



**COMPANY INFORMATION**

PLEASE PRINT OR TYPE company name exactly as it should appear in all printed materials. Use upper and lower case. Abbreviations of Inc., Co., and Corp. will be used.

COMPANY NAME \_\_\_\_\_

CONTACT NAME \_\_\_\_\_

TITLE \_\_\_\_\_

PARENT COMPANY (IF APPLICABLE) \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ POSTAL CODE \_\_\_\_\_

COUNTRY \_\_\_\_\_ PHONE \_\_\_\_\_ FAX \_\_\_\_\_

EMAIL \_\_\_\_\_

WEBSITE \_\_\_\_\_

**Show Contact (will receive all correspondence relating to the show)**

CONTACT NAME \_\_\_\_\_

TITLE \_\_\_\_\_

PARENT COMPANY (IF APPLICABLE) \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ POSTAL CODE \_\_\_\_\_

COUNTRY \_\_\_\_\_ PHONE \_\_\_\_\_ FAX \_\_\_\_\_

EMAIL \_\_\_\_\_

BOOTH TYPE	ASSOCIATE MEMBERS	NON MEMBERS
<input type="radio"/> 10' x 10' Inside Booth	\$2,900	\$5,000
<input type="radio"/> 10' x 10' Corner Booth	\$3,200	\$5,200
<input type="radio"/> 10' x 20' Booth (2 corners)	\$6,400	\$10,400
<input type="radio"/> 10' x 20' Booth (1 corner)	\$6,100	\$10,200
<input type="radio"/> 10' x 20' Booth (2 Inside)	\$5,800	\$10,000
<input type="radio"/> 20 x 20 Island	\$12,800	\$20,800

**Preferred Booth Location(s)\*:**

1st Choice: \_\_\_\_\_ 2nd Choice: \_\_\_\_\_ 3rd Choice: \_\_\_\_\_ 4th Choice: \_\_\_\_\_

\*The preferences given for booth location are for guidance and are not guaranteed.

We do not wish to be next to or across from the following companies:

\_\_\_\_\_

**Exhibit Space Payment and Terms**

\*\*We agree to abide by the Exhibit Rules and Regulations (on back of contract), all terms of which are made part hereof by this reference and fully incorporated herein, receipt of which is hereby acknowledged, and to all conditions under which space at the Exhibit Facility is leased by UTC.

SIGNATURE \_\_\_\_\_

PRINTED NAME \_\_\_\_\_

TITLE \_\_\_\_\_

DATE \_\_\_\_\_

**Sponsorship Opportunities**

- Premier Event (Exclusive)
- Platinum Sponsorship (non-exclusive)

**Gold Level Sponsorships**

- Track Sponsor
- Opening General Session Wednesday
- Lunch General Session Wednesday
- General Session Thursday
- UTC Closing Party
- UTC Twitter Wall
- Education Area Wi-Fi
- Registration Bags
- Chairman's Reception
- Badges and Lanyards
- Registration Area
- Event Mobile App & Pocket Guide
- UTC Membership Meeting
- Premier Golf Sponsorship

**Silver Level Sponsorships**

- Cigar Party
- Summit
- Hotel Keycard
- Exhibit Hall Social
- Workshop
- Networking Lunch
- Dessert or bar at your booth
- Golf Lunch Sponsorship

**Bronze Sponsorships**

- Networking Breakfast
- Notepads
- Pens/ Post-its

**Specialty Advertising**

- Footsteps
- Carpet Logo
- Event Prospect email
- Center Stage Showcase
- Prize Drawing

\*A SEPARATE CONTRACT FOR ANY REQUESTED SPONSORSHIP WILL FOLLOW.\*

**Payment Information**

TOTAL PAYMENT \$ \_\_\_\_\_

CHECK #: \_\_\_\_\_

(Payable in US Funds to Utilities Technology Council)

AMEX \_\_\_\_\_ VISA \_\_\_\_\_ MasterCard \_\_\_\_\_

AMOUNT PAID \$ \_\_\_\_\_

CREDIT CARD # \_\_\_\_\_

CV Code \_\_\_\_\_ EXP. DATE \_\_\_\_\_

\*NAME ON CARD \_\_\_\_\_

\*SIGNATURE \_\_\_\_\_

\*DATE \_\_\_\_\_

\*Your company's UTC Membership must be current at the time of UTC Telecom & Technology 2021 to qualify for the Associate Member price. 50% of booth space is due with the signed agreement. The balance is due on October 30, 2020. Full payment will be required with contracts received as of October 30, 2020. The deadline for refunds of 2<sup>nd</sup> payments is January 31, 2021.

