

PAIS 19

PERCUSSIVE ARTS SOCIETY INTERNATIONAL CONVENTION

Exhibitor Packet

November 13–16, 2019
Indianapolis, IN

PERCUSSIVE
ARTS SOCIETY

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What is not in this packet?

You will be notified via email when information is available on www.pasic.org/exhibit

- Hotel Information and Area Map/Directions
- PASIC Advertising & Sponsorship Opportunities
- PASIC Program/App Listing
- Media Policy and Credentials Application (Available Summer 2019)
- Exhibitor Badge List and Onsite Contact Form (Available Summer 2019)
- Logistics Team Donations (Available Summer 2019)

The following forms are required to make a booth reservation:

- Corporate Sponsorship Agreement (page 4)
- Booth Information (page 5)
- Sponsor Logo Policy (page 8)
- Sound Policy (page 9)
- Payment Form (page 13)

Please note these important dates as they relate to your exhibitor packet:

March 29

Completed booth reservations will be sorted into priority order for placement. After March 29, completed booth reservations will be processed on a first-come, first-served basis.

June 28

Booth Payment Balance due

All booth reservations made after June 28 will require full payment.

August 1

50% refund given for booth cancellation on or after August 1

September 12

All hotel blocks must be confirmed; unconfirmed rooms will be released
Any hotel room cancelled after September 12 will be charged a cancellation fee

September 16

No booth refunds or partial refund will be given after this date (including inclement weather, shipments not arriving, missed flights, or any other reason)

October 1

Initial Exhibitor Badge list due
PASIC Program advertisement materials due
Logistics Team Donation confirmations deadline
Media Credentials Application deadline

Corporate Sponsorship Agreement

Required for booth reservation

All exhibitors must be active Corporate Sponsors of the Percussive Arts Society (PAS) in good standing through November 2019. Dues must be paid in full in order to exhibit. Please select one of the following options:

- Sponsorship is active and will not expire before PASIC 2019. Complete the Contact Information below, then skip to page 5.
- Sponsorship is active and will be renewed prior to PASIC 2019. Complete the Contact Information below, then skip to page 5.
- Renew our sponsorship at this time. Complete the Company Information below and select the Sponsorship level you want to renew.
- Sponsor PAS for the first time. Complete the Company Information below and select your Sponsorship level to join PAS.

Contact Information

Primary Contact _____

Primary Contact Email _____

Marketing Contact _____

Marketing Email _____

Company Information for PAS Records

Company Name _____

Address _____

Address _____

City _____

State _____

Zip/Postal Code _____

Country _____

Telephone _____

Fax _____

Website _____

Contact Signature _____

Date: _____

Sponsorship Type

Visit pas.org/membership/corporate-sponsorship to see additional membership benefits and descriptions for each sponsorship type.

Benefits for all PAS Corporate Sponsors:

- Discounted Advertising
- Access to exhibit at PASIC
- Links from PAS Website
- Recognition on PAS website and in Percussive Notes, Rhythm! Scene, and the PASIC Program

Benefactor (\$2,400)

- One full-page, color ad in Percussive Notes or Rhythm! Scene*
- Up to 8 hours of private demonstration space at PASIC
- One custom email blast to over 18,000 unique users
- Nine All Access memberships . Nine VIP memberships

Patron (\$1,300)

- One half-page, color ad in Percussive Notes or Rhythm! Scene*
- One custom email blast to over 18,000 unique users
- Six All Access memberships . Six VIP memberships

Partner (\$750)

- One third-page, color ad in Percussive Notes or Rhythm! Scene*
- Three All Access memberships . Three VIP memberships

Supporter (\$500)

- One All Access memberships . One VIP membership

**Excludes PASIC Program. PASIC Program Advertising sold separately.*

Return To:

Percussive Arts Society
110 W. Washington Street, Suite A
Indianapolis, IN 46204

P: 317.974.4488 • F: 317.974.4499 • E: exhibitor@pas.org

PAGE TOTAL

\$ _____

Company _____

Has your company exhibited previously at PASIC? Yes No

Booth Selection

Companies may only purchase one 5' x 10' Booth. 5' x 10', 10' x 10' and End-cap booths include identification signs and 8' high pipe and drape back wall with 3' high drape side rail

