recording and video cameras. No one under age 16, including infants, is permitted to enter the exhibit hall during move-in or move-out; no one under 12 is permitted in the exhibit hall at any time, other terms, conditions and limitations in the Show Rules are a part of this contract.

**Liability:** Exhibitor agrees that SCAA, JBS & Associates, George R. Brown Convention Center, City of Houston, ARAMARK Corporation and each of their officers, directors, employees, representatives, shareholders and agents shall not be liable for any damage or injury to persons or property during the term of this agreement from any cause whatsoever by reason of use, occupation and enjoyment of exposition space by Exhibitor or any person thereon with the consent of Exhibitor, and that Exhibitor will defend, indemnify and save harmless SCAA, JBS & Associates, George R. Brown Convention Center, City of Houston, ARAMARK Corporation and its officers, directors, employees, representatives, shareholders and agents from all liability whatsoever on account of any such damage or injury, whether or not caused by the negligence or breach of any obligation by Exhibitor or its employees or representatives. Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save harmless the SCAA, and JBS & Associates and their respective officers, directors, employees, representatives, shareholders and agents, and the Exposition facility and its employees and agents from all claims, losses or damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by Exhibitor's or its agents installation, removal, maintenance, occupation or use of the exposition premises or a part thereof. Exhibitor is responsible for the repair of any damage or disfigurement to the facility resulting from the occupancy of an exhibit space including move-in/out. Exhibitors acknowledge that neither the SCAA, nor the Exposition facility maintain insurance covering the Exhibitor's property and that it is the sole responsibility of Exhibitors to obtain business interruption, public liability, workers compensation, and property damage or loss insurance covering such losses by Exhibitor. SCAA will contract the Exposition facility, a show decorator and/or private security to provide security services during the periods of installation, public exhibit hours and dismantling and Exhibitor agrees that the provision of such security constitutes adequate discharge of all obligations of the SCAA and JBS & Associates to supervise and protect the Exhibitor's property. Exhibitor shall provide SCAA with a Certificate of Liability Insurance showing SCAA, JBS & Associates, George R. Brown Convention Center, City of Houston, ARAMARK Corporation as additional insureds. The Certificate shall provide for a 30-day written notice in the event of cancellation or material change of coverage. SCAA's failure to perform any term or condition of this Agreement as a result of conditions beyond its control such as, but not limited to, war, strikes, fires, floods, terrorism, acts of God, governmental restrictions, labor union strikes, power failures, or damage or destruction of any essential network facilities or servers, shall not be deemed a breach of this Agreement.

**Refunds, Cancellations and Booth Downsizing Policies:** As the Show dates approach it becomes increasingly more costly for the SCAA to re-sell cancelled exhibit booth spaces. Exhibitors that wish to cancel all or a portion of their reservation commitment must do so in writing on company stationary. Such written notice will be deemed accepted on the date received at the SCAA office in Long Beach, California. Cancellations or booth downsizings made prior to October 15, 2010 are subject to forfeiture of any Deposit or 25% of the Total Booth Contract Cost. Cancellations or booth downsizings made after October 15, 2010 but before January 15, 2011 will result in a forfeiture of 50% of the Total Booth Contract Cost. Cancellations or booth downsizings made after January 15th, but before March 1, 2011 will have a 75% forfeiture of the Total Booth Contract Cost, and cancellations or booth downsizings made after March 1, 2011 will result in a complete forfeiture of the Total Booth Contract Cost.

**Cooperation:** The foregoing Terms and Conditions have been formulated to serve the best interests of the Exhibitors and attendees. ALL points not covered herein are subject to interpretation and/or settlement by the Show Manager. Management reserves the right to limit access to any show area.

**Insurance - Mandatory:** Exhibitor agrees to maintain adequate insurance to fully protect Show Management (SCAA & JBS & Associates) and their affiliates, co-sponsors, service contractors and the George R. Brown Convention Center and City of Houston, ARAMARK Corporation from any and all claims, arising from the Exhibitor's activities including, but not limited to, the installation, operation and dismantling of Exhibitor's display. The foregoing insurance requirement includes claims under the Worker's Compensation Act or for personal injury, death, or for damage to property. Exhibitor understands that neither Show Management, nor the Convention Center maintains insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to maintain such insurance. Non-US corporations, see page 7 of Rules & Regulations.

Exhibitor is responsible for any and all damages caused by the Exhibitor or Exhibitor's agents, employees or guests. Exhibitor agrees to indemnify, defend and hold harmless Specialty Coffee Association of America and JBS & Associates and all of their partners, affiliates, agents and employees from and against any liability for loss or damage of any kind which Exhibitor may directly or indirectly cause.

**Exhibitors in the Show must carry:** Statutory limits for Workers' Compensation and Commercial General Liability including products and completed operations, independent contractors personal injury and blanket contractual liability insurance limits of at least \$500,000 per occurrence and \$1,000,000 aggregate. These coverages must be evidenced by a Certificate of Insurance with a 30-day notice of cancellation provision to the holder. The certificate must name Specialty Coffee Association of America, JBS & Associates and the George R. Brown Convention Center, City of Houston, ARAMARK Corporation as additional insureds and be provided to SCAA at least 30 days before the exhibit date. **Email or mail certificates for all named entities to: SCAA, 330 Golden Shore, Suite 50, Long Beach, CA 90802 or exhibit@scaa.org.**