

Application for BaseCamp Expert Kiosk Host indicates that the applicant accepts and will abide by the accompanying BaseCamp Expert Kiosk Host Advertising Terms and Conditions, incorporated by reference herein, as well as all additional rules and regulations that LeadingAge deems necessary for the success of the event. This application becomes a contract when accepted by the LeadingAge sales management. LeadingAge reserves the right to restrict Expert Kiosk Host at its sole discretion. **Please make a copy of all 3 pages of the contract for your records.**

A. Company Information (To be used for publishing. Please type or print all information.)

Company Name _____

Contact _____ E-mail _____ Title _____

Mailing Address _____ City/State/Zip _____

This contact information will be viewable by attendees in LeadingAge online EXPO listings and printed directories.

Website _____ Phone (____) _____

Administrative Contact _____ E-mail _____ Title _____

This contact information will be used by LeadingAge staff to send EXPO related communications necessary for pre-show planning; not published.

Telephone number to be published _____

Company Description (15 Words Maximum) _____

B. Expert Kiosks are \$5,500 and include:

- | | |
|-----------------------------------|---|
| 1. Knowledge Kiosk w/Logo Graphic | 5. Standard Electric |
| 2. Monitor | 6. Lunch in BaseCamp with Attendees |
| 3. 4 Full PEAK Registrations | 7. Refreshment Break in BaseCamp with Attendees |
| 4. Wi-Fi | 8. 1/4 Page color ad in BaseCamp Snapshot |
| | 9. Company listing on the PEAK Mobile App |

C. Level of Engagement (Membership)

I agree to join LeadingAge at the following level:

- | | |
|--|--|
| <input type="checkbox"/> Gold Partner \$160,000 | <input type="checkbox"/> Annual Meeting Sponsor \$15,000 |
| <input type="checkbox"/> Silver Partner \$70,000 | <input type="checkbox"/> CAST Business Associate \$2,750 |
| <input type="checkbox"/> LeadingAge Supporter \$25,000 | <input type="checkbox"/> LeadingAge Business Associate \$1,750 |
| <input type="checkbox"/> CAST Supporter \$25,000 | |

By selecting, your company acknowledges its 2017 Level of Engagement and accepts the Expert Kiosk Host Advertising Terms and Conditions. If at a later date your company decides to terminate or change its level of engagement, please be aware that all benefits for the LeadingAge PEAK conference will end and additional charges may apply.

D. Total Costs (From sections B and C)

Expert Kiosk \$5,500 Engagement \$ _____ **TOTAL COST \$** _____

E. Payment Information

Payment in full must accompany this application.

Cancellation Policy: Cancellations prior to January 1, 2017, will be entitled to a full refund less a \$100 processing fee per kiosk. No refunds will be made after January 1, 2017.

TOTAL AMOUNT ENCLOSED \$ _____

- ☐ Check (Payable in U.S. Dollars to LeadingAge)
☐ MasterCard ☐ VISA ☐ AMEX ☐ Discover

Cardholder's Name (as it appears on card) _____

Credit Card Number _____

Expiration Date _____

I authorize LeadingAge to use the above credit card to charge applicable Expert Kiosk Host fees and agree to the Terms and Conditions.

Authorized Signature _____

Date _____

F. Send all information to:

LeadingAge, 2519 Connecticut Avenue NW
 Washington, DC 20008-1520
 c/o LeadingAge Sales Team
 Phone: 202-508-9479 Fax: 202-939-5820
 Email: Sales@LeadingAge.org



EXPERT KIOSK* - \$5,500

INCLUDES:

1. Knowledge Kiosk w/Logo Graphic
2. Monitor
3. 4 Full PEAK Registrations (allows access to BaseCamp and education sessions)
4. Wi-Fi
5. Standard Electric
6. Lunch in BaseCamp with Attendees
7. Refreshment Break in BaseCamp with Attendees
8. 1/4 Page color ad in BaseCamp Snapshot
9. Company listing on the PEAK Mobile App

***All signage will be provided by LeadingAge.**

2017 BaseCamp Expert Kiosk Host and Advertising Terms and Conditions:

Access to LeadingAge meeting attendees is a benefit for all LeadingAge Participants therefore no Participant is permitted to hold an event inviting LeadingAge attendees/members which conflicts with full conference activities (BaseCamp, education sessions, general sessions, etc.). Failure to comply with this policy could place your Participant status in jeopardy and result in removal of your Event kiosk.