**Direct Exhibit Communications to:**

Cheryl Stratos, UTC Sales Representative  
2550 South Clark Street | Suite 960 | Arlington, VA 22202 | Phone: 202-833-6811 | Fax: 202-872-1331  
cheryl.stratos@utc.org | www.utctelecom.org

# 2021 UTC TELECOM & TECHNOLOGY

## RULES & REGULATIONS \* PLEASE READ CAREFULLY \*

### Exhibition Purpose

This is an exposition of the Utilities Technology Council (UTC), which will be referred to herein as the Council or UTC. The purpose of the exhibition is to complement the professional meetings and program sessions by informing and educating the Council's membership on the latest developments in equipment, and services.

### Eligibility

The technical exhibit area is open to companies whose products and services are directly related to the utility and telecommunications industries. Exhibitor agrees to advertise or display only such products/services indicated by the exhibitor on the contract that are intended for and generally used in a manner that conforms to State, Federal or other applicable laws or regulations. The Council, in its sole judgment, will determine the appropriateness of products exhibited and reserves the right to prohibit display or advertisement of products which are in violation of these exhibitor regulations or do not meet the exhibition objectives.

### Booth Rental Rates & Payments

Exhibit space is billed at a rate of US\$32 corner rate the inside rate is \$29 per-square-foot for UTC Associate Members and \$52 Corner rate and the inside booth rate is \$50 per-square-foot for Non-Members. Membership must be current at the time of UTC Telecom & Technology 2021 to be eligible for the member rate. Exhibitor shall submit with the application 50% of total exhibit space cost as the deposit to confirm space. Exhibit space must be paid for in full by October 30, 2020. Applications submitted after October 30, 2020 must be accompanied by full payment of the exhibit space fee. If assigned space is not paid for in full by October 30, 2020, it may be reassigned to another exhibitor at the option of the Council without refund of the deposit. Checks must be made payable to UTC and mailed to UTC, 2550 South Clark St., Ste. 960, Arlington, VA 22202.

2021 applications for rental of exhibit space shall be subject to the approval of UTC, and UTC reserves the right to reject applications for space with or without cause if in the best interest of the exhibitor. Upon acceptance of this agreement by UTC in writing, it shall be a legally binding agreement between the exhibitor and UTC.

### Assignment of Space

The method of determining space assignment shall be established by UTC and may be changed from time to time without notice to exhibitors in order to accommodate what UTC perceives as the best interest of the exhibition. Exhibitor preferences are used as guides and do not guarantee location. Size and space requirements and any other special considerations such as water, drain, ceiling height, etc. are also factors in determining location. The Council reserves the right to refuse contracts that do not meet its standards and to curtail exhibits or parts thereof that do not appropriately reflect the character of the meeting and the Council as a whole.

### Space Reductions

In the event that a company wishes to reduce its booth space, it must notify the Council in writing. Prior to January 15, 2021, the Council will assess an administrative fee of 25% plus the full cost of each 10'x10' booth that is eliminated. After January 15, 2021, no exhibit space reductions are accepted.

### Cancellations & Refunds

Cancellations of exhibit space must be made to the Council in writing. Refunds for cancellation of entire space are granted as follows:  
Before October 30, 2020 – 100% refund of the booth rental fee or amount paid, whichever is lower. October 30, 2020, to January 31, 2021 – 50% refund of the booth rental fee or amount paid, whichever is lower. After January 31, 2021 – No refund of booth rental fee.

All notices of cancellation or reduction of space must be received in writing on or before the date specified. Booths sold after January 31, 2021: any unpaid balance is due at the time of cancellation and the Council is entitled to all monies paid and owed as liquidated damages.

