

EXHIBIT SPACE APPLICATION/CONTRACT

SSA Fall Trade Show

September 7-8, 2011 • Caesars Palace, Las Vegas



Please print **LEGIBLY** in ink!

Company _____

Mailing Address _____

City _____ State _____ Zip _____

Phone (_____) _____ Ext. _____ Fax (_____) _____

The undersigned hereby authorizes the Self Storage Association to reserve exhibit space for use by the above company or organization. The undersigned hereby acknowledges receipt of and agrees to abide by the Exhibit Rules and Regulations printed on the reverse side of this application/contract, and to all conditions under which exhibit space is leased to the Self Storage Association. The undersigned specifies that the products or services listed on this contract are those to be exhibited.

Authorized Signature _____ Date _____ Name (print or type) _____ Title _____

EXHIBIT CONTACT for all correspondence, questions, etc. (Please print legibly!)

Name _____ E-mail address _____

Mailing Address (if different from above) _____

City _____ State _____ Zip _____

Phone (_____) _____ Fax (_____) _____

Your Confirmation Letter and Exhibitor Services Kit will be sent by email. Please make sure we are on your "safe senders" list! (jpettigrew@selfstorage.org)

Number of booths requested: _____ Check here if Island is requested:

Choice of booth locations: 1st Choice _____ 2nd Choice _____ 3rd Choice _____

Try to avoid assigning near the following companies: _____

Products, services to be exhibited: _____

- PLEASE CALL ME REGARDING SSA GLOBE ADVERTISING!
- PLEASE CALL ME REGARDING EVENT SPONSORSHIP!
- WE MAY HAVE A PRIZE TO BE AWARDED AT THE END OF THE TRADESHOW.

Booth Rental (See #8 on reverse side for fees): \$ _____*

Additional Vendor Personnel (3 reps per booth are included; additional reps are \$145 each.) \$ _____

Event Sponsor (\$10,000) \$ _____

*One 10x10 space and 3 company reps are included in this fee. Do not include the cost of your first booth in your Booth Rental Fees.

Total Amount Due \$ _____

*BOOTH CONTRACT MUST BE ACCOMPANIED BY FULL BOOTH PAYMENT.

Space will be confirmed, beginning 5/31/11, according to the criteria outlined in the Prospectus, and #3 on reverse side.

PAYMENT: (Must be made in US funds)

Enclosed is one signed copy of the application/contract with a check payable to SSA in the amount of \$ _____

OR CHARGE MY Visa MasterCard American Express

Card Number _____ Exp. Date _____

Name of Cardholder _____ Signature _____

Send one copy of this contract to:

Jennifer Pettigrew
Self Storage Association 4189 Edinburgh Drive
Cincinnati, OH 45245
PHONE: 513-843-6943

Applications with Credit Card payment

may be faxed to: 513-843-6944.

DO NOT FAX IF PAYING BY CHECK!

Postmark/Fax Date _____

FOR SSA USE: Sponsor Level _____ Points earned: _____ Amount received _____

SSA EXHIBIT RULES AND REGULATIONS

1. ACCEPTABILITY OF EXHIBITS: All exhibits shall serve the interests of the members of SSA and shall be operated in a way that will not detract from other exhibits or from the event as a whole. Exhibit Management determines acceptability of persons, things, conduct, and/or printed matter and reserves the right to require the immediate withdrawal of any exhibit which is believed to be injurious to the purpose of the Association. In the event of such restriction or eviction, SSA is not liable for any refund of exhibit fees, or any other exhibit-related expense. All exhibits shall be in conformance with the requirements of the Americans with Disabilities Act.

