



2023 Annual International CHRIE Summer Conference

19-21 July | Phoenix, Arizona

LINKING

INNOVATION • EDUCATION • COLLABORATION

This year at the 2023 Annual International CHRIE Summer Conference we have a planned with you in mind and all the ways we are LINKING Innovation • Education • Collaboration in hospitality and tourism.

What is the Education & Innovation Center?

The Education & Innovation Center at the 2023 Annual ICHRIE Summer Conference will highlight new technology being developed for the hospitality industry. Offering attendees an opportunity to engage with industry partners, the Center will showcase cutting-edge technology designed to influence the future of the hospitality industry and hospitality education.

Will this year differ from last year's Education and Innovation Center?

When this year's exhibit space was planned, we knew the Center needed to again highlight innovation and technology for educators. This year we are highlighting only the exhibitors during open hours. With that in mind, we designed a space that would accentuate the vendors and networking.

About the Education & Innovation Center

Each vendor will have a 6' table with a chair in an area of approximately 10' x 10' to set up. The tables will be set up on the perimeter of the space and we encourage you to bring your giveaways, brochures and signage.

What you can expect as part of the Education & Innovation Center

With two (2) days scheduled, there will be something for everyone! You will have face-to-face access to the attendees as they are welcomed to the Center for YOU! Enjoy lunch with the attendees and make connections to take back with you.

Education & Innovation Center Schedule

Designed to Maximize Exposure and Network with Your Audience

Wednesday, 19 July 2023

1-5pm: Vendor Move-in

6:30-8pm: 2023 ICHRIE Conference Welcome Reception

Thursday, 20 July 2023

10:15am: Center opens for the day

11:45am-1:15pm: Lunch in the Center

1:15pm: Center closes for day

What does my Vendor Package Include?

One (1) draped 6' table with one (1) chair

One (1) full conference registration

**** NEW FOR 2023:**

Lead Retrieval Scanner for each vendor to capture information of visitors at your booth table or anytime during the conference

Complimentary listing with logo, company description and contact details in the conference app

Opportunity for outreach to attendees through conference app

Tabletop sign with vendor name

Free wifi in the Center

Note: Additional electrical or other technology needs will be handled by ENCORE and be the financial responsibility of the requesting vendor.

**The 2023 ICHRIE Education & Innovation Center
will offer exhibitors the chance to meet with
attendees and build relationships for the future.**

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2023 Annual ICHRIE Conference Education & Innovation Center

Exhibitor Application and Contract



Participating Company

Contact

Address 1

Address 2

City

State

Zip

Province/Country

Telephone (with Country Code)

Email

Website URL

Exhibit Contract Conditions/Rules & Regulations

	Member Rate	Non-Member Rate
Exhibitor Display	\$2,500	\$2,800

Display and Table Package includes 1 Full Conference Registration.
Additional registrations may be purchased at the conference rate.

Space Rental Charges, Payment Terms & Agreements:

(It is specifically noted that the terms and conditions throughout this agreement are binding on both sides.)

We have enclosed full payment on the above exhibit space. A 50% refund will be made for booth space cancelled prior to 15 June 2023.

Make All Checks Payable to:

International CHRIE
2810 North Parham Road, Suite 230
Richmond, Virginia USA 23294
Telephone: 01 (804) 346-4800

We, the undersigned, do hereby apply for the reservation of exhibit space in 2023 Annual ICHRIE Conference. We understand this application becomes a binding agreement between ICHRIE and the undersigned exhibitor when accepted by Management. We agree to abide by the General Information, Rules and Regulations on the reverse side, the Exhibitor Information and Services Manual, and such additional rules and regulations as may be adopted by Management. We understand that exhibit space allocation shall be at the discretion of Management. Cancellations, in whole or in part, must be made in writing and are subject to cancellation fees as outlined in this agreement.

Company Official

Title

Printed Name

Accepted By

Date

Credit Card Payments

☐ MasterCard ☐ VISA ☐ Discover Card ☐ AMEX

Name on card

Card Number

Expiration date

Security Code

Billing address

City

State/Province

Zip/Postal Code

Phone Number

Signature

Date

2023 ICHRIE Conference and the Education & Innovation Center

19-21 July 2023 • Phoenix, Arizona USA

The following terms and conditions shall apply to this agreement for the Education & Innovation Center (EIC) at the 2023 Annual ICHRIE Summer Conference and are binding upon the parties hereto:

1. Space assignments will be made on a first-come, first served basis and only on receipt of full payment. No space assignments will be processed without the receipts of full payment.
2. With the cost of an Exhibitor Display includes, at no extra charge, a 6' table, draped and an appropriate identification sign bearing the company name as it appears in the contract of this agreement. The size is estimated to be 10x10 with no sides or backing. Carpet is part of the room set up.
3. Exhibitors are not permitted to assign or sublet a booth or any part of the space allotted to them by this agreement. Nor shall they exhibit, or permit to be exhibited in their space, any merchandising or advertising materials, which are not part of their company's regular products as described in this agreement.
4. Installation of exhibitors in the EIC must be done before 5pm on Wednesday, 19 July 2023 . If any exhibit is not set up and in order by 5:00pm on 19 July 2023, show management reserves the right to assign that booth to another exhibitor, or make such other use of space deemed necessary or appropriate with no refund eligible to the exhibitor. Set-up hours are subject to change by show management.

