



**September 21-24, 2017**  
**Greater Columbus Convention Center**  
**Columbus, Ohio**  
**www.AIMExpoUSA.com**

*Please complete this agreement and return BOTH sides to:*

Bonni Finer, bfiner@mic.org / fax to 877-926-8114 or  
 AIMExpo / MIC Events 2 Jenner Ste 150, Irvine CA 92618  
 Any questions, call us at 855-MCSHOWS (627-4697)

Account Manager: \_\_\_\_\_

1. Company Name \_\_\_\_\_  
 Contact \_\_\_\_\_ Title \_\_\_\_\_  
 Email Address \_\_\_\_\_ Website \_\_\_\_\_  
 Address \_\_\_\_\_  
 Address (2) \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Country \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Mobile \_\_\_\_\_ Fax \_\_\_\_\_

2. **PRODUCT(S) DISPLAYED** We will exhibit the following products and/or services:  
 \_\_\_\_\_

3. **PRIMARY PRODUCT CATEGORY** *Please check all that apply*

|  |  |
|--|--|
| <input type="checkbox"/> Accessories               | <input type="checkbox"/> Media                   |
| <input type="checkbox"/> Association/Non-Profit    | <input type="checkbox"/> Oil & Chemicals         |
| <input type="checkbox"/> Apparel/Gear Business     | <input type="checkbox"/> Performance Products    |
| <input type="checkbox"/> Retail Products           | <input type="checkbox"/> Replacement Items/Parts |
| <input type="checkbox"/> Business Service Products | <input type="checkbox"/> Tools & Equipment       |
| <input type="checkbox"/> Maintenance               | <input type="checkbox"/> Vehicle Manufacturer    |

**BOOTH NUMBER** \_\_\_\_\_  
**DIMENSIONS** \_\_\_\_\_ **SQUARE FOOTAGE** \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**COMPANY DISPLAY NAME**

Your company name will be listed in all published materials (ie. floorplan/website/show guide) as listed on this contract. If your company name should be listed differently, please tell us below:  
 \_\_\_\_\_

**TOTAL INVESTMENT** \$ \_\_\_\_\_  
 See payment schedule below  
 MIC Member? (Check here to receive your booth credit) \_\_\_\_\_

**EXHIBIT SPACE**

Exhibit Space Rate \$26.00/SF Corner Fee \$200/corner

4. **PAYMENT** \_\_\_\_\_ PLEASE FIND MY CHECK ENCLOSED (PAYABLE TO AIMEXPO)  
 OR  
 \_\_\_\_\_ PLEASE CHARGE MY  VISA  MASTERCARD  DISCOVER  AMEX

CREDIT CARD ACCOUNT NUMBER \_\_\_\_\_ EXP DATE \_\_\_\_\_  
 \_\_\_\_\_

CARD HOLDER'S NAME \_\_\_\_\_ SIGNATURE \_\_\_\_\_

5. **PAYMENT SCHEDULE**

- 50% due with contract
- 100% due on or after June 16th, 2017

**NOTE:** By signing below, I authorize AIMExpo / MIC Events to process all payments on the above credit card. All payments will be charged based on the payment schedule above.

BY SIGNING BELOW, the Exhibiting Company hereby affirmatively consents and agrees as follows, (1) Any change in the Exhibiting Company's mailing address, show guide information, brand names or product listings must be communicated in writing; (2) Filming may be in progress at the event, by exhibiting in AIMExpo, you agree to allow for your image to appear in our videotaping and photography for any and all commercial purposes; (3) Receive telephone solicitations initiated by or on behalf of AIMExpo by authorized AIMExpo service providers and vendors to the telephone number provided above; (4) Receive commercial electronic mail messages sent by or on behalf of MIC Events, its affiliates, lines of business and divisions.