Booth Type	Booth Price	Booth Location	# of Booths	Booth Amount
5' x 10' Booth	\$750	Showcase Hall Only	X _____	\$ _____
10' x 10' InLine Booth	\$1,250	<input type="checkbox"/> Showcase Hall <input type="checkbox"/> Demonstration Hall	X _____	\$ _____
10' x 10' Open Corner Booth*	\$1,375	<input type="checkbox"/> Showcase Hall <input type="checkbox"/> Demonstration Hall	X _____	\$ _____
10' x 20' End-cap	\$2,750	Showcase Hall Only	X _____	\$ _____
20' x 20' Booth	\$5,000	<input type="checkbox"/> Showcase Hall <input type="checkbox"/> Demonstration Hall	X _____	\$ _____
20' x 30' Booth	\$7,000	<input type="checkbox"/> Showcase Hall <input type="checkbox"/> Demonstration Hall	X _____	\$ _____
20' x 40' Booth	\$9,000	Demonstration Hall Only	X _____	\$ _____
20' x 50' Booth	\$11,500	Demonstration Hall Only	X _____	\$ _____

*End Caps can be created by purchasing two neighboring Open Corner Booths.

Preferred Booth Location*

Please list your top 6 booth preferences below. Preferences given for your booth location are for guidance only. **Your preferences are not guaranteed.** (see Exhibit Hall Map, page 6)

1) _____ 2) _____ 3) _____
4) _____ 5) _____ 6) _____

Additional Notes _____

Will your booth contain amplification speakers? Yes No

If you are interested in sharing a booth with another corporate sponsor, please contact exhibitor@pas.org.

Total Booth Amount

\$ _____

Literature Bins

Make your marketing materials and publications available to PASIC attendees by purchasing a Literature Bin. PAS will re-stock your bin until all copies have been distributed. Any materials left over will not be returned. This service is available to all Corporate Sponsors. You need not be an exhibitor to purchase a bin. Your literature must be delivered on-site to the Logistics Room. Limited literature bins are available and will be assigned on a first-come, first-served basis.

Literature Bin _____ Number of Bins x \$300

Total Literature Bin Amount

\$ _____

*PAS reserves the right to make adjustments to the floor plan at any time. **Completed booth reservations received on or before March 29 will be sorted into a priority list based on each company's number of years exhibited. After March 29, agreements will be processed on a first-come, first-served basis, based on date received.** In the case of two or more companies' booth reservations being received on the same day or with the same amount of years exhibited, a lottery will determine the positions. Booths will be announced in late spring to all exhibitors who have paid in full. If the balance due is not paid in full by June 28, 2019, if there are advertising bills that are more than 60 days overdue, or if the Corporate Sponsorship dues are not current, the exhibitor's booth will not be assigned. Please note that after June 28, 2019 booths are assigned each day to all who are paid in full. No refunds will be made on cancellations received after September 16, 2019 (see cancellation policy in Exhibitor Agreement for further details).