A. Kiosk RENTAL

- Kiosk Reservations:** This contract for use of a kiosk at the LeadingAge 2017 BaseCamp Event. The 2017 BaseCamp Expert Kiosk Host Application is attached hereto and its terms are incorporated herein. Expert Kiosk Host shall also include security guard service. The Event is produced by and is the property of LeadingAge.
- Kiosk Assignment:** Initial space assignments will begin in April 2016 by priority order, i.e., Gold Partners, Silver Partners, Supporters, Annual Meeting Sponsors, 2016 BaseCamp zone and kiosk hosts. Reservations will then be offered to all other companies.
- Floor Plan:** All dimensions and locations shown on the official floor plan, a copy of which is available upon request, are believed, but not warranted, to be accurate. LeadingAge reserves the right to make such modifications to the official floor plan as may be deemed by LeadingAge to be necessary to meet the needs of the Participants and of the Event generally.
- Cancellation of Expert Kiosk Host:** LeadingAge, its agents and employees will not be liable for failure to hold the Event as scheduled. Payments for rental charge will be returned to the participant in the event of cancellation of the Event except that any actual expenses incurred in connection with planning the Event as well as all non-refundable expenses incurred by LeadingAge, will be deducted if the Event is cancelled in advance of the scheduled opening date because of fire, or any acts of God, or public enemy, or strike, or epidemic, or any law, or regulation, or public authority, or any other cause, which makes it impossible, illegal or commercially impracticable to hold the Event (any of which is a "Force Majeure Event"). In the event of occurrence of a Force Majeure Event, this contract may be terminated by LeadingAge, and Participant waives any and all damages and claims for damages and agrees that the sole liability of LeadingAge shall be to return the payment for rental charge, less any actual expenses incurred.
- Furnishings:** Kiosks will be all inclusive. All signage will be provided by LeadingAge and no Audio Visual is to be added without prior approval by LeadingAge.
- Change of Dates and Location:** LeadingAge reserves the right to change the dates and location of the Event and will make all efforts to provide prompt advance notice to Participant of such change. To the extent practicable, LeadingAge will provide Participant with a comparable kiosk in the new location. If Participant opts to cancel its reservation of a kiosk due to such change, LeadingAge will provide refunds in accordance with the cancellation policy stated in Section B below.

B. CANCELLATION OF Expert Kiosk Host/FAILURE TO PAY

- Cancellation:** No cancellation shall be effective until written notice has been received by LeadingAge.
- Cancellation Policy:** Cancellations prior to January 1, 2017, will be entitled to a full refund less a \$100 processing fee per kiosk. No refunds will be made after January 1, 2017.
- Failure to Pay:** Failure to remit the balance of rental charge payments due by the date specified on the application form may, at LeadingAge's discretion, be treated as a cancellation of contract by Participant and the reserved space may be subject to resale by LeadingAge without any refund of deposit.
- LeadingAge reserves the right to terminate and cancel contract with Participant at any time for any reason. In the event LeadingAge exercises this right, Participant's sole remedy shall be limited to a refund of rental charge amounts paid to LeadingAge pursuant to the Event Expert Kiosk Host Application.

C. CONSTRUCTION, INSTALLATION AND USE OF EVENTS AND EVENT FACILITIES

- Acceptability of Kiosk:** All participants shall be to further the purposes of the Event and shall be operated in a way that will not detract from other Events, the Event, or the meeting as a whole. LeadingAge reserves the right to require the immediate withdrawal of any Company which is believed to be injurious to the purpose of LeadingAge. Products and services offered by reputable and legitimate companies that are not related to the care of the aging, but are of interest to LeadingAge members, may participate, at the discretion of LeadingAge, but will not be assigned space until all related companies receive their assignments.
- Restriction on Selling:** The LeadingAge Event is for educational and informational purposes only. Sales may not be made nor orders consummated at any of the Event facilities unless preapproved in writing by LeadingAge.
- Music:** The playing or use of any form of music is strictly forbidden in the Event Hall(s). Participant agrees to comply with the restrictions set by Event Management on sound volume.
- Restrictions on Use of Space:** Event kiosks must be manned by at least one company representative at all times during show hours as set forth in the Participant Quick Guide. No Participant shall sublet, assign, or share any part of the space allocated to Participant without the written consent of LeadingAge. Participant product demonstrations and information exchanges must be confined within the bounds of Participant's assigned kiosk. Aisle space shall not be used for Event purposes, display signs, solicitation, or distribution of promotional material. Events, signs and displays are also prohibited in any of the public spaces or elsewhere on the premises of the meeting facilities or in the guest rooms or hallways of hotels. Operation of sound devices within the Event kiosk is allowed if Participant complies with restrictions on loud volume.