6. \_\_\_\_\_  
 Signature \_\_\_\_\_ Date \_\_\_\_\_

Please retain a photocopy of this form for your own records



Terms and Conditions on Reverse Side

**2017 EXHIBIT SPACE APPLICATION / CONTRACT**



## 1. EXHIBITOR COVENANTS

- a) The Exhibitor agrees to (i) obey all laws, by-laws, ordinances and regulations governing use of the facility and operation of the *American International Motorcycle Expo* ("*AIMEExpo*"), (ii) abide by the rules and regulations of the city, fire and police departments and of any other government or regulatory body having authority to regulate the facility and *AIMEExpo*, and (iii) obey all laws, including those pertaining to health and safety, consumer protection and protection of visitors to *AIMEExpo*.
- b) The Exhibitor agrees to abide by all rules and regulations governing *AIMEExpo* established from time to time by Motorcycle Industry Council ("*MIC Events*"), including rules and regulations set forth in the Exhibitor Manual.
- c) The Exhibitor agrees to observe, to the extent applicable, all union contracts and labor relations agreements in force (i) between *MIC Events* and contractors providing services to the facility, and (ii) governing companies operating in the facility in which *AIMEExpo* is taking place.
- d) The Exhibitor agrees to obtain, at its own expense, any licenses or permits which are required for the operation of its trade or business during the term of *AIMEExpo* and to pay all taxes, including all applicable sales taxes, of any nature or kind that may be levied against it as a result of the operation of its trade or business in its contracted space.
- e) The Exhibitor agrees not to conduct or be associated with any promotional contests held at or in connection with *AIMEExpo* unless (i) the Exhibitor satisfies *MIC Events* that the Contest is being operated in accordance with applicable law; and (ii) the prior written consent of *MIC Events* is obtained.
- f) The playing, performing, reproduction, broadcasting or other use at *AIMEExpo* of any music, materials, devices, processes and dramatic rights that is the subject of any third party copyright, trademark, industrial design, patent or any other intellectual property right, by the Exhibitor or its agents, representatives or employees is prohibited without express written consent of *MIC Events*. The Exhibitor agrees to indemnify and save harmless *MIC Events* and the facility (and their respective officers, directors, employees, insurers, agents, representatives and those for whom the Exhibitor is responsible in law) against any and all claims, losses, liabilities and damages (including legal fees and expenses) costs and charges arising from or as a result of any unauthorized use of any Work by the Exhibitor, its agents, representatives, employees and those for whom the Exhibitor is responsible in law.
- g) The Exhibitor agrees to occupy the contracted exhibit space during *AIMEExpo* hours and to sell, promote or advertise only the products and services described in this license agreement. No products, samples, marketing or advertising materials may be distributed from the aisles, entrance or any other areas of the exhibit hall, convention center or official hotels without prior approval in writing from *AIMEExpo* show management.

## 2. MIC RIGHTS

- a) *MIC Events* serves the right, in its sole and unfettered discretion to: (i) determine the eligibility of Exhibitors and exhibits for *AIMEExpo*, (ii) reject or prohibit exhibits or Exhibitors which *MIC Events* considers objectionable, inappropriate, disruptive or offensive to *MIC Events*, other Exhibitors or *AIMEExpo* attendees; (iii) change or modify the layout of *AIMEExpo* and/or relocate exhibits or Exhibitors; (iv) cancel, in whole or in part *AIMEExpo* due to an event of force majeure; or (v) change the date, location and duration of *AIMEExpo*; without any liability to *MIC Events*.
- b) *MIC Events* shall have the right to establish and amend or modify any regulations governing use of the facility and *AIMEExpo*.

## 3. ASSIGNMENT AND SUBLETTING

The Exhibitor shall not assign any rights or sublet space under this license agreement without the prior written permission of *MIC Events*, which permission may be withheld in *MIC Events*'s sole discretion.

## 4. DEFENCE AND INDEMNIFICATION

The Exhibitor agrees to defend, indemnify and hold harmless *MIC Events* and the facility, their respective officers, directors, agents, representatives and employees, against all claims, losses, liability, damages (including legal fees and expenses), costs and charges of every kind resulting from (i) its occupancy of the exhibit space and/or its environs, (ii) the use of equipment or devices furnished to or used by the Exhibitor or other persons in connection with *AIMEExpo*, and (iii) personal injuries, death, property damages or any other damage sustained by the Exhibitor, *MIC Events*, the facility, *AIMEExpo* sponsors or a visitor to *AIMEExpo* and their respective directors, officers, agents, representatives and employees or those for whom the Exhibitor is responsible in law.