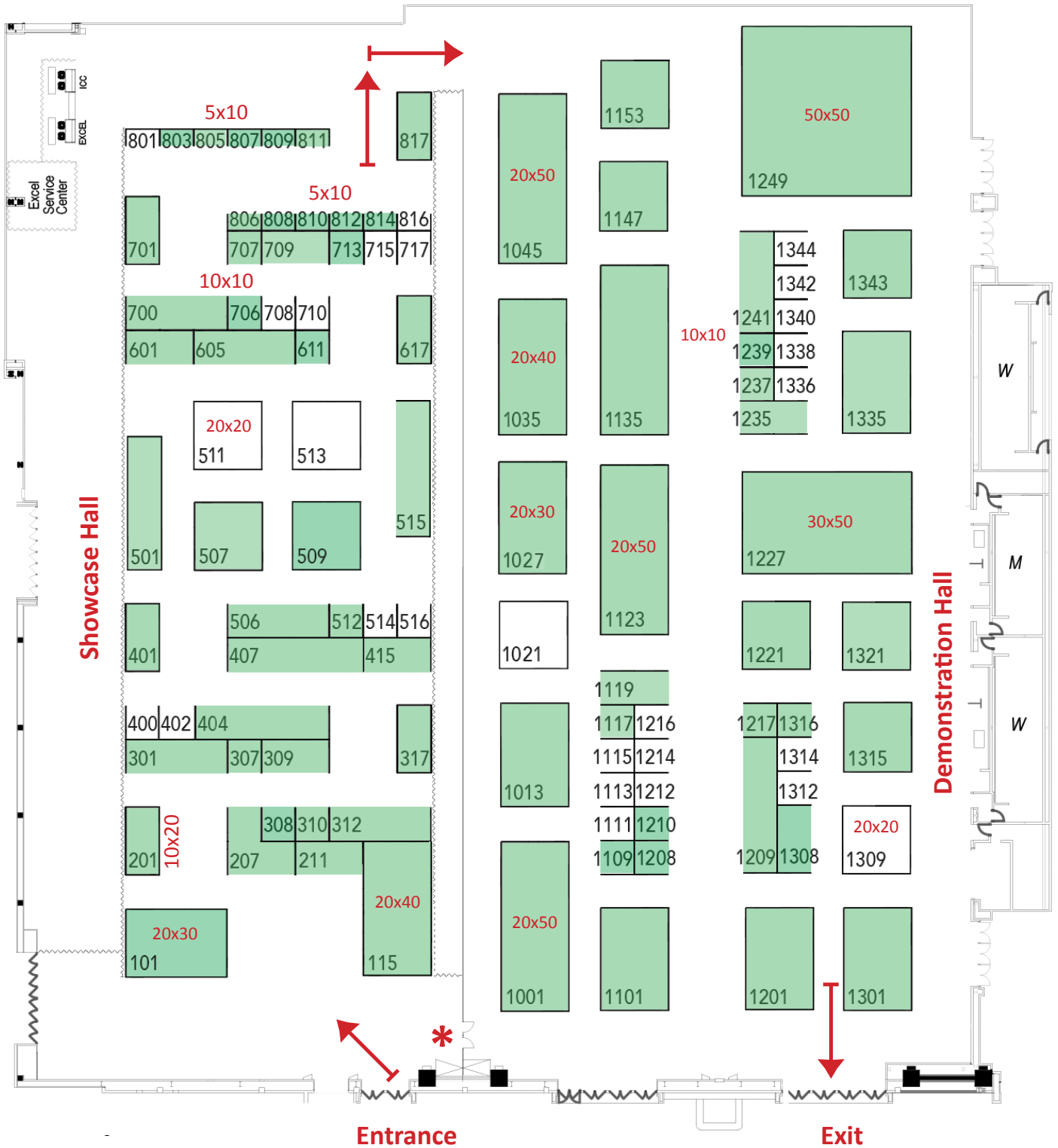
Return To:

Percussive Arts Society
110 W. Washington Street, Suite A
Indianapolis, IN 46204

P: 317.974.4488 • F: 317.974.4499 • E: exhibitor@pas.org

Exhibit Hall Map

Demonstration Hall



Showcase Hall (reduced volume area)

- 5x10s: 801, 816
- 10x10s: 400, 402, 514, 516, 708, 715, 717
- Open Corners: 710
- 20x20s: 511, 513

Demonstration Hall

- 10x10s: 1111, 1113, 1115, 1212, 1214, 1216, 1312, 1314, 1336, 1338, 1340, 1342
- Open Corners: 1344
- 20x20s: 1021, 1309

* Point of Re-entry (for those who have made one trip through the expo hall)

Exhibitor Badge Information

Exhibitor Badges MUST be worn at all times and are required for admission to all PASIC sessions and exhibits and are non-transferable.

An exhibitor badge is for a company employee who will work in your booth. Exhibitors may not secure badges for persons who are affiliated with your company—this includes authors, clinicians, etc., who are not at the convention to work your booth. All PASIC 2019 clinicians/artists will be provided artist badges and SHOULD NOT be included on your badge list. Badges without a proper name will not be printed (i.e. “Percussive Placeholder”).

INDIVIDUAL REGISTRATION CANCELLATION FOR PERSONS WHO OBTAIN A COMPLIMENTARY EXHIBITOR BADGE AFTER PURCHASING THEIR OWN BADGE:

Any person who wishes to cancel an individual PASIC registration will be charged a \$50 cancellation fee on or before October 1. After October 1, NO refunds will be issued.

