



2020 AAA TRADE SHOW

EXHIBITOR
PROSPECTUS



Austin Apartment Association Trade Show
Thursday, May 28, 2020 • Palmer Events Center



Dear Exhibitors,

We look forward to having you join us at the 2020 Austin Apartment Association Trade Show to be held on Thursday, May 28th, 2020 at the Palmer Events Center in downtown Austin.

Please carefully review all the information included in this brochure. Booth space reservations are guaranteed only after AAA receives your payment.

In 2019, we welcomed over 1,200 registered on-site personnel, managers, maintenance technicians, and supervisors to the show. The Trade Show is well-attended, and looked forward to all year by our members!

We urge you to pay close attention to the Trade Show schedule and allow sufficient time to be

completely moved in to your booth **no later than 3:00 p.m.** on the day of the show. Tear down and move out of all booth materials must be completed by **10:00 p.m.** on May 28th. Please do not begin to dismantle your booth until the show ends at 8:00 p.m. A monetary penalty and/or exclusion from future shows may be assessed to any vendor attempting to tear down early.

On behalf of the AAA staff and the 2020 Trade Show Committee chaired by **Ryan Harmon, Camp Construction, and Rene Flores, Crystal Clear Pools & Spas**, we hope you have a wonderful and successful trade show!

Dana Bolz
Director of Meetings and Events
Austin Apartment Association



Exhibitor Schedule

May 27-28, 2020



Exhibitor Move In

Wednesday, May 27

1:00 p.m. - 5:00 p.m.

Thursday, May 28

9:00 a.m. - 3:00 p.m.

Exhibitor Mix & Mingle

A chance to walk the show floor and see exhibitor booths prior to the show.

Thursday, May 28

3:00 p.m. - 3:45 p.m.

Trade Show Hours

Thursday, May 28

4:00 p.m. - 8:00 p.m.

Exhibitor Dismantle & Move Out

Complete or partial dismantling of booths prior to 8:00 p.m. on May 28th is prohibited and could result in a fine and/or exclusion from future shows. All displays must be removed from the exhibit space by 10:00 p.m. on May 28th.

Thursday, May 28

8:00 p.m. - 10:00 p.m.

Trade Show Questions?

Email Dana Bolz, AAA Director of Meetings and Events at dana@austinntassoc.com

Standard & Premium Booth Package

Each 10 foot by 10 foot booth includes:

- 8 foot high back wall, draped
- 3 foot high side wall, draped
- 7 inch x 44 inch exhibitor ID sign
- One 6 foot table
- Two chairs
- Waste basket
- No more than six company employees allowed in booth
- No pop-up tents allowed
- Company listed in show program for all contracts received by May 7, 2020
- *Parking passes and utilities not included in booth price*

Booth Pricing

Listed rates are for AAA members. Non AAA members (including those TAA or NAA members who are not local affiliate members for the Austin Apartment Association) will be charged an additional \$350 premium per 10' x 10' booth space.

<u>Booth Size</u>	<u>Standard</u>	<u>Premium</u>
Single Booths (10'x10')	\$850	\$1,000
Double Booths (10'x20')	\$1,600	\$1,900
Island Booths (20'x20')	\$3,000	\$3,800

Combo of One Premium & One Standard Booth = \$1,750

Payment

The association accepts payment in the form of check, money order, Visa, MasterCard or AMEX. Alternately, the association will bill your company, (AAA members only), and full payment will be due 30 days from billing date if reservation is made by March 1, 2020. Full balance is due at time of reservation if made after March 1. There is a credit card authorization from included in this prospectus. Please mail payment to Austin Apartment Association, 8620 Burnet Road, Suite 475, Austin, Texas, 78757.

Booth Reservations

Online at austinntassoc.com/trade-show or complete the requested information on the enclosed exhibitor contract and return to AAA via mail, fax (512-323-2979) or email (dana@austinntassoc.com).

Trade Show FAQs

1. Show Decorator

Freeman Decorating, 3323 I-H 35 North, Suite 120, San Antonio, Texas 78219 is our official decorating company. Freeman Decorating can be reached at 210-227-0341 or by fax at 210-227-5682 for information or assistance. Freeman Decorating will be emailing a complete kit of exhibit materials, electrical information and other pertinent information in March 2020.

2. Booth Equipment

You will be furnished a 10' x 10' piped and draped booth (8' high back wall and 3' high side drape) and a 7" x 44" identification sign complete with exhibitors name and booth number. Booth will include one 6' table, two chairs and waste basket.

