INSTRUCTIONS

Complete and return to:
DAC 2021 c/o Hall-Erickson, Inc., Exhibition Management, 98 E. Chicago Ave. Suite 201, Westmont, IL 60559, USA
tel +1 630.434.7779, fax +1 630.434.1216, exhibits@2021dac.com

Payment Terms - A deposit will be due on the date noted on the invoice. The amount due will depend on the date the contract was received and amount of licensed space. Final payment will be due February 1, 2021 or on the date noted on the invoice.

COMPANY INFORMATION

company/organization ______________________________________________________________
mailing address _________________________________________________________________
city state zip _________________________________________________________________
telephone _________________________________________________________________
web address _________________________________________________________________
corporate email _________________________________________________________________
name _________________________________________________________________
title _________________________________________________________________

Company Liaison Information

contact name _________________________________________________________________
email _________________________________________________________________

By signing this contract, the exhibitor agrees to receive materials by email, and U.S. Mail from DAC and its representatives and agents.

EXHIBIT SPACE APPLICATION/CONTRACT
58th Design Automation Conference
Conference: July 11-15, 2021 • Exhibits: July 12-14, 2021
Moscone West, San Francisco, CA

EXHIBIT SPACE PRICING
Pricing for 2021 follows a graduated discount system based on size of the exhibit space according to the schedule below. Exhibit space must be purchased in 10’ x 10’ increments.

The cost for exhibit space is as follows:
- The first 100 square feet of exhibit space is $47.50 per square foot
- From 101 to 800 square feet the cost is $38.50 per square foot
- From 801 - 2000 square feet the cost is $35.25 per square foot
- 2001 square feet and above the cost is $31.75 per square foot

Suite-only pricing
Suite-only space is available exclusively to first-time 2021 DAC participating companies at $52.00 per square foot.

EXHIBIT SPACE DIMENSIONS

1. Total exhibit space required __________________ square feet.

Dimensions: __________________ feet X __________________ feet
(must be in 10’x10’ increments)

Booth # 1st ___________________ 2nd ___________________ 3rd ___________________

Note that per Clause 12 of the agreement, Management, at its sole discretion, reserves the right to make changes in space assignments that it deems are in the overall best interest of the exhibition.

2. Total suite space required (subset of total exhibit space).

Suite space __________________ square feet.

GUIDELINES FOR SUITE SPACE
DAC provides Suite space on the following basis:
- Exhibit space of 100 sq. ft. – no Suite space provided.
- Exhibit space from 200 to 400 sq. ft. – at least 100 square feet of your floor space must be public booth space.
- Exhibit space greater than 400 sq. ft. – at least 25% of your floor space must be public booth space.

Keep in mind that DAC does not allow Suite walls within 5’ of a main traffic aisle, so the entrance to your Suite must open either into your public booth space or the area designated as “Suite Only Access”.

ACCEPTANCE OF CONTRACT
Exhibitor warrants that he has the authority to enter into this Contract on behalf of his/her company/organization and agrees to pay rental for the exhibit space and to adhere to the payment schedule outlined above. This agreement made this date, by and between the undersigned, hereinafter referred to as “Exhibitor” and the Association for Computing Machinery, and The Institute for Electrical and Electronics Engineers on behalf of the 2021 ACM/IEEE 58th Design Automation Conference, hereinafter referred to as “DAC”. By agreeing to this contract, Exhibitor agrees to be bound by the terms, regulations and conditions listed on page two of this agreement, and as included in the exhibitor manual, and as defined by Hall-Erickson, Inc. (“HEI”, “The Management”). The exhibitor expressly consents to abide by the rules and to comply with Management’s enforcement of the rules. The exhibitor further agrees to submit all promotional plans for pre-approval.

If Management, in its sole discretion, determines an exhibitor has violated the rules, the violating exhibitor, after receiving a single official warning and failing to correct the violation, shall incur a severe and appropriate penalty until the exhibitor comes into compliance to the reasonable satisfaction of The Management.

Name ____________________________

Authorizing Signature __________________ Date __________________

FOR EXHIBITION MANAGEMENT ONLY

DATE APPLICATION RECEIVED BY REQUESTED SQ. FT.

DEPOSIT RECEIVED $ CHECK #

CHECK DATE

ASSIGNED EXHIBIT SPACE(S)