Booth Type	Badges Received
5' x 10' Booth	2 Badges
10' x 10' Booth	3 Badges
10' x 20' End-cap	6 Badges
20' x 20' Booth	12 Badges
20' x 30' Booth	18 Badges
20' x 40' Booth	24 Badges
20' x 50' Booth	30 Badges

Only the exhibitor contact or on-site contact listed on the Exhibitor Form is authorized to purchase additional badges for the specified company. Only one badge swap per printed badge is allowed. Beyond that, a new badge will need to be purchased. The badge being exchanged will be surrendered to PAS.

Additional exhibitor badges may be purchased for \$50 each.

A \$50 replacement fee will be charged for lost badges.

You will be contacted via email in September with details on how to submit names for your badges.

Please read carefully and sign below.

New for 2019

PAS will no longer be permitting the use of banners for Artist sponsors on performance stages. Instead, artist sponsors will be asked to provide digital files of their logos, which will be displayed on monitors in the clinic/performance room.

Please note: Sponsor logos will not be displayed during Panel Discussions, Professional Development, and Research sessions.

I have read, understand, and agree to abide by the PASIC 2019 Sponsor Logo Policy.

Contact Signature: _____

Company: _____

Date: _____

Photo & Recording Policy

Only those with an official PASIC 2019 Media Badge will be permitted to take photographs, audio and video recordings of clinics, presentations, and performances at PASIC. In order to obtain a Media Badge, you must complete a Media Credentials Application by October 1. The full Media Policy will be included in the application, which will be available Summer 2019.

1. Instruments are not to be played for more than 60 seconds continuously.
2. Volume level must be moderate (mf) or lower.
3. Performances and rehearsals in exhibitor booths are strictly prohibited.

Failure to adhere strictly to this policy will result in the following:

1. Warning. Offender's Badge will be punched.
2. 24-Hour Expulsion from the Exhibit Hall. Offender's Badge will be punched a second time.
3. Expulsion from the Exhibit Hall for the entire convention. Offender's Badge will be punched a third time.

Failure to cooperate with security will result in permanent expulsion from the entire convention and possibly future Percussive Arts Society events. All decisions by PAS staff are final. No refunds will be issued.

The above stated sound policy will be enforced and supported by the following measures:

1. Sound monitors will be on duty in the exhibit hall during exhibition hours.
2. Announcements in regard to the sound policy will be broadcast over the public address system in the exhibit hall at regular intervals.

Additional measures include:

1. Sound monitors will be clearly identifiable with uniformed clothing.
2. Sound monitors will be equipped with decibel meters and radios.
3. Information about the sound policy will be disseminated to all exhibitors and attendees prior to the convention.
4. Exhibitors that use amplification must adhere to previously stated sound levels, or use headphones.

It is the intention of the Percussive Arts Society to find a balance with all exhibitors to allow the best possible experience for the largest amount of attendees. With everyone's cooperation we can enjoy an environment that is acceptable for all and does not require punitive action by PAS against its members, either corporate or individual. Thank you for your support and effort to make PASIC 2019 in Indianapolis another success.

PAS reserves the right to fine, or shut down, any exhibitor booth for violation of any expo policy. No refunds will be given.

I have read, understand, and agree to abide by the PASIC 2019 Sound Policy.

Contact Signature: _____

Company: _____

Date: _____

Schedule:

Wednesday, November 13

Set-up 8:00 a.m. to 7:00 p.m.

(Extensions may be arranged in advance with the PAS Show Director)

Thursday, November 14

Set-up 8:00 a.m. to 9:00 a.m.

Display Hours 9:00 a.m. to 5:00 p.m.*

Friday, November 15

Set-up 8:00 a.m. to 9:00 a.m.

Display Hours 9:00 a.m. to 5:00 p.m.*

Saturday, November 16

Set-up 8:00 a.m. to 9:00 a.m.

Display Hours 9:00 a.m. to 5:00 p.m.*

Dismantling 5:00 p.m. to 10:30 p.m.

BOOTH CANCELLATION POLICY

Exhibitors shall have the right to cancel this agreement upon written notice to the Percussive Arts Society. There will be a 6% service charge for any booth cancellation. After August 1, 50% of the booth fee will be refunded. **No refunds will be made on cancellations after September 16.** The Percussive Arts Society reserves the right to sell any booth space cancelled by an exhibitor.

