



Produced by the AIAIDC - Washington DC Chapter, Northern Virginia Chapter, Potomac Valley Chapter of the American Institute of Architects. The IIDA Mid Atlantic Chapter, ASLA (American Society of Landscape Architects), APA (American Planning Association) and the CNU (Center for New Urbanism).



CHARGED UP!

SEPTEMBER
16-17, 2019



www.aiadesigndc.org

at the Ronald Reagan International
Trade Center

Who will attend DesignDC?

Architects | Landscape Architects | Interior Designers | Planners
| Building Professionals | Gov't Agencies

Exhibit Space and Sponsorship Opportunities



CHARGED UP!

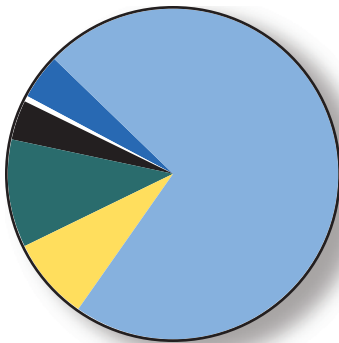
SEPTEMBER 16-17, 2019

Don't miss out on this exciting opportunity!

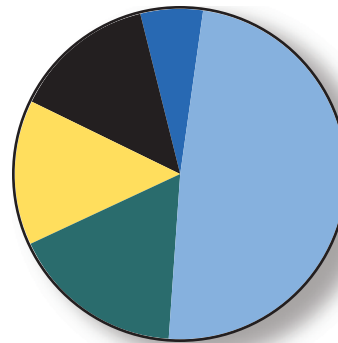
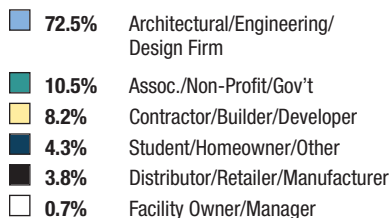
Now is the time to make sure that your company's products and services are on display at DesignDC, ready to be discovered and explored. DesignDC's interactive and business casual atmosphere ensures plenty of one-on-one selling time between you and an audience that is uncommonly busy and hard to reach during the rest of the year. Bring your best solutions and your 'A' sales game to this event — and you could walk away with enough prospective customers to keep your sales reps busy all year long.

It's an intimate sales venue, and the ultimate show and sell to the local design community.

DesignDC delivers the area's top architects and designers, as well as engineers, planners and building professionals.



The areas top architects, builders, as well as engineers and designers.



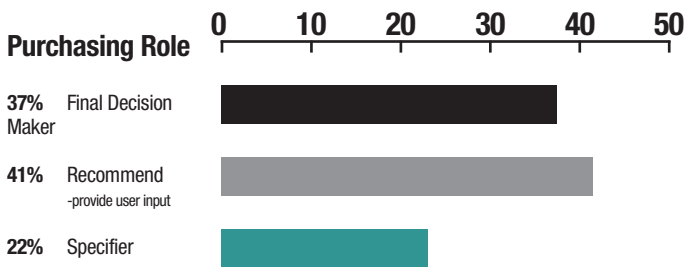
Nearly half of DesignDC attendees are involved in projects worth over \$10 million annually.



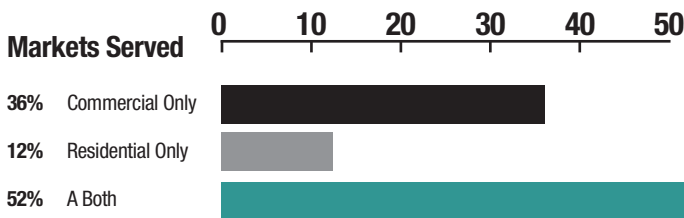
To Reserve your space Contact:

Jody Cranford
 Toll free: 800.818.0289 x101
 fax: 888.450.2526
 email: jcranford@aiadc.com

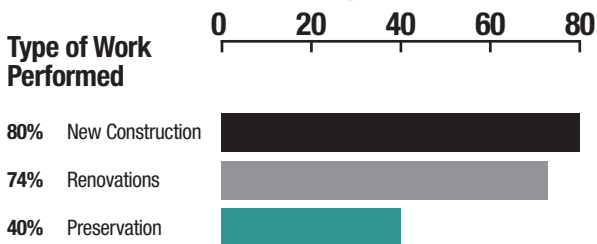
DesignDC attendees are highly involved with the recommendation and purchase of products.