- Construction of Kiosks:** Will be the responsibility of LeadingAge.
- Appearance of Kiosks:** Will be the responsibility of LeadingAge.
- Installation and Dismantlement of Kiosks:** Will be the responsibility of LeadingAge.
- Failure to Occupy Kiosk:** Kiosks not occupied by the close of the Event installation period as specified in the accompanying material will be forfeited by Participant and this space may be resold, reassigned, or used by LeadingAge without any refund of rental charge payment to Participant.
- Drayage:** Advance shipments of Event material must be made to the official drayage company as indicated in the Participant Quick Guide. The Event facility cannot accept direct shipments. Should any shipments be made directly to the Event facility, such shipment will be removed by the authorized drayage company and stored until the facility is ready to accept material for the Event. All costs related to removal and storage will be the sole responsibility of the Participant.
- Labor:** Will be the responsibility of LeadingAge
- Fire and Safety Regulations:**
 - Fire regulations require all display material used for decoration to be flameproof. Any/all electrical equipment, including signs and lights, shall be in good operable condition and be able to pass the inspection of the local Fire Underwriters Inspection Bureau. Each Participant agrees to be knowledgeable and responsible regarding ordinances and regulations pertaining to health, fire prevention and public safety while participating in this Event. No combustible material shall be stored in or around Participant kiosks. Combustible materials found in the Event hall will be removed.
 - The use of flammable materials necessary to the purpose of the Event where no other alternative can be used must first be brought to the attention of LeadingAge, in writing, no fewer than 90 days before the Event's opening, for approval.
- Event Facility Rules and Regulations:** Participant shall abide by any and all agreements made by and between LeadingAge and the facility in which Event takes place and any rules and regulations of Event facility.

D. SECURITY/LIABILITIES/INSURANCE

- Security:** LeadingAge will provide security guards during the closed hours of the Event, but the furnishing of such service shall not be construed to be any assumption of obligation or duty with respect to the protection of the property of Participants, which shall at all times remain in the sole possession and custody of each Participant. After show hours, as set forth in the BaseCamp Quick Guide only those Participants properly identified and with the permission of LeadingAge may enter the Event hall.
- Liability:** Neither will LeadingAge, nor the official service contractor, nor the Event facility, their members, representatives, agents and/or employees will be responsible for injury, loss, or damage that may occur to the Participant or to the Participant's employees, agents or property from any cause whatsoever, prior, during, or subsequent to the period covered by this application/contract. Participant shall at all times protect, indemnify, defend, and save and keep LeadingAge totally harmless from any and all loss, cost, damage, liability, or expense incurred as a result of Participant's negligent or willful act, or by reason of any accident or other occurrence to anything or anyone, including Participant, its agents, employees, and business invitees.
- Damage to Event Facilities:** Participant must surrender space occupied by Participant in the same condition it was in at commencement of occupation. Participant or the Participant's agent shall not injure or deface the walls, columns, or floors of the Event facilities, nor the kiosks or the equipment. When such damage appears, Participant shall be liable to the owners of the property damaged. Additionally, Participant agrees to protect, save and hold harmless LeadingAge, its employees and agents and the Event facility of and from all loss, liability and/or damage whatsoever caused to the facility housing the Event, or any part thereof, directly or indirectly.
- Insurance:** Participant agrees to maintain such insurance as will fully protect LeadingAge from any and all claims of any nature whatsoever, including claims under the Worker's Compensation Act, and for personal injury, including death which may arise in connection with the installation, operation, or dismantlement of Participant's display. Participants are advised to add to their existing insurance a portal-to-portal rider at a normal cost, protecting them against the loss-damage to their material by fire, theft, accident, etc.

E. AMENDMENT, APPLICABLE LAW AND FORUM

Any and all matters and questions not specifically covered by the articles in this contract shall be subject to the discretion of LeadingAge. The aforementioned items covered by this contract may be amended at any time by LeadingAge in the interest of the Event, and notice thereof shall be binding on Participants equally with the foregoing rules set forth in this contract. This contract shall be governed by and construed in accordance with the laws of the District of Columbia, and any dispute concerning this contract shall be decided in a court of competent jurisdiction within the District of Columbia.