INDIVIDUAL REGISTRATION CANCELLATION POLICY FOR PERSONS WHO OBTAIN A COMPLIMENTARY EXHIBITOR BADGE AFTER PURCHASING THEIR OWN BADGE:

Any person who wishes to cancel an individual PASIC registration will be charged a \$50 cancellation fee on or before October 1. After October 1, NO refunds will be issued.

***Please Note: During the hours of 9:00–11:00 a.m., exhibitors will lead product demonstration in a controlled environment. After 11:00 a.m., products may be tested openly. Exhibitors are expected to help enforce the sound policy at all times.**

An attendant must be in charge of each display during display hours. All exhibitors must close their exhibits promptly at 5:00 p.m. and vacate the exhibit hall by 5:30 p.m. each day. Booth installation may not begin before 8:00 a.m. Any space not claimed and occupied by 9:00 a.m. Thursday may be re-assigned without refund. Exhibits not set up by 9:00 a.m. may not be permitted to do so until after the closing hour of that day and before opening the following day. No exhibitor will be allowed to dismantle or do any packing before the final closing of the exhibits on Saturday at 5:00 p.m. If violated, the exhibitor will jeopardize their booth assignment standing for the following year.

DECORATOR INFORMATION

Excel Decorators is the official service contractor for PASIC 2019. In September you will be emailed a link to the Online Exhibitor Service. This kit will contain all the forms necessary to order any services the exhibitor may require, including electricity and internet order forms from the Convention Center. Oversized displays may be erected only with the consent of PAS and the Indianapolis Fire Marshall.

FREIGHT INFORMATION

Exhibitor shipments for the convention must be consigned to the official Decorator service contractor. Special arrangements may be made for on-site freight deliveries, but must be coordinated through the service contractor. Exhibitors must refer to Decorator Service Kit for complete shipping or unloading/set-up instructions and applicable rates.

SET-UP GUIDELINES

Each exhibit will be confined to the spatial limits of its respective booth(s). Exhibits or displays that block the view of adjoining booths will not be permitted. Aisles must be kept clear of displays and exhibits at all times. Electrical wiring must conform to the National Electricians Code of Safety Rules. Exits, fire alarms, and fire extinguisher equipment must not be obstructed. All booth materials must conform to applicable local building, electrical, fire safety, and environmental codes. Empty crates or cartons must be properly marked for storage (available from the decorator). Nothing may be posted, tacked, nailed, screwed or otherwise attached to columns, walls, floors or other parts of the building or furniture.

RESTRICTIONS

- a. All sales activities must be confined to the limits of the exhibit booth. There will be no product demonstrations allowed outside of the exhibit hall or after normal exhibit hours. No activities, including rehearsing, will be allowed in the exhibit hall after normal exhibit hours. No literature may be distributed outside the area of your booth unless a literature bin is purchased (see PASIC 2019 Booth Information form).
- b. Exhibitors are solely responsible for paying all applicable city, county, state, and federal taxes on sales and promotional activities at PASIC.
- c. No exhibitor shall obtain additional exhibit space anywhere outside the designated exhibit area without the consent of PAS. Additional charges will apply to the use of any available or additional exhibit hall space beyond an exhibitor's respective booth(s).
- d. No exhibitor shall reassign or sublet their allotted space. However, booths may be shared by multiple PAS Corporate Sponsors. All Corporate Sponsors sharing a booth must be known to PAS and will be listed in the PASIC Program (see item h below). Booth location assignment is based on when the last party meets all requirements.
- e. No exhibitor is permitted to show goods other than those manufactured or dealt with in the regular course of their own business.
- f. No firm or organization not assigned exhibit space will be permitted to solicit business within the exhibit area.
- g. PAS reserves the right to close down any exhibitor whose exhibit, because of method of operation, materials, or for any reason, is objectionable in the discretion of PAS; and also to prohibit or evict any exhibit which, in the opinion of PAS, may detract from the general character of the exhibits as a whole, unless the exhibitor rectifies the problem immediately at the request of the PAS representative in charge of the exhibit area. This reservation includes persons, things, conduct, printed matter, or anything which PAS determines is objectionable to the exhibit.
- h. Any firm, organization or individual found to be exhibiting on the PASIC exhibit floor without express permission of PAS, will be banned from Corporate Sponsorship for a period of one year. During this period the offending party will be prohibited from advertising in any PAS publication and will be excluded from exhibiting at the following year's PASIC.

