



# AAAI-98

■ National Conference on Artificial Intelligence

## Exhibition: July 28-30, 1998

Monona Terrace Community and Convention Center  
Madison, Wisconsin

<i>For Office Use Only</i>	
Sq. Ft.:	_____
Total Rental:	_____
Received:	_____
Balance Due:	_____
Date Received:	_____

The undersigned (hereinafter called the "Exhibitor") hereby applies for space in the Fifteenth National Conference on Artificial Intelligence, AAAI-98, sponsored by the American Association for Artificial Intelligence.

1. Exhibiting Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Country: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Telephone No.: \_\_\_\_\_ Fax No.: \_\_\_\_\_

2. LOCATION PREFERENCE: Please indicate your choices of location and configuration of the booth space. Final assignments will be based on time of receipt of the completed application with the appropriate deposit.

1st choice: Booth No.: \_\_\_\_\_ Size: \_\_\_\_\_ ft. x \_\_\_\_\_ ft. Total Square Feet: \_\_\_\_\_

2nd choice: Booth No.: \_\_\_\_\_ Size: \_\_\_\_\_ ft. x \_\_\_\_\_ ft. Total Square Feet: \_\_\_\_\_

3. AMOUNT ENCLOSED: Exhibitor encloses as deposit \$ \_\_\_\_\_ (U.S. Funds) which is \_\_\_\_\_ % of the space rental cost (50% is required to reserve space; additional or total payments are accepted). Costs are \$16.00 per square foot for commercial vendors; \$10.00 per square foot for publishers (see Section E for clarification). Exhibitor agrees to pay the balance due on or before May 15, 1998. All deposits and payments are nonrefundable. Failure to meet the payment schedule, or to pay balances due for any other outstanding debts owed to AAAI will result in loss of exhibit space without option for refund. Contracts received after May 15 must be accompanied by full payment.

4. EXHIBITOR AGREEMENT: The Exhibitor has read and understands the Exhibit Application/Contract and agrees to comply with all the terms and conditions set forth on the reverse hereof including, but not limited to, Section W (Liability) and Section X (Cancellation). The Exhibitor and its agents and/or employees accept full liability and responsibility for compliance with the rules and regulations set forth in the Exhibitor Application/Contract and the rules and regulations contained in the Exhibitor Service Kit. The Exhibitor also agrees to comply with any applicable laws, regulations, or ordinances of Madison, Wisconsin and the Monona Terrace Community and Convention Center. This contract shall not be binding unless and until it is accepted in writing by AAAI.

Read and accepted by: \_\_\_\_\_

*Signature of Authorized Representative*

Title: \_\_\_\_\_ Date: \_\_\_\_\_

5. PLEASE MAIL ALL THREE (3) copies of application and payment by March 27, 1998 to:

AAAI-98 Exhibits  
445 Burgess Drive, Menlo Park, CA, 94025.

Checks should be made payable to American Association for Artificial Intelligence.

*All fees quoted are in US dollars.*

A. **ADMISSION:** The Exhibition of Products and Services is open to Conference registrants, press, and invited exhibitor guests only. AAAI officers alone shall have sole control over admission policies, and reserve the right to refuse or grant admission at all times. AAAI reserves the right to make changes to the exhibit hours and, in the event such changes become necessary, will advise exhibitors as far in advance as possible.

B. **EXHIBIT INSTALLATION:** Sunday, July 26, 1998 beginning at 12:00 noon and continuing through Monday, July 27, 1998.

C. **EXHIBIT DISMANTLE:** Thursday, July 30, 1998 approximately 3:00 PM–10:00 PM, and Friday, July 31, 1998, 8:00 AM–12:00 noon.

D. **RESERVATION PROCEDURES:** Applications from new exhibitors and past exhibitors will be processed in the order they are received.

E. **DEFINITIONS:** Publishers are defined as exhibitors whose primary medium is printed material. To qualify as a Publisher the exhibitor must be a recognized publisher of books or magazines devoted to some aspect of artificial intelligence. Final determination of eligibility for the Publisher category is at the discretion of AAAI.

F. **PRODUCTS:** AAAI reserves the right to refuse the application of any exhibitor whose display materials, product, or overall exhibit is deemed inappropriate for presentation at an artificial intelligence conference. Exhibits will be deemed appropriate if they represent products and services within the artificial intelligence field, including, but not limited to, hardware, software, peripherals, telecommunications equipment and services, consulting and research firms, industrial laboratories, book publishers of AI and computer-related materials, universities, and so on. In the event it is not clearly apparent that a company and/or its products/services are directly related to the field of artificial intelligence, AAAI will request sufficient information to determine a company's relationship to the field. Based on a review of the information submitted, AAAI will either grant or deny the right to participate in the Exhibit Program.