Exhibitors will not be permitted to set up their exhibit until full booth payment has been made. The Council reserves the right to reassign the cancelled or reduced space without obligation to the exhibitor. Acknowledgment of the receipt of an application or negotiation of the appropriate deposit instrument does not constitute an acceptance of an application. In those instances where a booth space application is declined, the Council will refund such deposit in full. The Council reserves the right to rearrange the floor plan and relocate any exhibitor at any time. Unless prior arrangements have been made in writing, any space not claimed and occupied three hours before the exhibit hall opening may be resold or reassigned by the Council without obligation on the part of the Council for any refund whatsoever. Subletting of space only under special circumstances and only with the prior permission of UTC, exhibitors may assign, sublet or apportion to others the whole or any part of the space allocated and may advertise or display goods or services other than those manufactured or sold by them in the regular course of their business. The rate for such subletting of space with permission is an additional fifty percent (50%) premium on the regular space rental per sublease. This requirement, however, does not prohibit an exhibitor from using equipment or the product of another exhibitor in his booth for the purpose of better product presentation of his own product; however, it may not give credit to the manufacturer.

### Severability

If any one or more of the terms or provisions of this Agreement shall for any reason be held to be invalid, illegal or unenforceable, in whole or in part, or in any respect, or in the event that any one or more of the provisions of this Agreement operate or would prospectively operate to invalidate this Agreement, then and in either of those events, such provision or provisions only shall be deemed null and void and shall not affect any other provision of this Agreement and the remaining provisions of this Agreement shall remain operative and in full force and effect and shall in no way be affected, prejudiced or disturbed thereby.

### Installation of Exhibits

Specific dates and hours for installation of exhibits will be communicated to exhibitors through the exhibitor service manual (defined in contractor services section below). If the erection of any exhibit has not started by three hours prior to the opening, the Council reserves the right to have the official decorator install the exhibit and remove unopened freight at the expense of the exhibitor. Cost for repairing any damages to the exhibit facility will be billed to the responsible exhibitor. Nothing can be posted, tacked, nailed, screwed, or otherwise attached to the columns, walls, floors, ceiling, furniture or other properties of the exhibition facility.

### Contractor Services

On or about March 1, 2021, the Council will provide an exhibitor service manual. The exhibit service manual will include information integral to your organization's participation at UTC Telecom & Technology, including but not limited to: additional rules and regulations, official contractor order forms, registration, shipping, drayage, building services, and insurance information. The Council designates contractors to provide various services to the exhibitor. Official contractors provide all show services except supervision. The exhibitor shall provide only the material and equipment that it owns and is to be used in his exhibit space. All other items used in the booth are to be provided only by official contractors. The Council only considers exceptions of the foregoing requirement in cases where permission has been requested in writing by the exhibitor and received by the Council. An exception will be granted only if it will not interfere with or prejudice the ordinary setup, interim services, or dismantling of the exhibition. An exception will not be granted if it is inconsistent with the commitments made and obligations assumed by the Council in any contract with service contractors, or in its lease with the exhibit facility. For services such as electrical, plumbing, telephone, drayage, and rigging, no exception will be made and the contractor designated by the Council must be used. All employees, representatives, or agents representing the exhibitor must be fully identified by the official Council badge. All agents or representatives who are performing services at the exhibit facility directly for an exhibitor other than the exhibitor's employees must provide the Council with a certificate of insurance. The official General Service Contractor has complete control of all dock and loading facilities. It receives all direct advance shipments and van loads, handles all freight, and provides all rigging labor and equipment. All services not ordered in advance must be procured through the Exhibitor Service Desk, which is maintained in the exhibit hall. The Council shall also have the right to remove any unauthorized exhibitors or contractors from the exhibition, without compensation of any kind.

### Early Move-Out Prohibited

It is agreed and understood that premature move-out detracts from and is harmful to the overall merit of the exhibition. As such, the exhibitor agrees that it will not initiate move-out or abandon its exhibit prior to the date/times listed in the Service Manual. Violation of this clause may cause exhibitor to be fined an amount equal to 200% of their total booth rental and be subject to loss of priority points for future UTC shows.