3. Exhibitor Parking

PLEASE NOTE: Parking passes are not included with your booth fee.

You may park for free in the service yard until the lot is full. You may also park in the parking garage for \$8.00 per car.

4. Move In/Move Out

Displays may be set up on Wednesday, May 27 from 1:00 p.m. to 5:00 p.m. and Thursday, May 28 from 9:00 a.m. to 3:00 p.m. All exhibitors must be set-up by 3:00 p.m. (refer to Rules and Regulations).

The Palmer Events Center *WILL NOT* accept shipments in advance. **Send any advance shipments in accordance with information and shipping instructions you will receive from Freeman Decorating.**

Dismantle of displays may commence at 8:00 p.m. on May 28. **Complete or partial dismantling of booths prior to 8:00 p.m. on May 28 is prohibited and could result in a fine and/or exclusion from future shows. If you have any questions regarding this rule, please contact the AAA office immediately.** All displays must be removed from the exhibit space by 10:00 p.m. on May 28.

What can I expect?

Exhibitors can expect traffic from over 1,200 attendees. This is your chance to reach over one thousand members of the apartment industry in one place.

Attendance to the AAA Trade Show is limited to AAA owner/management and on-site personnel only.

- Property Owners
- Supervisors
- Managers
- Leasing Professionals
- Maintenance Technicians

5. Exhibitor Check In

Every person connected with any exhibit must be registered and have a proper badge. All booths must be paid in full by check-in. Exhibitor Check-In will be from 9:00 a.m. to 3:00 p.m. on Thursday, May 28 at the exhibitor services desk. Name badges will be pre-printed for exhibitor personnel whose names are submitted by the deadline. Booth personnel not checked in by 3:00 p.m. will be required to pick up their badge or an exhibitor's entrance pass to the hall from registration after 3:00 p.m.

Questions?

Contact Dana Bolz
Director of Meetings and Events at
dana@austinaptassoc.com.

Trade Show Theme - TBA

While not necessary to exhibit, we do invite and encourage you to decorate your show booth in the spirit of our theme in order to add to the fun and convivial nature of the show. Show theme TBA.

6. Food and Beverage

No food, beverage or alcohol may be brought into Palmer Events Center. Catering arrangements **must be made through Levy Catering**, caterer for the Austin Convention Center/Palmer Events Center. An "Authorized Request for Sample Food and/or Beverage Distribution" is enclosed in the Decorator's Exhibitors kit. Please fax or mail form directly to Palmer Auditorium (address and fax are included on form).

How do I reserve my booth?

Online at austinaptassoc.com/trade-show or complete the requested information on the enclosed exhibitor contract and return to AAA via mail, fax (512-323-2979) or email (dana@austinaptassoc.com).

ALCOHOL MAY NOT BE given as a Door Prize if it is not PURCHASED THROUGH Levy Catering. Alcohol may NOT be used as a decorative prop in your booth if not purchased through Levy Catering.

7. Grand Prizes

This year we will be giving away three grand prizes. At 7:55 p.m., one cash prize will be given each to Maintenance, Management/Onsite and a Grand Prize winner. **SUPPLIER MEMBERS/VENDORS ARE NOT ELIGIBLE TO WIN PRIZES.**

8. Exhibitor Door Prize Drawing Rules

The following are rules and regulations for those exhibitors who want to participate in the door prize drawings.

a. Prize drawings will begin at approximately 7:30 p.m. You must bring the name of your door prize winner to exhibitor check in no later than 7:15 p.m. in order to be announced.

b. All prize drawings will take place in the vendor booths. Vendors will be responsible for providing your own drawing boxes and forms. Registrants need not be present to win.

SUPPLIER MEMBERS/VENDORS ARE NOT ELIGIBLE TO WIN PRIZES. Winners present at the show will be instructed to pick up their prize from the sponsoring exhibitor by the end of the show. **For winners not present, it will be the responsibility of**

the exhibitor to contact the winner and deliver the prize following the event.

c. Exhibitors will be restricted to **ONE PRIZE DRAWING** announcement of a winner at the show. **The prize should have a minimum value of \$50.00.** Any other prizes must be posted and from individual booths and will not be announced from the center theme area of the show.

9. Fire Regulations

Please read the "Fire Exhibit Regulations for Assembly Occupancies" carefully. This is enclosed in the Decorator's Exhibitors Kit. Direct all questions regarding exhibit fire regulations to Palmer Events Center.

How do I pay for my booth?