INDEMNIFYING CLAUSE

Exhibitor agrees to protect, save, indemnify and keep the Percussive Arts Society and any other parties that may also be affected forever harmless from any damage or charges imposed for violation of any law or ordinance by exhibitor, his, her or its agents and employees, and from any and all loss, cost, damage, liability or expense arising from or exhibitor's use of the exhibition premises or a part thereof.

LIABILITY AND INSURANCE

The Percussive Arts Society, the official decorator, PAS officers, Board members, and staff members are not responsible for the safety of the property of the exhibitors from theft, damage by fire, accident, or other causes. Guard service is provided by PAS on a 24 hour basis for move-in through move-out. By executing the application and participating in the event, the exhibitor acknowledges that the guard service is reasonable and sufficient, and the exhibitor releases PAS of any further responsibility. PAS cannot insure the protection of property and the exhibitor assumes all risks of theft and other loss. Exhibitors agree to maintain such insurance that will fully protect PAS and PASIC from any and all claims of any nature whatsoever, including claims under the Workers' Compensation Act, and for personal injury, including death, which may arise in connection with the installation, operation, or dismantling of the exhibitor's display.

This insurance must be in force during the lease dates of the event, November 12–17, 2019. Care should be taken to ensure that all insurance is valid in Indianapolis, IN. The following must be named as additional insured: Percussive Arts Society, Inc. (110 W. Washington St., Suite A, Indianapolis, IN 46204) and its board of directors, officers, employees and agents, as well as the Indiana Convention Center (100 S. Capital Ave, Indianapolis, IN 46225).

Exhibitors are required to have Certificates of Insurance available for inspection by PAS at the show site.

VIOLATIONS

Violations of any of these regulations on the part of the exhibitor, its employees, or agents shall, at the option of the Percussive Arts Society annul the right to occupy space and exhibitor will forfeit to PAS all monies paid. Additionally, PAS reserves the right to not accept applications and agreements from exhibitors who have in past PASICs, violated any of the exhibit specifications and agreement terms outlined in the enclosed pages.

RULES SUMMARY STATEMENT

These rules and regulations become a part of the agreement between the exhibitor and the Percussive Arts Society. All points not covered are subject to the decision of PAS. Any specific regulations pertaining to the agreement, hall or hotel become a part of this agreement.

ARRANGEMENT OF EXHIBITS

Standard booth backgrounds and side rails, decorated with curtains and uniform two-line signs are provided without charge. Booth backgrounds are eight feet in height, and divider rails are three feet in height. In the area five feet forward from the rear background of each booth, display material may be placed up to a height not exceeding eight feet from the building floor. Beyond five feet from the rear of the booth, all parts of the exhibit shall not exceed three feet from the building floor. Display material may not be placed outside the rented booth dimensions. Exhibits not conforming to these specifications, or which in design, operation, or otherwise, are objectionable in the opinion of the management, will be prohibited.

END-CAP BOOTHS

End-cap booths are 10' x 20'. No back wall may exceed 8' tall by 20' wide by 5' deep off of center.

ISLAND BOOTHS

An Island Booth is any booth exposed to aisles on all four sides. Dimensions and Use of Space: An Island Booth is typically 20' x 20' or larger, although it may be configured differently. The entire cubic content of the space may be used up to the maximum allowable height, which is sixteen feet, including floor-supported signage. Double-deck booths are prohibited.