### Removal of Exhibits

Tear down and removal of exhibits shall begin promptly after the close of the exhibit hall. Exhibitors are requested not to interfere with the removal of aisle carpet and the return of empty crates. Each exhibitor will complete arrangements for removal of its material from the exhibit facility in accordance with the instructions provided in the exhibitor service manual. These arrangements can be made at the exhibitor service desk. No materials (except briefcases) may be removed from the exhibition hall without a properly completed carryout slip during setup, show hours and dismantling. A carrier selected by the official General Service Contractor will ship all freight not claimed by noon on final move out day.

### Storage

The official General Service Contractor will handle freight and provide storage space for crates, boxes, etc., during the exhibition, and will return properly marked stored materials at the completion of the show. It will supply tags to be attached to each piece stored. It is suggested that small boxes be nested in larger ones to reduce the number of pieces to be stored. No boards will be accepted for storage unless securely tied into bundles and tagged. Fire regulations require that wrapping material such as paper, excelsior, etc., must be completely enclosed within the packing boxes. Materials not in accordance with these regulations will be considered refuse and disposed of by the cleaners.

### Line of Sight

Signs, displays, products, and fixtures for all exhibit configurations located within an area 5 feet from the aisle and 10 feet from a neighboring exhibit can be no more than 4 feet high.

### Booth Construction & Arrangements

Exhibitors are not allowed to obstruct the view, cause injury or adversely affect the displays of other exhibitors. The Council will provide and arrange for the erection of necessary draped background and sides in a uniform style. Each exhibit must be confined to the spatial limits of its respective booth indicated on the floor plan. Placement of the components of the exhibit must be done to avoid blocking the visibility of neighboring exhibitors. All exposed parts of a display must be finished so as not to be objectionable to other exhibitors or the Council. If any unfinished, exposed part of the exhibit is deemed offensive, the exhibiting firm will be charged for the cost of any additional draping or finishing needed.

### In-Line Exhibits

Display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8ft is allowed only in the rear half of booth space, with a 4ft height restriction imposed on all materials in the remaining space forward to the aisle. In-line exhibits are not permitted to hang signs.

### Corner Booth

A corner booth is an in-line booth exposed to aisles on two sides. All other guidelines for in-line booths apply.

### Island or Free-Form Exhibits

Space can be allocated for exhibitors who wish to depart from traditional booth sizes and conformations. Exhibits to be erected as islands or free form must be professional in nature and erected in such a way as to not be objectionable to neighbor exhibitors of the Council. Any exhibitor who erects a booth that obstructs the visibility of neighboring exhibitors shall bear the cost of labor, etc. necessary to bring the booth into conformity or in order to move the booth to another location. Display materials should not exceed the maximum allowable height of 16 feet including signage. The floor plan must be submitted to UTC prior to the start of UTC Telecom & Technology 2021 to ensure set up does not block other booths. The following booth must adhere to IAEE rules: PERIMETER BOOTH, END-CAP BOOTH, PENINSULA BOOTH and SPLIT ISLAND BOOTH. For descriptions of these booths please contact Kelly Moran at Kelly.moran@utc.org.

### Care of Exhibit Space

The exhibitor must, at his expense, maintain and keep in good order his exhibit and space for which he has contracted.

### Exhibitor's Registration

All persons attending the convention and exposition are required to register. Because UTC believes it is important that all exhibitors participate in the Conference's educational sessions to understand the needs and interests of UTC's members, each 10'x10' exhibit booth rental includes one (1) full Conference registration, three (3) booth personnel registrations, and four (4) free passes to individual education sessions. Representatives registering for the convention over and above those allowed with the booth space shall pay the fees noted on the registration forms found in the Exhibitor Service Manual.