## 5. LIABILITY AND INSURANCE

- a) The Exhibitor shall obtain and maintain at its own expense a comprehensive general liability and all risk property insurance policy acceptable to *MIC Events* for the period commencing on the first move-in date and terminating on the last move-out date. The policy shall name *MIC Events* as additional insured and insure the Exhibitor against all claims of any kind arising from or in any way connected with the Exhibitor's presence or operations at *AIMEExpo*. The policy shall provide coverage of at least \$1,000,000 for each separate occurrence. The Exhibitor shall provide *MIC Events* a copy of such policy no later than 90 days preceding the opening date of *AIMEExpo*.
- b) The Exhibitor is responsible to insure its own exhibit, personnel, display and materials from any damage or loss through theft, fire, accident or other cause and accepts all risks associated with the use of the exhibit space and its environs. The Exhibitor shall not make any claim or demand or take any legal action, whatsoever, against *MIC Events*, *AIMEExpo* sponsors or the facility in which *AIMEExpo* is held, for any loss, damage or injury howsoever caused, to the Exhibitor, its officers, directors, agents, representatives, and employees or their respective property.

- c) Neither *MIC Events* nor the facility will assume liability for loss for damage, through any cause, of equipment, products, goods, exhibits or other materials owned, rented or leased by the Exhibitor.

## 6. BOOTH DISPLAY

- a) All exhibits require full floor covering. Booth construction and signage must be exhibited in accordance with the rules and regulations pertaining to the Exhibitor's booth type and as outlined in the Exhibitor Service Manual.
  - Linear booth displays must be no more than 8' high across the back (including signage), and no more than 8' high on both sides
  - Signs must be one-sided, and not face into another exhibitor's booth
  - No hand written signs are allowed – use professional signs only
  - No tents without consent in writing from *AIMEExpo* Management
  - Tables and counters must have a professional, floor-length skirt/covering.
- b) The Exhibitor agrees that no display will be dismantled or goods removed during the term of *AIMEExpo*, but will remain intact until the end of the final closing hour on the last *AIMEExpo* day. Leaving the event early may result in the loss of your booth selection priority status. The Exhibitor also agrees to remove its display and equipment from *AIMEExpo* site by the final move-out day, and in the event of a failure to do so, or failure to return the allocated space to the same condition as at the move-in date, the Exhibitor agrees to pay for any additional costs and expenses incurred by *MIC Events*.

## 7. CANCELLATION AND TERMINATION

- a) The Exhibitor shall have the right to cancel this license agreement by notice in writing to be delivered to *MIC Events* no later than sixty (60) days preceding the opening date of *AIMEExpo*. All deposits/payments received by *MIC Events* up to the date of notice of cancellation are non-refundable and non-transferable. In the event that the Exhibitor (i) notifies *MIC Events* less than sixty (60) days preceding the opening date of *AIMEExpo* that it wishes to cancel this license agreement; or (ii) fails to make payments in accordance with the payment schedule set out herein; or (iii) except as otherwise permitted herein, fails to appear at *AIMEExpo*; *MIC Events* reserves the right to (i) cancel this License agreement without notice and all rights of the Exhibitor hereunder shall cease and terminate; (ii) retain any payment made by the Exhibitor as liquidated damages (and not as a penalty) for breach of this license agreement; (iii) re-rent the said space; and (iv) bring action against the Exhibitor for payment of the full cost of the space originally licensed from *MIC Events*.
- b) If the Exhibitor violates or breaches any other terms or conditions of this license agreement, all payments made by the Exhibitor and all amounts due to *MIC Events* shall be deemed earned by *MIC Events* and all deposits received shall be non-refundable and non-transferable. In the event of any violations or breach of the terms and conditions of this license agreement, *MIC Events* shall have the right to immediately occupy the space of the violating and/or breaching Exhibitor and utilize it in any manner as *MIC Events* deems appropriate, including, but not limited to, re-licensing its use to another exhibitor. The Exhibitor shall not be entitled to any offset or mitigation of the amount due under this license agreement as a result of the use of or payment for the space by another exhibitor in *AIMEExpo*.
- c) Each covenant by the Exhibitor contained herein is material and of the essence of this license agreement and violation of any term or condition hereof by the Exhibitor shall be a default of the entire agreement entitling *MIC Events* to immediately and without notice revoke the privileges granted to the Exhibitor and take possession of the space of the defaulting Exhibitor. Any such revocation of the license granted herein shall be without prejudice to *MIC Events* to make any claim for damages or enforcement of the payment of any amounts due pursuant to the terms hereof.