OTHER IMPORTANT CONSIDERATIONS

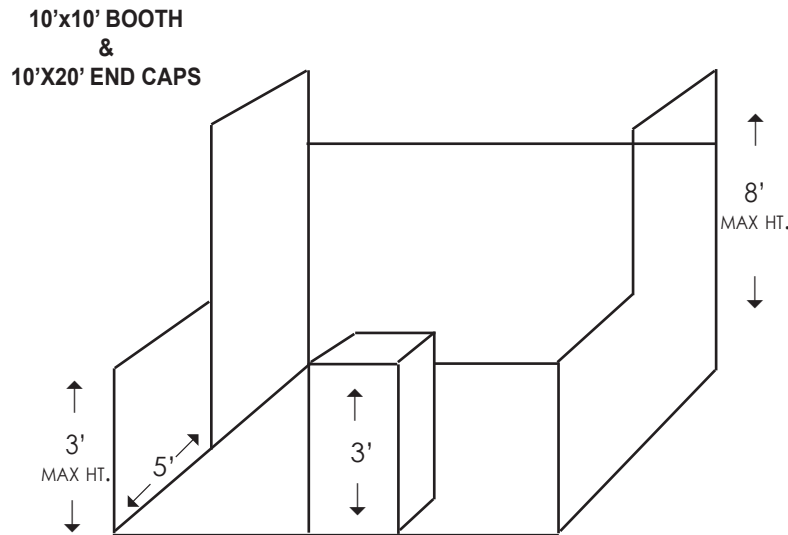
Canopies and Ceilings—Island Booths Only: Canopies, including ceilings, umbrellas and canopy frames, can be either decorative or functional (such as to shade computer monitors from ambient light or for hanging products). The base of the Canopy should not be lower than seven feet from the floor within five feet of any aisle. Exhibitors are cautioned when installing a display with a ceiling to check with the local fire department to ensure that their display meets with the necessary fire safety precautions involving smoke alarms, fire extinguishers, sprinkler systems, etc. Smoke alarms will be required in any covered booth.

Truss and Lighting—Island Booths Only: Exhibitors are cautioned when installing a display with trussing to comply with the permissible height corresponding to their booth configuration (for example, the highest point on any truss may not exceed the maximum allowable height for booth type). Please note: Ceiling-supported truss hangs are not permitted.

Exhibitors should adhere to the following suggested minimum guidelines when determining booth lighting:

- No lighting, fixtures, lighting trusses or overhead lighting are allowed outside the boundaries of the exhibit space.
- Lighting must be directed to the inner confines of the booth space. Lighting must comply with facility rules.
- Lighting that spins, rotates, pulsates and other specialized lighting effects should be in good taste and not interfere with neighboring exhibitors or otherwise detract from the general atmosphere of the event.

Tower: A Tower is a freestanding exhibit component separate from the main exhibit fixture. The height restriction is the same as that which applies to the appropriate exhibit configuration being used. Fire and Safety regulations in many facilities strictly govern the use of towers. Please submit drawings to PASIC for towers in excess of eight feet, as a building permit and safety/seismic lines may be required.



Company _____

Please include this Payment Form with any payments sent to the Percussive Arts Society.

This form may be downloaded at www.pasic.org/exhibit.

Description	Total Amount Due	Payment Amount	Amount included with this Payment
Corporate Sponsorship	<i>Amount from page 4</i>	Full Payment (new or renewing)	\$
Booth Rental/Literature Bins*	<i>Amount from page 5</i>	<input type="checkbox"/> Half Payment <input type="checkbox"/> Full Payment	\$
		Total Amount Enclosed	\$
		50% Booth Balance Due on June 28, 2019 (if not paid in full)	\$

*Booth Rental: This payment form and payment must accompany the Corporate Sponsorship, Sound Policy, and Booth Information Forms. Agreements submitted before June 28, 2019 must include either half or full payment (any remaining balance is due on June 28, 2019). Booth assignment will not be made until all applicable fees and dues have been paid in full. Agreements submitted after June 28 must include full payment. Current Corporate Sponsorship is required to rent any booth or literature bin.

50% refund for booth cancellation, on or after August 1. After September 16, no booth refunds or partial refund will be given after this date including, but not limited to, inclement weather, shipments not arriving, missed flights, etc.

We, the undersigned, hereby make application for exhibit space at the Percussive Arts Society International Convention 2019. We understand this will become an agreement when signed by a person representing the exhibitor and accepted by the Percussive Arts Society, and it is subject to the terms and conditions on this application, as well as the enclosed "PASIC 2019 Exhibitor Agreement" (see pages 10–12).

I, as a representative of the above company, acknowledge that I have read and agree to all terms within the PASIC 2019 Exhibitor Packet.

Signature _____

Printed Name _____

I authorize PAS to charge the remaining booth balance on June 28, 2019 to the credit card below.

Check/Money Order Enclosed for \$_____ (Make checks payable to the Percussive Arts Society in U.S. funds drawn on a U.S. bank)

VISA Master Card American Express Discover

Name on Credit Card _____

Card Number _____

Expiration Date _____ Security Code _____

Signature _____

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