

**BaseCamp Start Up Zone** (powered by CAST)

Today's startups are driving innovation and adoption in all the most exciting emerging categories. We don't think you can have an event that's all about innovation for the largest growing population in the world without these amazing trailblazing companies there. That's why we've created a dedicated area in the PEAK BaseCamp specifically designed for startups. Attendees will have the opportunity to see the latest emerging ideas and as a Start Up Zone participant you will have the opportunity to do a product presentation to aging services leaders in attendance.

Application for BaseCamp Start Up Zone Host indicates that the applicant accepts and will abide by the accompanying BaseCamp Participation 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 participation at its sole discretion. **Please make a copy of both pages of the contract for your records.**

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

Corporate Name \_\_\_\_\_

Contact \_\_\_\_\_ E-mail \_\_\_\_\_ Title \_\_\_\_\_

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

Mailing Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_

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 \_\_\_\_\_

Product Name \_\_\_\_\_

Product Description (What does your product do and why do older people need it?) \_\_\_\_\_

Cost (Price or price range of your product) \_\_\_\_\_

How long has your product been on the market? \_\_\_\_\_

Product Sales (What are your annual sales for your product?) \_\_\_\_\_

How Do You Sell ☐ Direct to Consumer ☐ Distributor ☐ Retailer ☐ Other \_\_\_\_\_

Your Competitors (Who is your competition and how are you different?) \_\_\_\_\_

**Start Up Zone participation is \$1,250 per company (limited to 14 participants) and includes:**

- |                                                                |                                                  |
|----------------------------------------------------------------|--------------------------------------------------|
| 1. 10 Minute Product Demo/Presentation                         | 6. Standard Electric                             |
| 2. Cocktail Table with Signage to do on going demos throughout | 7. Lunch in BaseCamp with Attendees              |
| 3. Logo or Company Name on Signage and promotional material    | 8. Cocktail Reception in BaseCamp with Attendees |
| 4. 2 Full PEAK Registrations                                   | 9. Company listing on the PEAK Mobile App        |
| 5. Wi-Fi                                                       |                                                  |

**Category Listing** (select 2 categories that best describe your product and/or services to be listed:)

1. \_\_\_\_\_ 2. \_\_\_\_\_

**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

## 2017 BaseCamp Start Up Zone (Powered by CAST) Advertising Terms and Conditions:

Access to LeadingAge meeting attendees is a benefit for all LeadingAge Start Up Zone Hosts therefore not permitted to hold an event inviting LeadingAge attendees/members which conflicts with full conference activities (Event hall, education sessions, concert, general sessions, etc.). Failure to comply with this policy could place your participant status in jeopardy and result in removal of your company from its assigned zone.

### A. Kiosk RENTAL

- 1. Zone Reservations:** This contract for shared use of a Start Up Zone at the LeadingAge 2017 BaseCamp Event. The 2017 BaseCamp Start Up Zone Host Application is attached hereto and its terms are incorporated herein. Start Up Zone Host shall also include security guard service. The Event is produced by and is the property of LeadingAge.
- 2. Table Assignment:** Table locations will be assigned on a first come-first served basis within the zone.
- 3. 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.
- 4. Cancellation of Start Up Zone:** 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.
- 5. Furnishings:** Start Up Zone will be all inclusive. All signage will be provided by LeadingAge and no signage or Audio Visual is to be added without prior approval by LeadingAge.
- 6. 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 the participating company with a comparable BaseCamp location. If Participant opts to cancel its participation due to such change, LeadingAge will provide refunds in accordance with the cancellation policy stated in Section B below.
- 7. Endorsement:** Participation in BaseCamp is not intended to be an endorsement of any participant by CAST or LeadingAge. Our logo and name cannot be used in relationship to our product or company. You are permitted to promote that you are participating in PEAK BaseCamp Start Up Zone.

### B. CANCELLATION/FAILURE TO PAY

- 1. Cancellation:** No cancellation shall be effective until written notice has been received by LeadingAge.
- 2. Cancellation Policy:** Cancellations prior to January 1, 2017, will be entitled to a full refund less a \$100 processing fee per company. No refunds will be made after January 1, 2017.
- 3. 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 Start Up Zone Application.

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

- 1. Acceptability:** 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.
- 2. 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.
- 3. 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.
- 4. Restrictions on Use of Space:** Start Up Zones must be manned by at least one company representative at all times during show hours as set forth in the BaseCamp 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 zone. 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 Start Up Zone is allowed if Participant complies with restrictions on loud volume.

- 5. Construction of Start Up Zone:** Will be the responsibility of LeadingAge.
- 6. Appearance of Start Up Zone:** Will be the responsibility of LeadingAge.
- 8. Installation and Dismantlement of Start Up Zones:** Will be the responsibility of LeadingAge.
- 9. Failure to Occupy Zone:** Start Up Zones 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 participating company.
- 10. 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 Start Up Zone participant.
- 11. Labor:** Will be the responsibility of LeadingAge
- 12. Fire and Safety Regulations:**
  - (A) 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 Start Up Zones. Combustible materials found in the Event hall will be removed.
  - (B) 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.
- 14. 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

- 1. 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 Participant Quick Guide only those Participants properly identified and with the permission of LeadingAge may enter the Event hall.
- 2. Liability:** Neither will LeadingAge, nor the official service contractor, nor the Event facility, their members, representatives, agents and/or employees 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.
- 3. 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 zones 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.
- 4. 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.