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|---------------|-------------------------|--------------------------------|
| 5. SHOW DAYS: | Wednesday, 19 July 2023 | Move In (1 - 5pm) |
| | | Opening Reception (6:30 - 8pm) |
| | Thursday, 20 July 2023 | Show Day (10:45am - 1:15pm) |
| | | Move Out (1:30pm - 3:30pm) |

6. Exhibits are to be kept intact until the closing of the EIC vendor show on Thursday, 20 July 2023. It is also specifically noted that all exhibits must be removed by 3:30pm on Thursday, 20 July 2023. It is also agreed that exhibit material not removed by the times and date will be declared abandoned and removed by the hotel at the exhibitor's expense and disposed of at the management's discretion.
7. Show management reserves the right to decline to permit an exhibitor to conduct and maintain an exhibit if, in the sole judgment of show management said exhibitor or exhibit, or proposed exhibit, shall in any respect be deemed unsuitable. This reservation relates to persons, conduct, articles of merchandise, printed matter, souvenirs, catalogs, and anything else, without limitations, which affects the character of the exhibit, and therefore the show. The use of loudspeakers, recording equipment, television sets and radios, or the use of operating machinery which is of sufficient volume annoying to neighboring exhibitors will not be permitted. Such speakers if permitted must be within the confines of the contracted exhibit space and facing inward (not toward the aisles).

As relates to the display areas, no part of that display can be higher than 8 feet.

As relates to bulk space, no portion of any exhibit may be above 8 feet in height without show management being provided a complete and detailed perspective drawing of the exhibit, with release absolving show management and sponsors of any responsibility for liability in the event of structural failure. Such release shall include a certificate of insurance naming show management as additional insurance for liability in the amount of \$1,000,000.00. Cost of such insurance shall be borne by the individual exhibitor.

8. Serving alcoholic beverages is prohibited by show management, within the confines of the JW Marriott Desert Ridge Resort & Spa during show hours or installation or removal hours.
9. Distribution of literature and souvenirs from booth to booth or in the aisles is forbidden. Exhibitors must confine their exhibit activity to contracted exhibit space.
10. It is specifically declared that exhibitors will confine their activities to conform to specifications set out for the JW Marriott Desert Ridge Resort & Spa by the general agreements between The 2023 International CHRIE Conference and the JW Marriott Desert Ridge Resort & Spa , and also for specifications for, and the directions of, the Fire Marshall's office for exhibits within the EIC.
11. It is agreed that neither ICHRIE, JW Marriott Desert Ridge Resort & Spa , nor their respective officers, representatives or employees are responsible for any injury, loss or damage that may occur to the exhibitor or exhibitor's employees or property from any cause whatsoever, prior to, during, or subsequent to the period covered by the exhibit agreement and by the execution of this agreement exhibitor expressly releases and discharges and agrees to hold show management, their agents, employees and assigns harmless from and against all claims, demands, damages or losses of any kind or nature arising out of the activities encompassed by this agreement, including any negligent conduct of show management, its agents, employee and assigns. Watchmen will be furnished, but the furnishing of such watchman will not be deemed to affect the non-liability of this section of this agreement, if insurance is desired, it must be secured by the exhibitor. It is recommended that exhibitors take individual precautionary measures such as securing easily transportable articles of value and their removal to a place of safekeeping after exhibit hours or while the booth is not manned. It is further agreed that all material brought by the exhibitor is the responsibility of the exhibitor and that show management hereby disclaims all responsibility for these articles. These parties hereto acknowledge that the forgoing disclaimer of liability has been negotiated between the parties and is reflected in the charges applicable to this agreement.
12. In the event of the postponement of the show for any cause, it is agreed that show management shall have a period of ninety (90) days from the postponement to reschedule and reproduce the show. If the show is rescheduled and reproduced within this period, it is agreed that all aspects of this agreement remain intact and that exhibitor will reschedule his exhibit in order to participate in this rescheduled exposition.
13. It is specifically agreed that show management has a right to amend or alter the terms and conditions of this agreement from time to time as need arises provided show management give adequate notice (10 days) to the exhibitor. Each exhibitor, for himself, his agents and employees agrees to abide by the Contract Conditions/Rules & Regulations as published by show management and noted herein and any future alterations or modifications as described by this paragraph.
14. It is agreed upon that all disputes from this agreement or participation in the show described by this agreement shall be adjudicated under Commonwealth of Virginia law in the courts of the state of Virginia.