More than half of DesignDC attendees serve both commercial and residential markets.



80% of DesignDC attendees concentrate on new construction, while 74% also complete renovations, and 40% work in preservation.



Additional Benefits

- More non-competing “exhibits only” time
- Complimentary food and beverage service for all attendees, drawing traffic to the Exhibit Hall
- Raffles and events in the Exhibit Hall driving traffic to your booth
- Additional marketing and promotional opportunities available to help you drive traffic and maximize your tradeshow investment

Booth (8x10 or 10x10)

	2019	2019 & 2020
Contract received by March 31, 2019	\$2,400*	\$4,600*
Contract received by April 1, 2019	\$2,600*	\$5,000*

Two Exhibitor /Full Event Registration Passes per booth:
Over \$800 Value

Company ID sign

Company Logo and description in the official DesignDC website

Complimentary beverages, snacks and lunch on show days

25 VIP Tickets to send to your best prospects for free entrance to the Exhibit Hall — \$1,250 value

One 6 ft. draped table, two chairs and wastebasket

Prominent space on the exhibit hall floor

Pipe and drape to frame your booth

Tabletop (9 Available)

	2019	2019 & 2020
Contract received by April 1, 2019	\$1,800*	\$3,400*

One Exhibitor /Full Event Registration Passes per booth:
Over \$400 Value

Company ID sign

Company Logo and description in the official DesignDC website

Complimentary beverages, snacks and lunch on show days

25 VIP Tickets to send to your best prospects for free entrance to the Exhibit Hall — \$1,250 value

One 6 ft. draped table, two chairs, carpet and wastebasket

* Exhibit price does NOT include electricity, internet, WiFi, material handling, labor or shipping to or from the exhibit hall.



DesignDC 2019 Sponsorship Opportunities

www.aiadesigndc.org | Trade Show September 16-17, 2019

Ronald Reagan Building and International Trade Center

DesignDC invites you to spotlight your products and services. Take advantage of these opportunities to increase your company's brand visibility, generate leads, and move potential buyers to action.

General Sponsorships:

Attendee Bag Sponsor:

\$5,000 / \$3,000 with supplied bag (Single Sponsor)

Our members will carry your message throughout the conference and throughout the year!

With your sponsorship you receive:

- Logo on attendee bags (or you provide)
- 1/2 page advertisement October. AIA|DC News
- Recognition and Link on the DesignDC website
- Sponsor Ribbon on your teams DesignDC name badge
- Listing on the wall of sponsors at expo entrance
- Literature distribution to all attendees in bags
- Sponsorship recognition in Chapter newsletters
- Inclusion in DesignDC press releases
- Complete listing of all attendees after the event

Attendee Bag Insert Sponsor:

\$1,000 (Multiple sponsorships available)

Your promotional item or literature placed into every attendee show bag. *With your sponsorship you receive:*

- Up to a 4 page brochure included in show envelope
- Recognition and link on the DesignDC website
- Sponsor Ribbon on your teams DesignDC name badge
- Listing on the wall of sponsors at expo entrance
- Sponsorship recognition in Chapter newsletters
- Inclusion in DesignDC press releases
- Complete listing of all attendees after the event

Architect Sketchbook - Architect Gift Sponsorship:

1- Premier Sponsor **SOLD**

9 - Supporting \$800

Every attendee receives a 5 1/2 x 8 1/2 Sketchbook to take home with them. Keep your brand visible all year as they use this tool to sketch out their next project design!