### Exhibitor's Representative

Each exhibitor must register an attendant within his/her exhibit space during the open hours of the exposition. All attendants must be bona fide employees. Live models may be hired and will be admitted to the exhibit floor only in costume approved by the Council. False certification of individuals as exhibitors' representatives, misuse of exhibitors' badges, or any other method or device used to assist unauthorized personnel to gain admittance to the exhibit hall will be just cause for expelling the violator from the exhibition hall and banning them from future entrance on the exhibit floor, without obligation on the part of the Council for refund of any fees. Upon the exercise of this authority by the Council, the exhibitor, for himself, his employees and agents waive any rights for claims or damage against the Council arising out of the enforcement of this paragraph. An official exhibitor badge must be worn whenever a representative is on the exhibit floor. All personnel representing the exhibitor or its agents on the exhibit floor during erection and dismantling must be properly identified with an official badge. Exhibitor registration is open during the setup of the exhibition. Each exhibitor should register his personnel in advance. The authorized representative designated by the exhibitor as being in charge of the exhibitor's booth shall represent the exhibitor in connection with setup, operation, and dismantling of such exhibit. The representative shall be responsible for knowing the exhibition contract and the rules and regulations of the Council.

### Attendance

The exhibit is limited to individuals, business firms, manufacturers and dealers who have contracted and paid for space assignments. No other persons or concerns, including those with special concerns otherwise eligible to attend the exhibition and be on the exhibit floor, will be permitted to attend the exhibition for the purpose of demonstrating their products or distributing their product's advertising material in the exhibit hall. Prospective exhibitors may attend the exposition upon payment of the appropriate exhibit hall entrance fee at the registration desk. Such prospective exhibitors may not sell, distribute business cards, or otherwise conduct business in the exhibit hall. Violators will be expelled from the hall without refund of any fees.

### Liability & Security

Each exhibitor must make provisions for the safeguarding of its goods, materials, equipment, and exhibit at all times. The Council provides general security during exhibit hall hours but the Council and the guard service are not responsible for the loss of any material for any reason. The Council requires that each exhibiting company secure a rider policy through its insurance agent to cover all booth and display items during transportation to and from this meeting as well as during installation, exhibit days and dismantling. The exhibitor must surrender its exhibit space in the same condition as it was at the time of occupation. To the extent permitted by law, the exhibitor is responsible for all damage to the exhibit hall, and for any and all claims and demands on account of any injury or damage to property occurring in or upon the exhibitor's booth space because of the acts of the exhibitor, his employees, agents, licensees or contractors; and the exhibitor agrees to and shall indemnify and hold harmless the Council from and against any and all liability and claims and deems which may arise from or be assessed in connection with the foregoing undertakings and responsibilities to the exhibitor. Neither the Council, its service contractors, the management of the exhibition, nor the owners of the exhibit facility, its agents, contractors, or employees are or shall be liable for injuries to any person or for damage to property owned or controlled by the exhibitor, unless caused by or resulting from the direct negligence of the Council, the management of the convention, or the owners of the exhibit facility or their respective agents and employees.

### Audio Visual & Sound Effects

Audio-visual and other sound and attention-getting devices and effects will be permitted as long as they do not interfere with the activities of neighboring exhibitors. Exhibitors are responsible for complying with all applicable laws and regulations pertaining to the use of such devices and efforts, including the payment of miscellaneous licensing fees. Operational equipment may not create noise levels objectionable to neighboring exhibitors. Any lasers should be operated under 4" or above 6" so as not to be objectionable to neighboring exhibitors or attendees.

### Irregular Activities

All activities of each exhibitor in the exhibit hall must be confined to the exhibitor's allotted exhibit space. Demonstrations in the exhibitor's booth are encouraged; however, it is suggested that the exhibiting firm contact the Council to advise the Council of its intention to have demonstrations and to schedule such demonstrations so that they do not conflict with other scheduled activities in the exhibit hall. Sideshow tactics or other undignified methods considered by the Council to be objectionable are expressly prohibited in the exhibit hall. Demonstrations using live models are subject to the Council's approval. Prizes, awards, drawings, raffles, lotteries or contests will be allowed; however, winners must be announced on site no later than one (1) hour prior to the final close of the exposition. The Council reserves the right to sponsor an

exhibition-wide prize drawing and may solicit exhibitor participation. Distribution of refreshments or other food items from exhibitor's booth must be cleared with the Council prior to the opening of the exposition.