G. **CONDUCT OF EXHIBITS:** Machines, equipment, or props they rest on being operated or demonstrated at any time during show hours shall be set back a minimum of 2' from the aisle. Any demonstration or activity that results in excessive crowding or obstruction of aisles or prevents ready access to nearby exhibitors' booths will be considered an infringement on the other exhibitors' rights. No congregation or solicitation will be permitted in the aisles. Excessive operating noise that distracts or is objectionable to neighboring exhibits is prohibited. AAAI reserves the right to adjust or move any exhibit that is deemed to be in violation at the expense of the exhibiting company. Exhibitors are responsible for ordering and payment of all optional equipment and contracted services. In the event an exhibitor fails to make timely arrangements for optional equipment/services, AAAI, the Monona Terrace Community and Convention Center, the official service contractor, or other service contractors will not be held responsible or liable for exhibitor's inability to operate, perform, or conduct business due to any resulting delays in installation.

H. **DISPUTES:** Any controversies that arise between exhibitors and official contractors or their personnel must be referred to AAAI for resolution. AAAI's decisions will be final and binding.

I. **MAINTENANCE:** Exhibitors must make daily arrangements to keep their booths clean and free of accumulated rubbish.

J. **DEFAULT OCCUPANCY/UNOCCUPIED BOOTH SPACE:** In the event space(s) held by exhibitors is not occupied by 4:00 PM of the day prior to the first show day, AAAI will use such space as it sees fit. The exhibitor failing to occupy the space contracted for remains liable for fees on the space and is not entitled to any refund. All exhibits must be staffed during official show hours. Each exhibitor is required to keep at least one attendant in the booth during exhibit hours; failure to do so may result in removal of the exhibit from the show at exhibitor's expense.

K. **SUBLETTING OF SPACE:** The exhibitor shall not sublet or apportion any part of the space assigned or have representatives, equipment, or materials from other firms in the exhibit space. Non-exhibiting firms are not allowed to distribute promotional materials in the exhibit area nor demonstrate their products in another vendor's space.

L. **FOOD:** Exhibitors will refrain from bringing food or alcoholic beverages onto the exhibit floor. No food or alcoholic beverages are permitted in the meeting rooms. Nonalcoholic beverages are not normally permitted on the show floor at any time. However, food and alcoholic beverages may be permitted on the show floor at the discretion of show management for a regularly scheduled AAAI-98-sponsored event.

M. **LABOR:** The unloading and delivery of all display material and equipment from the Monona Terrace Community and Convention Center docks to exhibitors' booths and loading out from exhibitors' booths to trucks at docks must be performed by official service contractor's personnel whose union personnel have jurisdiction to deliver such services in the Monona Terrace Community and Convention Center. All common carriers are under the jurisdiction of the official service contractor's union personnel. Exhibitors must utilize the services of GES Exposition Services' union personnel to install and dismantle exhibits or may set up their own displays with Exhibitor Company Personnel Only. If exhibitors elect to utilize the services of display houses their personnel must be eligible to work in the Monona Terrace Community and Convention Center and the display house must submit a certificate of insurance to show management 30 days prior to move-in. Exhibitors may set up their own display if one person can accomplish the task in less than 1 hour without the use of tools.

N. **FIRE REGULATIONS:** The exhibitor assumes all responsibility for compliance with local, city, and province ordinances and regulation covering fire, safety, and health. No flammable or gas substance can be used on the exhibit floor. No flammable decorations or

covering for display fixtures can be used, and all fabrics or other materials used for decoration or covering shall be flameproof. All wiring devices and sockets shall be in good condition and meet the requirements of local law.

O. **PHOTOGRAPHY:** AAAI reserves all photographic and video rights for the Conference including those for the Exhibit Program. No photographs or filming shall be made without the written permission of AAAI and the exhibitors involved.

P. **SECURITY:** AAAI will schedule 24 hour security to provide protection of the exhibit area. During show hours, entrance to the exhibit floor will be monitored by guards or staff-appointed officials. Exhibitors reserving large blocks should consider retaining additional security for their space. Order forms for security will be included in the Exhibitor Service Kit. Locked and secured storage will be provided to store specialized equipment or additional supplies. AAAI and the official service contractor assume no responsibility for damage or loss of boxes or crates.