The association accepts payment in the form of check, money order, Visa, MasterCard or AMEX. Alternately, the association will bill your company, (AAA members only), and full payment will be due 30 days from billing date if reservation is made by March 1, 2020. Full balance is due at time of reservation if made after March 1. There is a credit card authorization form included in this prospectus. Please mail payment to Austin Apartment Association, 8620 Burnet Road, Suite 475, Austin, Texas, 78757.

Maximize Your Presence Position Your Organization, Increase Your Visibility

Sponsorship Opportunities

Sponsorships, designed to fit any budget, are available. This is an opportunity to promote your company and get the most visibility for your money. Contact Dana Bolz at the Austin Apartment Association office at dana@austinaptassoc.com. **See availability and details at austinaptassoc.com/sponsorship**

Marketing Opportunities

A variety of effective marketing opportunities are designed to extend the impact of your trade show presence. AAA offers advertising in our May/June *Window* magazine - the issue used to promote our annual trade show. Other opportunities include our weekly email newsletters, and association website advertising. **See details at austinaptassoc.com/advertising.**



PURCHASE YOUR BOOTH FOR MAY 2020!

Contract for AAA Trade Show Exhibit Space



2020 AUSTIN APARTMENT ASSOCIATION TRADE SHOW • PALMER EVENTS CENTER • MAY 28, 2020

Call 512-323-0990 for current booth availability.

1. Purchase booth(s) number(ed) _____ (1st choice) _____ (2nd choice) _____ (3rd choice) as listed on the booth layout for the 2019 AAA Trade Show. This contract is subject to the Rules Governing Trade Show which we, herewith, accept as part of same.

2. AAA Member rates for Single Booths (10'x10') are \$850.00 Standard/\$1,000 Premium; Double Booths (10'x20') are \$1,600 Standard/\$1,900 Premium; Island Booths (20'x20') are \$3,000 Standard/\$3,800 Premium. Combo of one premium and one standard booth is \$1,750. Non-AAA members (including those TAA or NAA members who are not local affiliate members for the Austin Apartment Association) will be charged an additional \$350 premium per 10' x 10' booth space.

3. We agree to pay the total sum of \$ _____ for space rental. All booths are sized and priced as noted above. **Exhibiting companies must pay full amount within 30 days of invoice by AAA.** Companies reserving booths after March 1, 2020, must include full payment with this contract. Exhibitors who cancel booth space on or after March 1, 2020, will forfeit all booth fees.

4. PARKING PASSES ARE NOT INCLUDED WITH YOUR BOOTH FEE

You may park for free in the service yard until the lot is full. You also may park in the parking garage for \$8.00 per car.

5. UTILITIES NOT INCLUDED WITH YOUR BOOTH FEE

Special utilities are available through the Austin Convention Center at additional cost. Exhibitors must make thier own arrangements for utilities. Palmer Event Center must be paid in advance for any utilities. Information on utilities will be included in the exhibitor packet, which will be provided in advance of the show.

BOOTH SPACES ARE NOT RESERVED OR GUARANTEED WITHOUT A SIGNED CONTRACT RECEIVED BY AAA. Exhibitors will not be allowed to move in to the show until outstanding balances are paid.

AAA SHOULD DIRECT ALL TRADE SHOW CORRESPONDENCE TO:

Exhibiting Company: _____

Describe service or product provided by exhibiting company: _____

Name of Contact Person (please print): _____

Complete Mailing Address: _____

City/State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____

Signature below stipulates acknowledgement and agreement to Trade Show Rules as outlined in the exhibitor's prospectus. Additional rules governing this show may be instituted by AAA at any time and enforced with proper notification.

Authorized Signature: _____ Date: _____

Printed Name: _____

Fax contract to 512-323-2979 or email dana@austinaptassoc.com

(For AAA use only) BOOTH #: _____

Credit Card Authorization Form

AUSTIN APARTMENT ASSOCIATION TRADE SHOW • PALMER EVENTS CENTER • MAY 28, 2020

Complete this authorization form and return to AAA if paying for your booth with a credit card.

All information will remain confidential.



Cardholder Name: _____

Cardholder Email: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Credit Card Type: Visa MasterCard AMEX Discover

Credit Card Number: _____ Expiration Date: _____

Card Identification Number: _____ (3 or 4 digit number located on the back or front of the credit card)

Amount to Charge: \$ _____ (USD)

I authorize the Austin Apartment Association to charge the agreed amount listed above to my credit card provided herein. I agree that I will pay for this purchase in accordance with the issuing bank cardholder agreement.