### Education Rooms

The Council will not support requests from non-exhibiting companies to host education rooms at the exposition venue. Requests by exhibiting and sponsoring companies for education rooms must be made in writing to the Council and will be supported only if functions do not conflict with any Council sponsored activities.

### Video Taping & Photography

Exhibitors are prohibited from videotaping or photographing other exhibitors' booths, or events or activities, other than those occurring entirely within the exhibitors' own booth space.

### Force Majeure

The performance of this Agreement by either party is subject to acts of God, war, terrorism, government regulation, disaster, fire, strikes, civil disorder, curtailment of transportation facilities preventing or unreasonably delaying at least 25% of attendees and guests from appearing at UTC's conference, or other similar cause beyond the control of the parties making it impracticable, illegal, inadvisable or impossible to hold the conference or provide the facility. This Agreement may be terminated without penalty for any one or more of such reasons by written notice from one party to the other. In addition to the foregoing, should there be acts of terrorism in North America within 30 days prior to the arrival of the first members of the group which affect transportation facilities and which prohibit 25% or more of UTC's representatives from attending the Conference, this Contract may be terminated by written notice from one party to the other. In addition, this Agreement may be terminated upon the breach of any material term of this Agreement, provided written notice of such termination is given and another party has been given a reasonable opportunity, under the circumstances, to cure the default, if possible.

### Arbitration/Dispute Resolution/Attorney's Fees

Any controversy, claim or dispute arising out of or relating to this Agreement, shall be resolved through non-binding mediation and/or binding arbitration conducted in accordance with the rules of the American Arbitration Association or JAMS in the jurisdiction in which the UTC is located. The law of the jurisdiction in which UTC is located will be the governing law. The arbitration award will be enforceable in any state or federal court. In any arbitration or court proceeding, the prevailing party shall be entitled to recover reasonable attorneys' fees and costs. In addition, the exhibitor shall be responsible for payment of attorneys' fees and interest associated with UTC's efforts to collect monies owed under the terms of this Agreement.

### Choice of Law

This agreement shall be construed according to the laws of Washington, DC and constitute the entire understanding between the parties as of the commencement of the term of the agreement hereunder, and supercedes all prior agreements and understandings between the parties, and cannot be changed or terminated orally.

### Integration Clause

This Agreement and the exhibits attached hereto contain the entire agreement of the parties with respect to the subject matter of this Agreement, and supercede all prior negotiations, agreements and understandings with respect thereto. This Agreement may only be amended by a written document duly executed by all parties.

### Violations

Violations of any of these regulations on the part of the exhibitor or his employees or agents shall, at the option of the Council, cancel the license to occupy space, and such exhibitor shall forfeit to the Council all monies paid. Upon evidence of the violation, the Council may reenter and take possession of the space occupied by the exhibitor and may remove all persons and goods at the exhibitor's risk. The exhibitor shall pay all of such expense and all damages which the Council may incur, and shall forfeit all monies paid or due to the Council on account thereof. The exhibitor waives any right to service of written notice of the Council's intention to terminate this agreement and repossess space occupied by the exhibitor.

### General

All matters and questions not covered by the Exhibit Rules & Regulations are subject to the decision of the Council. The Council may amend these regulations at any time, and all amendments that are made shall be equally binding on all parties affected by them, as are the original regulations. In the event of any amendment or additions to these regulations, a written notice will be given by the Council to such exhibitors as may be affected.

**Postponement/Rescheduling Policy:** In the event the meeting is postponed/rescheduled, the new dates of the event shall apply and all other terms and conditions of this Agreement will remain operative and in force. Any booth rental fees that have been paid will not be refunded, and any unpaid amount owed will be paid by the exhibitor to UTC as provided under the terms of this Agreement.

**Virtual event.** In the event it is held virtually and not in person, all of the terms and conditions of this Agreement will remain operative and in force. Any booth rental fees that have been paid will not be refunded, and any unpaid amount owed will be paid by the exhibitor to UTC as provided under the terms of this Agreement.