- **PREMIER Sponsor - Full use of** Back Cover + Top Level Logo on Sketchbook front cover + attendee bag Insert.
- **SUPPORTING Sponsor** - Logo on Sketchbook Cover
- Recognition and link on the DesignDC website
- Sponsor Ribbon on your teams DesignDC name badge
- Listing on the wall of sponsors at expo entrance
- Sponsorship recognition in Chapter newsletters
- Inclusion in DesignDC press releases
- Complete listing of all attendees after the event
- One Ticket to the Opening Night Reception

Attendee Name Badge Sponsor: \$3,000

Every attendee will wear your logo proudly during the event

With your sponsorship you receive:

- Logo on badge (or you provide)
- Recognition and link on the DesignDC Website
- Sponsor Ribbon on your teams DesignDC name badge
- Sponsorship recognition in Chapter newsletters
- Literature distribution to all attendees in bags
- Inclusion in DesignDC press releases
- Complete listing of all attendees after the event

DesignDC Website Sponsor: \$3,000 (1 available)

Sponsor the DesignDC website and your company logo will appear on the homepage and every secondary page of the site, complete with a live web link.

With your sponsorship you receive:

- Signage on the tradeshow floor during the Conference
- Premier recognition and link on the DesignDC website
- Sponsor Ribbon on your teams DesignDC name badge
- Listing on the wall of sponsors at expo entrance
- Literature distribution to all attendees in bags
- Sponsorship recognition in Chapter newsletters
- Inclusion in DesignDC press releases
- Complete listing of all attendees after the event

DesignDC Show App Sponsor: \$800 (3 available)

Sponsor the DesignDC website and your company logo will appear on the Splash Page and rotate on each secondary page of the site, complete with a web link.

With your sponsorship you receive:

- Branding and Links on the Show App
- Premier recognition and link on the DesignDC website
- Sponsor Ribbon on your teams DesignDC name badge
- Listing on the wall of sponsors at expo entrance
- Sponsorship recognition in Chapter newsletters
- Inclusion in DesignDC press releases
- Complete listing of all attendees after the event
- One Ticket to the Opening Night Reception

Display Board Sponsorship: (10 available)

\$500 plus sponsors supplies the 36" x 36" board
(Multiple sponsorships available)

Don't miss this opportunity to keep your brand in front of attendees as they move between the exhibit hall to their classrooms throughout the event.

This is a unique opportunity to get members' full attention for your product or service.

With your sponsorship you receive:

- Recognition and link on the DesignDC website
- Listing on the wall of sponsors at expo entrance
- Sponsorship recognition in Chapter newsletters
- One Ticket to the Opening Night Reception

Display Ad in the Event Program

Full color ad in the DesignDC educational program guide.

1/2 Page: \$1,000 7" w x 4.5" h horizontal

1/4 Page: \$500 3.375" w x 4.5" h vertical

Special Spaces and Food Sponsorships

Opening Reception: \$10,000 (2 available sponsorships)

Be the sponsor of the opening reception Wed evening and receive unparalleled access to attendees.

This sponsorship receives:

- 5 Full Conference registrations
- 10 x 10 Exhibit Booth Space
- Recognition and link on the DesignDC website
- Sponsor Ribbon on your teams DesignDC name badge
- Listing on the wall of sponsors at expo entrance
- Literature distribution to all attendees in attendee bags
- Sponsorship recognition in Chapter newsletters
- Inclusion in DesignDC press releases
- Complete listing of all attendees after the event
- Exposure during the Keynote event.

Registration Area: \$3000

Sponsor has their brand/logo prominently displayed at the Registration Area and can distribute literature at the registration desk.

This sponsorship also receives:

- Signage in Registration area during the conference
- Recognition and link on the DesignDC website
- Sponsor Ribbon on your teams DesignDC name badge
- 3 months ads in AIA|DC NewsFlash - Enews
- Listing on the wall of sponsors at expo entrance
- Literature distribution to all attendees in attendee bags
- Sponsorship recognition in Chapter newsletters
- Inclusion in DesignDC press releases
- Complete listing of all attendees after the event

Expo FOOD Contributor:

Contribute \$1,500 towards all Food being served to attendees on Wednesday. (10 available)

Co-Sponsor breakfast, mid-morning break, and lunch in the expo area. *This sponsorship receives:*

- Your logo on all Food Sponsor Boards at all Food and Beverage locations on Wednesday
- Recognition and link on the DesignDC website
- Sponsor Ribbon on your teams DesignDC name badge
- Listing on the wall of sponsors at expo entrance
- Literature distribution to all attendees in attendee bags
- Sponsorship recognition in Chapter newsletters
- Inclusion in DesignDC press releases
- Complete listing of all attendees after the event
- 2 Tickets to the Opening Night Reception

Opening Reception Hors d'oeuvre Sponsor:

Hors d'oeuvre Platter at your Booth - \$1,300 (5 sponsorships available)

100 hors d'oeuvres positioned at or on your booth table during the opening night reception.

