

# 2015 ATE™ AUTOMOTIVE TRAINING EXPO



## Exhibitor Packet

Reach the West Coast's  
Automotive Industry  
Market All in One Place

Build Your Brand  
Awareness & Fuel Your  
Sales Pipeline

The Most Comprehensive  
Automotive Industry Expo  
on the West Coast

Top Industry Leaders &  
Trainers Address ATE at  
2 Keynote Events

# ATE 15

### **The West Coast's Largest Automotive Training & Expo Event!**

Our mission is to provide best-of-breed training and supply our attendees with exposure to exhibitors that are driving the industry!

*Don't miss out on this opportunity to reach valuable customers in this exciting training and expo venue.*

- Meet hundreds of potential customers in two days
- Expand relationships with existing customers
- Maximize your marketing dollars
- Introduce or test market new products/services
- Promote brand image and build public awareness
- Mingle with top decision-makers
- Generate sales leads
- Reach a ready-to-buy audience
- Industry-leading Keynote Speakers
- Best-of-breed technologies
- Unparalleled networking opportunities
- And much more!

### **Join us for this annual expo and training event!**

**March 20-21, 2015**

**Doubletree Hotel • SeaTac, WA**

Contact us today  
for more information! **877.257.2100**

**[www.ATETrainingExpo.com](http://www.ATETrainingExpo.com)**

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# EXHIBIT SPACE AGREEMENT

## March 20-21, 2015

**1. PARTIES.** The parties to this Agreement are the AUTOMOTIVE SERVICE ASSOCIATION NORTHWEST, INC., its employees, representatives and members, hereinafter called "Expo Producer," and any corporation, partnership or individual, its officers, agents, representatives and employees entering into this Agreement, hereinafter called "Exhibitor."

**2. AGREEMENT.** The Exhibitor agrees to rent from Expo Producer and Expo Producer agrees to rent to the Exhibitor, exhibit space in the Automotive Training Expo 2015 (ATE 2015) at the location, rental rate and times specified in the ATE 2015 Invitation to Exhibit brochure.

**3. APPLICATION & PAYMENT.** Potential Exhibitors must apply for exhibit space on the Exhibit Space Application form provided by Expo Producer. The completed Application must contain all of the information requested, be executed by an individual who has authority to act for the applicant, and be accompanied by a non-refundable deposit in the amount stated on the Application form.

The balance of the exhibit space rental must be paid in full by February 3, 2015. Space not paid in full by that date may be canceled without refund and/or be reassigned, at the option of Expo Producer.

**4. ELIGIBILITY.** Any producer or supplier of equipment, products, or services whose exhibit will enhance the purposes of ATE 2015 may apply for exhibit space. The Exhibitor agrees that the display will be substantially the same as that described on the Application for Exhibit Space. Expo Producer reserves the right to reject any Application or to limit the amount of exhibit space rented to any one Exhibitor.

**5. ASSIGNMENT OF SPACE.** Assignment of exhibit space shall rest solely with Expo Producer based on the character of the proposed exhibits and individual Exhibitor requirements and preferences. Booth space will be determined on a first come, first served basis. Assignments not rejected by the Exhibitor in writing within fourteen (14) days from the date of notification of assignment shall be presumed to be accepted by the Exhibitor and may not be thereafter rejected without the approval of Expo Producer.

**6. CANCELLATION.** If ATE 2015 is canceled or relocated due to circumstances within Expo Producer's direct control, Expo Producer's liability shall be limited to a refund of fees paid to Expo Producer by the Exhibitor. If ATE 2015 is relocated due to circumstances beyond Expo Producer's control, Expo Producer shall have no liability whatsoever but may, at its discretion, refund any fees paid by the Exhibitor. If ATE 2015 is canceled due to circumstances beyond Expo Producer's control, Expo Producer shall have no liability whatsoever but will refund fees paid to Expo Producer by the Exhibitor, less any and all legitimate expenses incurred.