Cardholder Name

Authorized Signature: _____ Date: _____

Printed Name: _____

Fax to 512-323-2979

Rules and Regulations

The following rules and provisions (numbered 1-24) are binding and a part of the contract between the exhibitor, exhibitor's employees and agents, and AAA. Any additions and amendments thereto that may be established or put into effect by AAA, and provided in writing to the exhibit firm, shall also become binding and a part of the contract.

1. Payment

If contract is not PAID IN FULL BY March 1, 2020, MONIES heretofore paid shall be retained by the Austin Apartment Association, Inc. (AAA) as liquidated damages and the space shall ipso facto revert to AAA, Inc. Companies reserving booths after March 1, 2020, must include full payment with the application.

2. Hold Harmless and Liabilities

Exhibitor agrees to indemnify and hold harmless AAA, Inc. harmless by reason of any claim or liabilities imposed bylaw on account of a property damage or bodily injuries, including death, resulting there from, sustained or alleged to be sustained by any person or persons whether they be members of the public visiting the show, employees of AAA, Inc., or other exhibitors, occurring at or connected with the preparation or presentation of the show resulting from the sale or contributory negligence of exhibitor, its agents, employees or persons performing services for it, or resulting from any equipment, machinery or items displayed by exhibitor.

3. Insurance

The AAA, Inc. will not be responsible for any injury that may arise to exhibitors or their employees or for loss or damage to exhibits by reason of fire, accident, theft or any other cause. IF INSURANCE IS DESIRED, IT MUST BE OBTAINED BY THE INDIVIDUAL EXHIBITOR.

4. Security

Neither the management for the AAA nor the facility assumes responsibility for damage to, loss or theft of property of the exhibitor, the exhibitor's agent, employees or invitees.

5. Character of Exhibits

The management reserves the right to decline any exhibit, exhibitor or proposed exhibit, which in its opinion is not suitable for the exhibition. This reservation concerns persons, things, conduct, printed matter, souvenirs, catalogs and all other items, which affect the character of the exhibition. EXHIBITORS ONLY have the right to distribute catalogs, souvenirs, and

all other matter within the exhibit facility. Non-exhibiting vendors WILL NOT be allowed on the trade show floor. Marshals will be instructed to notify Association staff and/or security to have offending members REMOVED FROM THE CENTER.

6. Booth Standards

Read carefully to avoid booth disqualification

a. Standard Booth

(One or more standard spaces in a straight line.) Height of displays may not exceed the height of the eight foot drape on the back of the booth space. Displays on the side must not exceed eight feet in height to a point five feet from the back drape. Displays must not exceed four feet in height from the front of the space to a depth of five feet.

b. Perimeter Wall Booth

(Exhibit space located on the perimeter of the exhibit area. A perimeter booth backs to an outside wall of the exhibit facility rather than to another exhibit.) Height of the displays may not exceed 12 feet on the back of the space. Displays on the side must not exceed 12 feet in height to a point five feet from the back drape. Displays must not exceed four feet in height from the front of the space to a depth of five feet.

c. End Cap Booth

(Back to back corner exhibit spaces that are combined to make one booth facing a cross aisle.) End Cap Booths have a back wall 20 feet wide. The center 10 feet of that back wall may contain a display eight feet high. The five feet on either side of that center portion are limited to displays four feet in height. Exhibitors in End Cap Booths must finish the back portions of their spaces so it will not be objectionable to the adjacent exhibitors. If this is not done by the exhibitor, AAA reserves the right to have such finishing done and bill the exhibitor for charges incurred.

d. Island Booth

(A block of space with aisles or lounge on all four sides.) Height of the displays may go up to a maximum of 16 feet. Written approval must be obtained from AAA at least 30 days prior to the show for any display over 12 feet tall. Island booths will be placed on the perimeter aisle of the exhibit hall.



7. Service Provided

In exchange of payment in full for the booth(s) contracted by the exhibitor, AAA will provide the following for each booth: 10'x10' space, draped to height of 8' in back and 36" on either side; sign to identify exhibitor. Booth price includes one 6' table and two chairs. Any requests for additional tables and chairs will be charged to the exhibitor. All utility needs must be paid in advance to the City of Austin. A utilities order form will be issued by the decorating company.

8. Move In

Exhibitor may begin move-in on Wednesday, May 27 between the hours of 1:00 p.m. and 5:00 p.m. which is strongly suggested. Exhibitors may move-in Thursday, May 28 between the hours of 9:00 a.m. and 3:00 p.m. **All booths must be completely moved in and set up by 3:00 on Thursday, May 28, 2020. No Exhibitor will be allowed to move-in after 3:00 p.m.** NO REFUNDS will be given, and any payment yet to be received by AAA for booth costs will be required to be paid in full by March 1, 2020.