This sponsorship receives:

- Brand/signage on your table during reception.
- Recognition and link on the DesignDC website
- Sponsor Ribbon on your teams DesignDC name badge
- 2 Ads in AIA|DC NewsFlash - Enews
- Literature distribution in attendee bags
- Listing on the wall of sponsors in registration area
- Sponsorship recognition in Chapter newsletters
- Inclusion in DesignDC press releases
- Complete listing of all attendees after the event

Class Presenter and Lunchtime Learning Sponsorship

Classroom Presentation Sponsor: \$3,500 \$2,500 if you are a current exhibitor (6 Sponsorships available)

With your sponsorship you receive:

- 1 hour to give a Pre-approved AIA course in room (offering 1 credit per attendee)
- Signage at classroom and thank-you in opening remarks of other classes using the room that day
- Lunch for 25 Attendees (+ 38/person fee to increase)
- Recognition and link on DesignDC website
- Sponsor Ribbon on your teams DesignDC name badge
- Listing on the wall of sponsors at expo entrance
- Literature Distribution in attendee bags
- Sponsorship recognition in Chapter newsletters
- Inclusion in DesignDC press releases
- Complete listing of all attendees after the event

EXPO Bingo Card Sponsorship

\$200 per Bingo Spot - (32 Spots available)

Don't miss your chance to drive attendees directly to your booth as they have their bingo cards stamped by you. Once filled the attendee will submit their card for prize drawings.

With your sponsorship you receive:

- Company name, logo and booth # on the Bingo Card.

Questions: Contact Jody Cranford 800-818-0289



DesignDC 2019

Sponsorship Pledge Form

Event Sponsorships	Sponsorship Cost
Opening Reception Sponsor- \$10,000 (2)	\$
	\$
Registration Area Sponsor \$3,000	\$
Food Contributor: \$1,500	\$
Classroom Lunch 'n Learn Sponsorship (6 Available) \$3,500 or (reduced to \$2500 for exhibitors) Rate Includes Lunch for 25 attendees	\$
DesignDC Event App Sponsor – Splash Page + Banners: \$800	\$
DesignDC Website – Registration Page + Banners: \$3,000 (one available)	\$
Attendee Registration Bags: \$5,000 / \$3,000 with supplied bag (one available)	\$
Registration Bag Insert: \$1,000 (multiple available)	\$
Hors d'oeuvre Platter Sponsor: \$1,300	\$
Badge Holder Sponsor: \$3,000	\$
Sketchbook Sponsor: (1) Premium \$2,500 (9) Supporter: \$800	\$
Display Board: \$500 (multiple available)	\$
	\$
Bingo Card : \$200 (32 available only to exhibitors – Included on Booth Reg form too!)	\$
1/2 Page Event Schedule Ad: \$1000	
1/4 Page Event Schedule Ad: \$500	
Total 2019 DesignDC Sponsorship Allocation:	\$

Name: _____

Firm: _____

Address: _____

Phone: _____

Email: _____

Payment due with contract: **Credit Card** _____ **Check** _____ (please provide invoice)

Checks Payable to: AIA|DC

Mail to: AIA|DC 421 7th Street NW, Washington, DC 20004

Credit Card #: _____ Exp: _____ CVV: _____

Name (as it appears on card): _____

Billing Address: _____

Signature: _____ Date: _____

Please fax completed form to Jody Cranford: 888-450-2526 or
email: jcranford@aiadc.com Phone: 800-818-0289

2019 / 2020 DesignDC Booth Registration Contract

2019 DesignDC Exhibit Hall Dates: Mon. Sept 16 - Tues. Sept 17th

2020 DesignDC Exhibit Hall Dates: Mon. Sept 21 - Tues. Sept 22nd

NEW Location - Ronald Reagan Building - 1300 Pennsylvania Ave NW, Washington, DC 20004