2. APPLICATIONS FOR SPACE shall be made in writing on this official contract/application form. **No telephone applications will be accepted.**

3. ASSIGNMENT OF SPACE: Assignments will begin on June 1, 2011. Space will be assigned (based on availability) according to the following criteria:

IF CONTRACT AND FULL PAYMENT ARE RECEIVED BY 5/31/11: COMPANIES WHO HAVE SIGNED UP FOR THE SSA UNDERWRITING PROGRAMS (PARTNERS, PATRONS, AND EVENT SPONSORS) WILL BE GIVEN FIRST PRIORITY IN PLACEMENT. WE WILL THEN TALLY POINTS EARNED IN ALL OF THE FOLLOWING CATEGORIES, AND ASSIGN SPACE IN RANKING ORDER: 1) The total number of booths your company purchased for the last 4 national SSA trade shows. 2) SSA vendor membership. 3) The total amount of sponsorships and advertising dollars spent with SSA during the last 6 months, and contracted for the next 6 months. 4) The number of spaces reserved for this show. 5) Postmark or faxed date on receipt of application will be used as a tie-breaker.

IF CONTRACT AND PAYMENT ARE RECEIVED AFTER 5/31/11: Assignments will be made based on availability *after* the initial applications are ranked and assigned, on a first-come-first-served basis. **SPACE FOR NON-MEMBERS WILL BE ASSIGNED AFTER JULY 1, BASED ON AVAILABILITY.**

SSA reserves the right to change location assignments at any time, as it may in its sole discretion deem necessary.

4. FULL PAYMENT MUST BE RECEIVED TO BE ELIGIBLE FOR RANKING AND ASSIGNMENT. Applications received without full payment will not be date stamped, ranked, or assigned.

5. CANCELLATION: SSA must be notified in writing in the event of cancellation or space reduction. Refunds will be made only in the event that SSA is able to resell the space. If the on-site program has been printed at the time of cancellation, no refunds will be granted.

6. NON-COMPLIANCE OF RULES AND REGULATIONS. Exhibitors who do not meet stated deadlines, or who do not comply with the rules outlined herein, may forfeit their space and all fees.

7. FAILURE TO OCCUPY SPACE: Space not occupied by the close of the exhibit installation period will be forfeited by the exhibitor, and this space may be resold, reassignment, or used by Exhibit Management.

8. FEES:	Vendor Members*	Non-Members
First Booth	\$2595	\$3500
Each Add'l Booth	1745	N/A
Islands	7900	N/A

*Dues must be \$775 or more annually to be eligible for Vendor Member fees.

Exhibit fee includes:

- Company identification sign and name badges
- Backwall (8' high) and side rail (3' high) fabric drapes
- Security service
- Final registration list (Vendor members only)
- Free exhibit and conference registrations for **3 individuals per booth**; additional personnel may register @ \$145. This includes 3 breakfasts, 2 lunches, and the Opening Night Reception, *as well as all conference sessions.*
- FREE trade show passes for customers for Thursday, 9/8/11, for distribution **PRIOR** to the show.

9. FLOOR PLAN: All dimensions and locations shown on the official floor plan are believed to be accurate. Exhibit Management reserves the right to make such modifications as may be necessary.

10. CANCELLATION OF CONFERENCE AND TRADE SHOW: Should SSA be prevented from holding the Trade Show by reason of any cause beyond its control (such as, but not limited to, damage to buildings, riots, labor disputes, acts of government or acts of God) or if it cannot permit the exhibitor to occupy the space due to causes beyond its control, then SSA has the right to cancel the Trade Show with no further liability to the exhibitor other than a refund of space rental.

11. RESTRICTIONS OF SPACE: No exhibitor shall sublet, assign, or share any part of the space allocated without the written consent of SSA. Solicitations or demonstrations by exhibitors must be within the bounds of their assigned space. Aisles shall not be used for exhibit purposes, display signs, solicitation or distribution of promotional material. Exhibits, signs and displays are also prohibited in any public areas or elsewhere on the premises of the meeting facility, guestrooms, or hallways of the hotel. Operation of sound devices is allowed if the exhibitor complies with Exhibit Management discretion on volume. Any representative from a firm or organization not renting exhibit space is prohibited from soliciting business at the Trade Show or in the hotel. Conference sponsors who are not exhibiting may distribute literature at the event they sponsor, and may solicit business during the Conference and Trade Show.