FEET DEEP X FEET WIDE (FRONTAGE) = TOTAL SQUARE FEET

__________________ X __________________ = __________________

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__________________ X __________________ = __________________
1. PURPOSE AND ARRANGEMENT OF EXHIBITS The main purpose of the DAC is educational and the exhibitors together with the technical sessions are vital elements of this process. Management and the Exhibitor agree that the purpose of the Exhibition is educational, and will conduct them accordingly. Attendee surveys have consistently shown that attendees want Exhibitors to present detailed content and live demonstrations to illustrate the capabilities of their products rather than simple overview presentations of new products. It is the Exhibitor’s responsibility to educate the general view, and the Exhibitor shall not be liable to any attendee for any consequences arising from their actions. The exhibitors shall conduct the general view nor hide the exhibits of others. Plans for specially-built displays not in accordance with regulations should be submitted to Management before construction is ordered. Licensed Space. Exhibitor is licensed to use exhibit space which includes the following exhibit equipment: 5 high sided backwall, 5 high side rail, 5 suit walls and carpet according to the schedule on the opposite page, plus a 17’ x 11’ sign featuring the Exhibitor’s name and booth number (linear booths only). Aisle carpeting, general guard security and general aisle cleaning are provided. However, Management accepts no liability for losses or damages of any kind sustained throughout the Exhibition, except for losses or damages caused by the sole negligence or willful misconduct of Management. The parties to this contract agree that this agreement is a license to use exhibit space and not a lease or sublease of real property. Linear Booths (10’ x 10’, 10’ x 20’, 10’ x 30’) Smaller linear booths with a common backwall touching an adjacent exhibit space may be “hinged” when such an arrangement is not prohibited by height (8’ above floor to 10’6” for perimeter) and the sidewalls must drop to 48’, 5’ from the aisle. Every Exhibitor shall be allowed a backwall of at least 10’ wide. Suite usage in linear booths must have approval of Management. Island Exhibits have four open sides. Booth structure may not exceed 16’. Hanging signs are allowed but must be within the booth footprint with the top of the sign not exceeding 22’. Split-island Exhibits are open on three aisles. The common backwall for this type of exhibit may be a full backwall from aisle-to-aisle; however, the backwall may not exceed 10’. Booth structure may not exceed 16’. Hanging signs are allowed but must be within the booth footprint with the top of the sign not exceeding 22’. Hanging signs must be within the booth footprint and must be positioned so that the sign copy may not be visible from the neighboring split-island booth. 2. EXHIBITION OPERATING RULES AND REGULATIONS Exhibitor agrees to be bound by the rules and regulations established in the “Design Automation Conference Exhibition Operating Rules and Regulations”; provided however, that in the event of a conflict between such Rules and Regulations and this agreement, this agreement shall prevail. This document details the conditions under which Exhibitors agree to participate and will be strictly enforced by Management. 3. FIRE, SAFETY AND HEALTH The Exhibitor assumes all responsibility for compliance with local, city and state ordinances and regulations covering fire, safety and health. Exhibitor further agrees to comply with all Fire, Safety and Health guidelines as defined in the “Exhibition Operating Rules and Regulations”. 4. UNION LABOR Exhibitor must comply with all union regulations applicable to installing, disman- tling and displaying of the exhibits. 5. SUBLICENSING OF SPACE The Exhibitor shall not assign, sublicense or permit the whole or any part of the exhibit space licensed to Exhibitor or to have representatives, equipment or materials from any other firms than their own in the exhibit space without the written consent of Management. Only one company shall be considered as the Exhibitor, and no other company is licensed to use the space unless said company or unit is a subsidiary or affiliate of the Exhibitor. 6. OFFICIAL CONTRACTORS The official contractor has been designated to perform services for an Exhibitor such as the rental of furniture, erection of exhibits, electrical work, plumbing, labor, cleaning and other service. No Exhibitor or representative shall conduct for such services with other than the said official contractor without the express written consent of Management, which, for reasons of service continuity, is its sole discretion. Exhibitor agrees to financially compensate official contractors to perform services for the event, Exhibitor shall: (a) remain fully responsible and liable for the subcon- tracted obligations and duties to the same extent as if Exhibitor had fulfilled the obligations and duties itself; (b) bear all responsibility for paying such subcontractors and not charge DAC for the services performed by such subcontractors; and (c) indemnify DAC against any third party damages arising from the gross negligence or willful misconduct of such subcontractors. 7. LIABILITY AND INSURANCE The Exhibitor assumes entire responsibility for and hereby agrees to protect, indemnify, defend and hold harmless, DAC, Management, Moscone West Convention Center and its employees and agents, against all third party claims, losses and damages to persons or property, governmental charges or fines, and attorney’s fees finally awarded by a court of competent jurisdiction arising out of or caused by Exhibitor gross negligence or willful misconduct, excluding any such liability caused by the sole negligence of Moscone West Convention Center, its employees and agents. In addition, Exhibitor acknowledges that DAC, Management and Moscone West Convention Center do not maintain insurance covering exhibit property and that it is the responsibility of the Ex- hibitor to obtain business interruption and property damage insurance covering such losses sustained through the Exhibitor’s negligence. Insurance Requirements. All exhibitors participating in the DAC are required to obtain a general public liability insurance in the amount of one million dollars ($1,000,000) per occurrence. DAC and Moscone West Convention Center shall be named as additional insured on the general liability policy. Such insurance certificates may be issued by an insurance company with an A.M. Best rating of A or higher and shall include coverage of the indemnification obligations of the exhibitor under these rules and regulations. Each exhibitor is also required to carry workers compensation protecting employees in accordance with the laws of the state in which the Exhibition is being held. Nothing in this paragraph supersedes any liability that may be applicable.