Exhibiting Company *(please print)*

COMPANY: _____

Trade Show Coordinator

Name: _____

Phone: _____

Email: _____

Company Address: _____

City/St/Zip: _____

We will display the following products: _____

Exhibit Space Rates

circle choice

Exhibit Hall Booth Space 8 x 10 or 10 x 10 Booth 10% Off Multiple booths	2019 Only	2019 & 2020
<i>Early Registration - Expired</i>		
IF Contract received by March 31st, 2019	\$2,400	\$4,600
IF Contract received on or after April 1, 2019	\$2,600	\$5,000

Table-Top-Only Space in hallway between Trade Show Rooms (4 remain)	2019 Only	2019 & 2020
<i>Early Registration - Expired</i>		
IF Contract received by March 31st, 2019	\$1,800	\$3,400
<i>Tabletop does not include room for a display - just table and 2 chairs</i>		

Number of Booth spaces: _____ Booth Cost: \$ _____

Number of Tabletop display: _____ TableTop Cost: \$ _____

_____ BINGO Card Sponsorship \$200/year

(Drive traffic to your booth - logo and booth # on the trade show Bingo card)

Total Cost: \$ _____

Booth Location

2019 floorplan expected early 2019 - submit form early to secure your place in line to choose from the NEW Floorplan.

Choice #1 _____ Choice #2 _____ Choice #3 _____

Please indicate any companies you prefer NOT to be next to:

DesignDC Cancellation Policy:

If the Exhibitor cancels this contract after the signing of the contract, the below fees will be assessed and owed/retained by AIA DC as liquidated damages and not as a penalty. **Cancellation before May 1, 2019** will be assessed a fee of 30% of booth rental. **Cancellation between May 2, 2019, and July 30, 2019** will be assessed a fee of 50% of booth rental.

No refunds on cancellations made after July 30, 2019.

Staff Use

Invoice sent: _____ Space Assigned: _____

Deposit Received: \$ _____ Date: _____

Balance/Full Pmt Rcd: \$ _____ Date: _____

DesignDC is owned by the Washington DC AIA. this contract is binding upon the parties whose authorized signature appears below. The Exhibitor agrees to abide by the terms and considerations as contained herein and as set forth in Exhibit A, "Exhibition Rules and Regulations," attached; and as may be established by the AIA DC Chapter or its assignee(s) (the "Sponsor") in the applicable Exhibitor Services Manual, including and any subsequent revisions or amendments: and as may be set forth in general exhibit information promulgated by the Sponsor.

Method of Payment

_____ Check _____ Visa _____ MC _____ Amex

Billing Information

Paying by credit card?

Please contact Jody Cranford to provide card information by phone. 800-818-0289 ext. 101

Paying by check and require an invoice for your accounting department to process payment, please indicate here.

_____ Yes - We will pay by check, please provide an invoice.

Payment Terms:

_____ **50% DUE Jan 30th or within 30 days of invoice**

If deposit is being sent by check, please request an invoice above.

BALANCE payment are due by Aug. 16, 2019. Multi-year, can be extended.

_____ **We would like to pay for our Exhibit space IN FULL NOW.**

_____ **\$200 Bingo Card sponsorship INVOICE / Pay NOW**

Any remaining balance is due no later than Aug 16th, 2019. If credit card was used for deposit, we will call to authorize balance payment before processing. If final balance is not received by August 16th, exhibitor risks forfeiture of space.

To Reserve Space email form to: jcranford@aiadc.com

If paying by credit card:

Email or Fax completed Contract to: (888) 450-2526

Then contact Jody Cranford: 800-818-0289 with card details.

If paying by check email form to: jcranford@aiadc.com

or fax your contract to (888) 450-2526 this reserves your space.

Make checks payable to: **AIA Washington DC**

Mail a copy of your contract along with your check to:

DesignDC | 421 7th Street NW | Washington, DC 20004

Exhibitor Signature

The Exhibitor acknowledges that participation will be limited to those companies whose products and/or services are of specific interest to those attending DesignDC as determined by the Sponsor at its sole discretion. The Exhibitor hereby agrees to abide by all rules and regulations of the exhibition and acknowledges receipt of a copy of Exhibit A, "Exhibition Rules and Regulations," which is a part of this contract and is incorporated herein.

Signature _____

Date: _____

Print Name: _____

Title: _____

Questions?