If the Exhibitor cancels this contract, in writing to Expo Producer, on or before November 30, 2014, all fees paid except the deposit fee shall be refunded. If the Exhibitor cancels this contract on or after January 1, 2015, no fees shall be refunded. Any Exhibitor failing to occupy contracted space is not relieved of the obligation to pay for such space at the full rental price. Expo Producer shall have the right to use such space as it sees fit, if the space is not occupied two hours before the official show opening.

**7. EXHIBIT SPACE.** Exhibit space and standard booth equipment, as specified in the Invitation to Exhibit brochure, are provided by Expo Producer without additional cost to the Exhibitor. If any Exhibitor plans to construct a display of such character that the Exhibitor will not need the standard booth equipment, such display will not obscure the view of adjacent booths. The physical limitation of the display booths will be specified in a package sent to each Exhibitor by the show decorator, Global Experience Specialists (GES). The Exhibitor shall not use the aisles, hallway, lobby or parking lots for exhibiting.

No display shall be installed that does not fully conform to all Federal, State and Local laws, ordinances and regulations; and rules of the Doubletree Hotel Seattle Airport management. It is the responsibility of the Exhibitor to satisfy the requirements of this paragraph.

**8. CARE OF EXHIBIT SPACE.** The Exhibitor must, at their expense, maintain and keep in good order, the exhibit and the rented space. Nothing shall be attached to the permanent structure of the Doubletree Hotel Seattle Airport without the express permission of Expo Producer or the Doubletree Hotel Seattle Airport.

**9. INSTALLATION & DISMANTLING.** The Exhibitor will install and dismantle the exhibit during the times specified in the Move In Bulletin. Such times are binding upon the Exhibitor as though fully set forth herein. All displays must be in place and set up no later than two hours before the official opening of ATE 2015 and shall remain fully assembled and staffed until the final closing of ATE 2015.

Packing, unpacking, assembly and early disassembly of displays shall conform with directions from Expo Producer and/or the Doubletree Hotel Seattle Airport management, and shall be done only in areas designated by them.

Removal of product, equipment and display booth fixtures prior to 8 p.m. March 21 is strictly prohibited. A penalty of \$200.00 will be assessed and collected by Expo Producer from Exhibitors failing to honor this regulation.

**10. OPERATION OF EXHIBIT.** Exhibitors must confine their activities to their assigned booth space and shall not distribute materials to attendees from outside their rented space. The method and manner of operating each exhibit shall be proper and any Exhibitor shall be subjected to eviction, without refund, if their procedure is objectionable. The distribution of samples and souvenirs must be conducted on a dignified basis and must not interfere with any other exhibit.

The Exhibitor's use of amplified sound shall not be so obtrusive as to interfere with the activities of other Exhibitors.

The Exhibitor agrees to indemnify and hold Expo Producer harmless from all liability of any nature arising from the activities of the Exhibitor or from the display or use of the Exhibitor's property.

**11. LIABILITY.** Expo Producer's responsibility for the protection and safety of the Exhibitor or for the protection of the Exhibitor's property, from any cause whatsoever, is limited to furnishing reputable guards after-hours, and taking reasonable precautions to safeguard the Exhibitor's property. All property shipped or delivered to GES is at the sole risk of the Exhibitor. Exhibitors wishing to insure their goods must do so at their own expense.

**12. AGREEMENT TO CONDITION.** The Exhibitor agrees to abide by the conditions of this Agreement. It is further agreed that Expo Producer has the right to interpret these conditions as well as make final decisions on points these conditions do not cover. Sole control of the Doubletree Hotel Seattle Airport rests with Expo Producer.

**13. WAIVER.** Failure of Expo Producer to enforce any term of this Agreement shall not be deemed to be a waiver of that term or any other term of this Agreement.

**14. EXHIBITS.** The Invitation to Exhibit brochure is, by reference, a part of this Agreement and has the same force as if it were attached hereto.