Q. **SALES:** Sales are permitted on the exhibit floor. Items offered for sale must be part of the exhibitor's existing product line. The sale of novelty or theme items (i.e. t-shirts, bags, etc.) is prohibited. For sale/sold signs, price tags, or other merchandising information are not allowed. All sellers are required to have a Wisconsin seller's permit. Additional information on permit requirements will be provided in the Exhibitor Service Kit.

R. **INSURANCE:** Third parties retained by exhibitors are required to file a certificate of insurance showing liability coverage with AAAI 30 days prior to move-in date. Exhibitors are encouraged to confer with their insurance carriers concerning the need for the attachments of endorsements or "riders" to the exhibitor's existing policies to cover activities at AAAI-98.

S. **SERVICE CONTRACTOR:** The official service contractor is GES Exposition Services. AAAI assumes no responsibility or liability for any services performed or materials delivered by the official service contractor or other service contractors.

T. **CEILING HEIGHTS:** 20 feet throughout in the Exhibition Halls.

U. **FLOOR-LOAD CAPACITY:** 250 lbs. per square foot.

V. **ELECTRICAL SERVICE AND ELECTRICAL POWER:** Electrical and telephone service connections must be provided by the official electrical contractor. Complete instructions and order forms are included in the Exhibitor Service Kit.

W. **LIABILITY:** Neither AAAI, the Monona Terrace Community and Convention Center, official service contractors, nor any of the officers, directors, agents, or employees of AAAI shall be liable for any damage, loss, harm, or injury to the person or property of any Exhibitor, resulting from theft, fire, water, act of God, accident, labor strike, or any other cause, which damage, loss, harm or injury occurs during the course of or results from an Exhibitor's participation in the Fifteenth National Conference on Artificial Intelligence—AAAI-98. Exhibitor shall indemnify and hold AAAI harmless from any and all liability for damage, loss, harm or injury to person or property which might ensue from any cause resulting from or connected with the transportation, placing, removal or display of exhibits. It is the responsibility of the Exhibitor to secure insurance at its own cost and expense and to maintain proper insurance coverage for its property, damage, loss or theft, liability, or business interruption. The Exhibitor assumes all costs arising from the use of patented, trademarked, copyrighted, or service-marked materials, equipment devices, processes or dramatic rights used on or incorporated in the conduct of their exhibit; and the Exhibitor agrees to indemnify and hold harmless AAAI and the city of Madison from all damages, costs and expenses in law or equity for or on account of the use of any patented, trademarked, copyrighted, or service-marked materials, equipment, devices, processes or dramatic rights furnished or used by the Exhibitor, its employees or licensed agents.

X. **CANCELLATION:** In the event of the cancellation of the AAAI-98 Exhibit Program because of labor disputes, fire, flood, or act of God, actions against or involving the Monona Terrace Community and Convention Center, or other unforeseen circumstances beyond the control of AAAI, the liability of AAAI to each Exhibitor shall be limited to the refund of booth fees received from the Exhibitor, less a reasonable amount to cover administrative costs incurred. AAAI reserves the right to change the location or dates of the AAAI-98 Exhibit Program if deemed necessary. The Exhibitor waives any claim for damages or compensation in excess of the refund referred to above in the event of a cancellation or change of location or dates. The Exhibitor agrees to notify AAAI in writing if he/she intends to withdraw from the Exhibit Program after the application is accepted. It is understood that upon withdrawal from the exhibit program the Exhibitors lose all rights and privileges as exhibitors and that any space regardless of confirmation status is released to the AAAI. Cancelling Exhibitors will not receive any refund of deposits or booth fees, nor may the exhibitor sell or lease the unused space to another firm.

Y. **AMENDMENTS:** Any regulatory matter not specifically covered herein may be interpreted and enforced by AAAI. These regulations may be amended from time to time by AAAI-98 Conference officials by written notice to the Exhibitors. Exhibitors, their agents, and employees agree to abide by the foregoing rules and regulations as well as by any amendments or additions made in conformance with the preceding.

Z. **OUTSTANDING DEBTS:** Exhibitor understands and agrees that Exhibit space will not be confirmed unless and until all outstanding debts owed AAAI have been paid in full. Exhibitor further understands and agrees that space rental deposits may be applied first toward outstanding debts Exhibitor owes to the American Association for Artificial Intelligence. No Exhibitor with balances due to AAAI more than thirty days old will be allowed to set up on the Exhibit Floor.