Jody Cranford 800-818-0289 x101 jcranford@aiadc.com



DesignDC 2019
 www.aiadesigndc.org
 September 16-18, 2019

Event Sponsorships

Sponsorship Cost

Opening Reception Sponsor	\$10,000	(4) (Recognized at opening reception and keynote)	\$
Registration Area Sponsor	\$5,000		\$
Food Sponsor: Breakfast	\$2,000 / Lunch \$3,500 / Snack \$2,000		\$
Classroom Presenter (Lunch 'n Learn) Sponsorship	\$3,500	or (reduced to \$2500 for exhibitors) Rate Includes Lunch for 25 attendees	\$
DesignDC Website – Registration Page + Banners:	\$5,000	(one available)	\$
Attendee Registration Envelop:	\$5,000	(one available)	\$
Registration Bag Insert:	\$1,000	(multiple available)	\$
Badge Holder Sponsor:	\$3,000		\$
Convention Pens with Logo:	\$2,000		\$
Educational Tour Sponsor:	\$1,500	(6 available)	\$
Display Board:	\$500	(multiple available)	\$
Classroom Sponsor:	\$500	(10 Available)	\$
Bingo Card :	\$200	(38 available only to exhibitors)	\$
1/8 Page Event Schedule Ad:	\$300		\$
Total 2019 DesignDC Sponsorship Allocation:			\$

Name: _____ Firm: _____

Address: _____ Phone: _____

_____ Email: _____

Payment due with contract: Credit Card

Check

Checks Payable to: AIA Washington DC
 Mail to: AIAIDC 421 7th Street NW, Washington, DC 20004

Credit Card #: _____ Exp: _____ CVV: _____

Name (as it appears on card): _____

Billing Address: _____

Signature: _____ Date: _____

Please fax completed form to Jody Cranford – AIAIDC Media Sales: 888-450-2526 or
 email: jcranford@aiadc.com Phone: 800-818-0289 ext.101

Exhibit A

Rules and Regulations for Exhibiting at 2016 Design DC

In contracting for exhibit space for the 2016 Design DC, you certify that you are authorized representative for this Exhibiting Company with full power and authority to sign this application and contract for exhibit space. The Exhibiting Company agrees that the contract entered into between American Institute of Architects, Washington, DC Chapter and the Ronald Reagan Building and International Trade Center, Trade Center Management Associates, relating to the exposition premises, as well as the Prospectus and the Exhibitor Rules and Regulations, shall be considered a part of this contract, incorporated herein by reference, and shall be fully binding on both parties hereto. The Exhibiting Company has read and understands the terms, conditions and rules of this as outlined on www.aia.org and agrees to comply with them and with any modifications and amendments hereafter. In case the Ronald Reagan Building and International Trade Center or any part shall be destroyed or damaged by fire or any other cause, or if any casualty or unforeseen circumstances, including strikes, natural disaster, war or terrorist acts, total or partial failure of mass transportation, or other forces beyond the control of the parties, shall cause the fulfillment of this contract by American Institute of Architects, Washington, DC Chapter to be impracticable, the Exhibiting Company agrees that American Institute of Architects, Washington, DC Chapter shall not in any case be held liable or responsible to the Exhibiting Company for any damage caused thereby.

Booth Fees

10'x10' or 8'x10' Received by 3/31/2019 \$2,400
10'x10' or 8'x10' Received after 4/1/2019 \$2,600

Booth fees include:

- Eight-foot draped back wall and three-foot draped side walls 6' x 30' table, skirting, 2 chairs and 1 wastebasket
- A company identification sign
- Two complimentary conference registrations per 10'x10' booth space
- A complete listing in the web-based conference program (deadlines apply)
- Listing and link to company website from the American Institute of Architects, Washington, DC Chapter meeting website
- 24-hour Exhibit Hall perimeter security service
- 25 VIP tickets to send to prospects
- One 6 ft. draped table, two chairs, carpet and wastebasket

Tabletop

Contract received by 5/1/2018 \$1,800

Tabletop fees include

- One 6 ft. draped table, two chairs, carpet and wastebasket
- A company identification sign
- One complimentary conference registration
- 25 VIP Tickets to send to prospects
- Company logo and description in the web-based conference program (deadlines apply)
- Listing and link to company website from the American Institute of Architects, Washington, DC Chapter meeting website
- 24-hour Exhibit Hall perimeter security service
- There is no back drape or side rail drape with this space.