9. Move Out

No exhibitor may completely or partially breakdown or move-out exhibitor booth before 8:00 p.m. on May 28, 2020. All exhibitors must be completely moved out by 10:00 p.m. on May 28, 2020. A FINE MAY BE ASSESSED TO ANYONE WHO BEGINS DISMANTLING BEFORE 8:00 P.M. AND/OR YOUR COMPANY MAY BE BARRED FROM PARTICIPATION IN FUTURE TRADE SHOWS. EXHIBITORS will NOT BE ALLOWED to leave the hall with ANY merchandise or exhibit material prior to 8:00 p.m.



10. Food and Beverage

All food and beverage (alcohol or otherwise) MUST be purchased through the Austin Convention Center. A booth catering menu will be provided by the decorating company prior to the show.

11. Confirmation of Booth Assignment

Booth assignments are confirmed upon receipt of a signed contract by AAA and written notification from AAA to company representative of actual booth assignment. Any concern regarding competitive or specific types of exhibitors should be communicated to AAA at the time the application for exhibit space made.

12. Cancellation By Exhibitor

Cancellation of booth space must be made in writing to AAA office by exhibitor. Cancellations must be received prior to March 1, 2020. Cancellations received after March 1, 2020 requires exhibitor to honor full contract booth amount - regardless of intent to exhibit. Dropped memberships will be considered a cancellation of exhibit booth space and no refund on monies will be offered.

13. Cancellation By AAA

AAA reserves the right in the event of acts of God, war, government regulation, disaster or other emergencies to cancel the Trade Show upon reasonable notification. In such event, AAA shall be liable only for refund of monies collected from exhibitor and no more.

14. No Subletting

Exhibitors cannot assign, sublet or apportion the whole or any part of the exhibit space assigned by AAA, nor permit any other party to exhibit therein without the written consent of AAA.

15. Volume Control

AAA reserves the right to regulate the volume of any and all loudspeakers, radios, televisions, or musical instruments during exhibit hours.

16. Labor

Exhibitors hereto agree that labor used in erection of their exhibit shall not cause stoppage or injury to AAA in any way.

17. Booth Personnel & Literature

Exhibitors can distribute literature from booth(s), and staff the booth(s) with personnel of their choice, with a maximum of six (6) persons per 100 square feet of booth space permitted. Exhibitors are encouraged to make their displays educational and communicative. Distribution of literature, demonstrations, explanations, sales talks, negotiations and registrations of prospects are specifically allowed, as well as actual sales on the floor and taking of orders/sales for future delivery. Exhibitors are prohibited from soliciting customers in other exhibitor's booths.

18. Exhibitor Conduct

Exhibitors may not enter the booths of other exhibitors without invitation. Exhibitors must remain within their own exhibit space to distribute literature, product samples or other materials. The aisles may not be used for any product/service business solicitation purpose.

19. Exhibitor Giveaways

Exhibitor giveaways may only be distributed from within assigned booth area during trade show hours. A monetary fine may be assessed to anyone breaching this

rule. Cooperative marketing pieces shall be allowed, provided that any piece distributed is represented within the show by contracted exhibitors, and/or the supplier of a contracted exhibitor. Any piece which advertises/promotes a non-exhibiting member of the Association will be disallowed and deemed subletting of space and/or material distribution by a non-exhibiting vendor.

20. Adjust Booth Assignments

AAA reserves the right to adjust booth(s) assignments or floor plans to ensure even flow of traffic, and/or to increase/decrease number of exhibit spaces prior to the show. In addition, in the event of a sellout of Trade Show booths, AAA reserves the right to increase the number of booths in the floor plan.

21. Floor Marshals

The AAA Products and Services Council have the right to appoint Floor Marshals to enforce the rules and regulations enumerated in this contract.

22. AAA members owning more than one member company may purchase the equivalent of at least one 10'x10' booth per company.

23. Rule Changes

AAA reserves the right to make reasonable changes in the foregoing rules, exhibit hours and move in/move out arrangements so long as such changes have been approved by the AAA, Inc.

24. All points not covered by these rules are subject to the decision of the Trade Show Chairpersons and/or the AAA Director of Meetings and Events.

Questions?

Contact Dana Bolz,
Director of Meetings and
Events at 512-323-0990 or
dana@austinaptassoc.com