## 8. FORCE MAJEURE

In the event that (i) the facility in which *AIMEExpo* is to be held or is held is destroyed or becomes unavailable for occupancy or (ii) *MIC Events* is unable to permit the Exhibitor to occupy the facility or the space, or (iii) if *AIMEExpo* is cancelled or curtailed, for any reasons beyond the control of *MIC Events*, including but not limited to, casualty, explosion, fire, lightning, flood, weather, epidemic, earthquake or other Acts of God, acts of public enemies, riots or civil disturbances, strike, lockout or boycott, *MIC Events* will not be responsible for any loss of business, loss of profits, consequential or special damages or expenses of whatever nature that the Exhibitor may suffer.

## 9. MISCELLANEOUS

- a) Waiver by *MIC Events* of any breach of any term or provision of this license agreement by the Exhibitor shall not be deemed a waiver of any subsequent breach of the same or any other provision hereof.
- b) No alterations or variations of the terms of this license agreement shall be valid unless made in writing and signed by each of the parties hereto.
- c) This license agreement shall be governed by and construed in accordance with the laws of the governing jurisdiction in which *AIMEExpo* is held.
- d) If an *AIMEExpo* guide is produced for *AIMEExpo*, *MIC Events* is not responsible for any errors or omissions in the *AIMEExpo* guide.

INITIAL HERE \_\_\_\_\_ I have read and agree to *AIMEExpo* terms & conditions



**MIC Events -- AIMEExpo**  
 2 Jenner, Suite 150 Irvine, CA 92618  
 Email: bfiner@mic.org -- Fax: 877-926-8114  
 www.AIMEExpoUSA.com



PRESENTED BY



1) **PIRATE HOUSING - onPeak** is the OFFICIAL housing provider for AIMExpo Presented by Nationwide. We have worked diligently with the hotels in Columbus to establish room blocks for attendees and exhibitors. While you may be contacted by other housing agencies to book your hotel rooms, please be aware that these companies are **NOT** official vendors of AIMExpo Presented by Nationwide. Improper solicitation of hotel reservations from any company or housing provider other than **onPeak** is not approved by AIMExpo Presented by Nationwide. Rates offered by unaffiliated organizations may appear to be lower than AIMExpo Presented by Nationwide rates, however they may be illegitimate, have unreasonable cancellation or change penalties, or be completely non-refundable.

2) **INLINE BOOTH MEASUREMENTS** - The inline booth measures 10'x10' in dimensions.

### 3) **INLINE BOOTH HEIGHT RESTRICTIONS**

**INLINE Booths**- The maximum height your product can be displayed is 4' in the front half of your booth and 8' high in the back half of your booth. This includes flags and signage. **NO EXCEPTIONS**

**INLINE PERIMETER Booths**- The maximum height your product can be displayed is 4' in the front half of your booth and 8' high in the back half of your booth. Signage may be displayed up to 10' along the back wall of your perimeter booth. Canopies are allowed in perimeter booths, but please note the actual booth dimensions in the exhibitor service guide. Standard 10'x10' canopies may not fit in the booth space properly.

Please review the booth guidelines in the service kit for island and peninsula booth height restrictions.

4) **FLOORING**- All booths must have professional flooring (carpet, tile, laminate, etc) that covers the entire surface of your booth.

5) **NO EARLY MOVE-OUTS!!** AIMExpo Presented by Nationwide ends on **Sunday at 5pm** and there will be attendees on the show floor expecting to see you. Exhibitors must keep their booth set up and staffed until the show closes on Sunday. Consequences of early move out (this includes the early tear-down of your booth) include losing your priority booth selection and possible exclusion from next year's show.

### **INCLUDED WITH YOUR BOOTH SPACE:**

- Standard pipe and drape (8' high back drape / Side drapes at 3' for front half of the booth and 8' for the back half of the booth (See picture below)
- Company identification sign (7" x 44") inline booth only
- 8 exhibitor badges per 100 square feet, 32 badges maximum
- Company listing in the printed Show Directory, including 50-word company or product description
- Online Exhibitor Profile
- Free Exhibitor Marketing Tools
- 24-hour Security