**15. BINDING EFFECT.** This Agreement shall be binding on the parties and on their successors and assignees.

# EXHIBIT SPACE APPLICATION

## March 20-21, 2015



Please direct inquiries to: **Automotive Service Association Northwest**  
 7403 Lakewood Drive W #7      PHONE 253.473.6970      EMAIL jeff@asanorthwest.com  
 Lakewood, WA 98499      FAX 253.473.6940      WEB www.atetrainingexpo.com

**Please complete application and return ASAP to reserve your booth space now! Space is limited!**

### BUSINESS / COMPANY INFORMATION

**BUSINESS TYPE:**  
 Aftermarket Supplier       Educational Institution  
 Advertising / Marketing       Training and/or Consulting  
 Technology / Software       Other \_\_\_\_\_

\_\_\_\_\_  
 BUSINESS NAME

\_\_\_\_\_  
 MAILING ADDRESS      CITY      STATE      ZIP / PC

\_\_\_\_\_  
 BILLING ADDRESS      CITY      STATE      ZIP / PC

(    )      (    )  
 BUSINESS PHONE      BUSINESS FAX      EMAIL ADDRESS      WEB ADDRESS (URL)

\_\_\_\_\_  
 COMPANY REPRESENTATIVE (Primary Contact)      TITLE

\_\_\_\_\_  
 COMPANY REPRESENTATIVE (Secondary Contact)      TITLE

### EXHIBIT SPACE INFORMATION

\_\_\_\_\_  
 BOOTH NAME SIGN (26 letters maximum)

**BOOTH CHOICES** (By number – see Exhibition Floor Layout on next page.)      **EXPO/SHOW SPECIAL** (If you will have a Show-Only Special, please describe below.)

BOOTH #1    1st choice: \_\_\_\_\_      BOOTH #2    1st choice: \_\_\_\_\_  
                   2nd choice: \_\_\_\_\_                    2nd choice: \_\_\_\_\_

\_\_\_\_\_  
 PRODUCT(S) OR EQUIPMENT TO BE DISPLAYED

### RENTAL & PAYMENT INFORMATION

Each exhibit booth includes one (1) table, two (2) chairs, booth name & number sign and electricity. Internet service is \$20.00, please indicate below if you would like Internet. Orange and green spaces are 8'x10'. Yellow spaces are 20'x17'. Please see the ATE Exhibition Floor Layout for pricing and floorplan.

**Total Booth Price:** Number of Booths \_\_\_ X Price per Booth \$ \_\_\_\_\_ = \$ \_\_\_\_\_      **Internet Fee:** \$20.00 (one time fee)     Yes     No

**Advance Deposit Due:** Number of Booths \_\_\_ X \$300.00 each = \$ \_\_\_\_\_.

**ATE/ITEC Scholarship Fund:**     I would like to make a donation to the ATE/ITEC Scholarship Fund in the amount of \$ \_\_\_\_\_.

Check one:  
 I have enclosed a check made payable to ASA Northwest for the total amount of the non-refundable advance deposit.  
 I authorize ASA Northwest to charge the following credit card for the total amount of the non-refundable advance deposit:           

\_\_\_\_\_  
 EXACT NAME ON CARD      CREDIT CARD NUMBER      CVC (CID) CODE      EXPIRATION DATE

\_\_\_\_\_  
 BILLING ADDRESS ON CARD      CITY      ST      ZIP

\$ \_\_\_\_\_  
 TOTAL AMOUNT AUTHORIZED      AUTHORIZED SIGNATURE

I hereby make application for exhibit space at the Automotive Training Expo 2015, with a non-refundable advance deposit of \$300.00 per booth. It is also agreed and understood that at least one-half of the total booth(s) rental amount will be paid by January 1, 2015 and the full balance due will be paid by February 3, 2015. By signing this form, I also acknowledge that I have read the Exhibit Space Agreement and hereby agree to the terms set within the Agreement.

\_\_\_\_\_  
 EXHIBITOR AUTHORIZED SIGNATURE      DATE      ASA NORTHWEST AUTHORIZED SIGNATURE      DATE

Please mail this completed and signed application to the address at the top of this page. If paying by check, please enclose your check made payable to ASA Northwest.

