2020 Annual ICHRIE Summer Conference & Marketplace

About the 2020 ICHRIE Marketplace

At the 2020 Annual International CHRIE Summer Conference & Marketplace in Arizona, “Enriching the Hospitality & Tourism Future through Industry and Educational Partnership,” the 2020 Conference is an excellent opportunity to participate with the best & brightest in hospitality & tourism education! As an exhibitor, you’ll meet with deans, directors and professors from the top hospitality and tourism program at institutions all over the world.

The 2020 ICHRIE Annual Summer Conference & Marketplace continues to bring together decision-makers and influential buyers into one location—an intimate networking atmosphere, designed to build and strengthen relationships. The relationships will lead to significant advantages when recruiting the top talent to your organization or the purchase of your products and services.

Please review the following marketplace exhibit hall information that will detail your opportunity to participate at the Annual CHRIE Summer Conference & Marketplace. Join us 22-24 July 2020 in breathtaking Phoenix, Arizona USA as an exhibiting partner.

New Extended Hours Designed to Maximize Exposure & Connect with Attendees*

**Tuesday, 21 July 2020**
9am—5pm: Exhibitor Move-In

**Wednesday, 22 July 2020**
9am—6pm: Exhibitors Available
7pm: Marketplace Grand Opening
7 – 9pm: Opening Reception in the Marketplace

**Thursday, 23 July 2020**
7am—5pm: Exhibitors Available
12—1pm: Lunch in the Marketplace
4pm: Exhibitor Move-Out

*Dates and Hours Subject to Change

If you have questions or if additional information is needed, please contact Amie Grayson at 01 (804) 346-4800 or via email at agrayson@chrie.org.
Participate as an Exhibitor
The 2020 Annual ICHRIE Summer Conference & Marketplace Expo is the event that brings together executives, deans & professors and is the premier showcase for the latest educational software, curriculum products and services and publishing resources. The Marketplace is also the premier location to establish and strengthen recruiting relationships with the top talent producers in North America and around the world. As an exhibitor, you’ll be on track to achieve the following objectives:

- Meet hundreds of qualified leads in a two-day period
- Build and expand relationships with universities and institutions across the country and around the world
- Promote your company’s brand and build industry awareness
- Network and stay abreast of industry trends and challenges
- Display your products and services to a targeted, high-level group of attendees and buyers
- Launch new products and services

Bringing Buyers and Decision Makers to You
As an exhibitor at the 2020 Annual CHRIE Summer Conference & Marketplace Expo, you will benefit from an aggressive, targeted marketing campaign consisting of direct mail, email, print advertising and a public relations campaign designed to deliver qualified buyers and high level decision makers to you. Each year, over 500 top deans, directors and professors attend the annual ICHRIE Conference. The 2020 marketing plan includes the following:

- Intensive direct mail, print advertising and email marketing campaign targeted to ICHRIE members, prospective members, and prospective conference attendees.
- Comprehensive public relations campaign targeted at business and trade media.
- Advertising coverage in both the U.S. and international industry publications

Your Booth Package Includes the following

- One full conference registration and two exhibitor badges per 10’x10’ booth purchased
- FREE listing and company description in the official conference mobile app
- FREE Opening Day networking reception with attendees in the marketplace expo hall
- FREE networking lunch with attendees in the marketplace expo hall
- Online exhibitor service manual, which puts all the necessary forms and deadlines for a successful show at your fingertips
- Exhibitor update newsletters to help you stay on track with deadlines and stay abreast of show developments

With such a large concentration of targeted decision makers and top level academia in one location, the ICHRIE Conference & Marketplace is a great place to promote your brand, build relationships and push your recruiting effort to the next level.

Not only a terrific area for networking, but a high attendee traffic area during breaks and the location for the Opening Reception and Thursday Luncheon!
2020 Annual ICHRIE Conference & Marketplace Expo | Phoenix, Arizona USA
Exhibit Space Application and Contract

Participating Company

Contact

Address 1

Address 2

City

State

Zip

Province/Country

Telephone (with Country Code)

FAX

Email

Website Address

List specific companies you do not want to be near, limit four companies. Show Management will try, but cannot guarantee, to accommodate this request.

1

2

3

Exposition Contract Conditions/Rules & Regulations

<table>
<thead>
<tr>
<th>Booth Type</th>
<th>Member Rate</th>
<th>Non-Member Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>10X10 (100 square feet) Booth</td>
<td>$1,950</td>
<td>$2,250</td>
</tr>
<tr>
<td>10X10 Premium Location Booth</td>
<td>$2,150</td>
<td>$2,450</td>
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*Booth Package includes 1 Full Conference Registration and 2 Exhibitor Badges per 10x10 booth purchased. MULTIPLE 10x10 BOOTHS MAY BE PURCHASED.

Booth # Request - Note all Booths are 10x10
Multiple 10x10 booths may be purchased
First Choice: _____ @ $________
Second Choice: _____ @ $________
TOTAL DUE: $________

Space Rental Charges, Payment Terms & Agreements:
(It is specifically noted that the terms and conditions on the reverse side of 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 5 May 2020.

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

We, the undersigned, do hereby apply for the reservation of exhibit space in 2020 ICHRIE Annual 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 on reverse side.

Company Official

Title

Printed Name

Accepted By

Date
ICHRIE Conference & Marketplace
24-26 July 2020 • Phoenix, Arizona USA

The following terms and conditions shall apply to this agreement 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. Cost of a 10’x10’ space includes, at no extra charge, an 8’ high background curtain, a 33-inch high side rail curtain divider and an appropriate cardboard, two-line identification sign bearing the title as it appears on the reverse side of this agreement. Booth size is indicated on the official show plan, which is included and becomes a part of this agreement, as measured along the back dimension from the centers of the upright poles. Bulk Space: (Space greater than 10x10), side rail and back wall curtain dividers will be supplied to purchasers of bulk space where necessary. Where bulk space is an “island” no draping is supplied. Exhibitors are required to carpet their exhibit space.

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 on the reverse side of this agreement.

4. Installation of exhibitors must be done between 9am and 5pm on Wednesday, 24 July 2020. If any exhibit is not set up and in order by 5:30pm on 24 July 2020, 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.

5. SHOW DAYS: 
   Wednesday, 24 July 2020 ———— Exhibitor Move In and Opening Reception
   Thursday, 25 July 2020 ———— Show Day and Move Out

6. Exhibits are to be kept intact until the closing of the show on Thursday, 25 July 2020. It is also specifically noted that all exhibits must be removed by 5:00pm on Thursday, 25 July 2020. It is also agreed that exhibit material not removed by the times and date will be declared abandoned and removed by show management 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, in the sole judgment of show management said exhibit 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).

8. Serving alcoholic beverages is prohibited by show management, within the confines of the Phoenix Marriott 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 Phoenix Marriott by the general agreements between The 2020 International CHRIE Conference and the Phoenix Marriott, and also for specifications for the Fire Marshall’s office for exhibits within the Exhibit Hall.

11. It is agreed that neither ICHRIE, Phoenix Marriott 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 foregoing 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 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 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 by adjudicated under Commonwealth of Virginia law in the courts of the state of Virginia.