12. CONSTRUCTION OF EXHIBITS: Exhibits shall be constructed so that they do not obstruct the general view of any other exhibit. No side wall higher than 3' may extend more than 40% of the distance from the back wall of the booth toward the aisle. **This rule applies to peninsulas and end caps as well.** No display material exposing an unfinished surface to neighboring exhibits or aisles is permitted. Exhibitors wishing to use other than standard booth equipment, signs, or materials that in any way conflict with regulations must submit two (2) copies of a detailed sketch of the proposed layout at least 60 days prior to the Trade Show, and must receive written approval from Exhibit Management.

13. CARE OF FACILITY: Nothing shall be posted on, nailed, screwed, or otherwise attached to columns, walls, floors or other parts of the building or furniture. Anything necessary for the protection of the building, equipment or furniture will be at the expense of the exhibitor.

14. FIRE REGULATIONS: All fabrics and other materials used for decorative purposes must be flameproof. Each exhibitor must have a certificate showing the display materials have been treated by a fireproofing compound approved by the appropriate city agency. All packing and decorating material must be flameproof. Merchandise must not be packed in paper, straw, or excelsior. Any merchandise packed in flammable material may not be brought in to the show. All electrical equipment must be UL-Approved and must be wired in accordance with the rules of the local Board of Fire Underwriters. All empty cartons and/or crates must be removed from the exhibit hall. Local fire regulations relating to exhibits will be strictly enforced. Any exhibitor bringing a motorized vehicle into the trade show area must notify SSA in writing sixty (60) days in advance, and is responsible to receive approval from local fire authorities.

15. INSURANCE: All exhibitors and their authorized decorators must, by August 5, 2011, show proof of insurance for \$2 million worth of liability insurance and identifying SSA and Caesars Palace in Las Vegas, as additional insureds. Failure to provide such documentation will mean forfeiture of the exhibit space, with no refunds being provided. Exhibit materials shall be covered from the time they are shipped from the warehouse, through move-in, show dates, move-out, and until all materials have been received at the point of origin. The exhibitor assumes entire responsibility and hereby agrees to protect, defend, indemnify and save the hotel, its owners and operators, subsidiaries, affiliates, employees, officers, directors, and agents harmless against all claims, losses or damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by its installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole gross negligence of the hotel and its employees and agents. The Exhibitor shall obtain and keep in force during the term of the installation and use of the premises, policies and Comprehensive General Liability Insurance and contractual Liability Insurance, insuring and specifically referring to the contractual liability set forth in this Exhibit Agreement, in an amount not less than \$2 million Combined Single Limit for personal injury and property damage. In addition, the Exhibitor acknowledges that neither SSA, the hotel, its owners and operators, maintain insurance covering exhibitor's property and that it is the sole responsibility of the Exhibitor to obtain business interruption and property damage insurance insuring any losses by the Exhibitor. The exhibitor assumes all responsibility for any and all loss, theft, damages, and claims arising out of injury or damage to exhibitor's display, equipment and other property while on the premises, and shall indemnify and hold harmless the SSA, the official exhibit decorator, the hotel and its affiliates arising from such loss, theft, or damage.

16. SHIPPING: Booth equipment and materials are to be shipped to the Official Decorator, and not to SSA or the hotel.

17. SECURITY: Peripheral security guard service is provided by Exhibit Management. It is the responsibility of each exhibitor to protect display materials from loss or damage. Small display and personal items must be secured before leaving the display. SSA and the hotel are not liable for theft or damage to exhibit materials

18. UNIONS AND CONTRACTORS: Exhibitors agree to abide by the Rules and Regulations concerning local unions having agreements with the Exposition facility or with authorized service contractors employed by Exhibit Management. Only the Official Contractors designated by Exhibit Management will be permitted in exhibit areas unless authorized by Exhibit Management.

19. PHOTOGRAPHY/VIDEO TAPING. No photography or video taping of conference/trade show activities may be done without written approval from SSA. Vendors may not photograph the booth of another exhibitor.

20. COMPLIANCE: The exhibitor agrees to abide by and comply with the Rules and Regulations including amendments that Exhibit Management may make. Exhibitor further assumes all responsibility for compliance with all laws, ordinances, regulations and codes of duly authorized local, state and federal governing bodies concerning fire, safety, and health as well as the rules and regulations of the operators of the property where the Exhibit is held.