Exhibit Hall Hours

Exhibitor Move-In

Monday, September 16, 8:30 am – 3:30 pm

Show Hours

Monday, September 16

4:30 – 6:30 Exhibit Hall: Opening Reception

Thursday, September 17

8:00 – 8:40 Exhibit Hall Open for Breakfast

8:45 – 10:15 Classes

10:15 – 10:55 Exhibit Hall Break / Coffee snack

11:00 – 12:30 Classes

12:30 – 2:15 Exhibit Hall Lunch

(Bingo Card Prize drawing at 2:00)

2:15 – 3:45 Closes

4:00 – 5:30 Closes

Exhibitor Move-Out

Tuesday, September 17, 2:15 – 5:00 pm

Booth Construction

A standard 10' x 10' draped booth (8' high backdrop and 36" high side dividers) will be provided. No side rails or counters may exceed four feet in height; backgrounds are limited to 8' in height and must not protrude from the back wall more than five feet; no exhibit construction will be permitted to exceed four feet in height except in the back half of the booth as noted above.

The reverse side of any wing panel extending from the back wall of the display must be draped in order to avoid rear exposure to a neighboring booth. This refers to pop-up background displays where the unfinished back-side of the display can be seen from the aisle or a neighboring booth. If the Exhibitor does not comply with the above standards, the American Institute of Architects, Washington, DC Chapter will have the decorator drape the area and bill the exhibitor. Construction exceptions will be reviewed on a case by case basis and must be approved by American Institute of Architects, Washington, DC Chapter in writing. If such exceptions are granted, placement of space in the exhibit hall is entirely at American Institute of Architects, Washington, DC Chapter discretion to avoid visibility issues with neighboring

booths. Because of the specific layout of the 2019 exhibit hall, island and corner booths may not be available. Under no circumstances are open flame devices such as lighted candles, lighters or sparklers permitted in exhibit booths. The use or storage of any flammable or combustible liquids, compressed gas cylinders, hazardous materials and chemicals is strictly prohibited.

American Institute of Architects, Washington, DC Chapter or Design DC Logo

Use of the American Institute of Architects, Washington, DC Chapter or Design DC logo is may not be used without permission. The use of the American Institute of Architects, Washington, DC Chapter name and/or meeting logo may, on occasion, be associated with corporate support opportunities, but only with prior written approval.

Exhibit Personnel

All participants affiliated with exhibits must be registered. Each person will be issued an Exhibitor's badge and must be employed by the Exhibitor or have a direct business affiliation. Additional badges to staff the booth are available from the show manager. Please note that an Exhibitor's staff badge will not admit an individual to the education sessions. Individuals over the contracted registration allotment, must register as attendees to attend sessions. Exhibits must be staffed at all times during the show. Those firms that do not keep their booths staffed and operating until the official closing time jeopardize their participation at future American Institute of Architects, Washington, DC Chapter meetings.

Exhibitor's Representative

The Exhibitor will name one individual as the duly authorized representative in charge of the exhibit. This individual will assume responsibility for all negotiations with American Institute of Architects, Washington, DC Chapter and the official general services contractor. In addition, this individual will receive all official correspondence from American Institute of Architects, Washington, DC Chapter referring to the exhibit and will be responsible for communicating this information to registered personnel from the exhibiting company and other third-party contractors.

Admission

American Institute of Architects, Washington, DC Chapter shall have sole control over all admission policies at all times. Any person visiting the exhibits or attending any function of the meeting will be required to register and wear an appropriate badge while in attendance. Children ages 16 and under are not permitted in the Exhibit Hall at any time. There will be no exceptions to this policy. Exhibitors are permitted inside the hall one hour prior to show opening each day in order to prepare their booths and are allowed to stay a half hour after close.

Subletting of Exhibit Space and Prohibited Uses

Exhibitors are prohibited from assigning or subletting a booth or any part of the space allotted to them. Exhibitors cannot exhibit or permit any merchandise or advertising materials to be exhibited in their space that are not a part of their own regular products. It is not permitted for money to change hands (including credit card payments) for products, merchandise, membership or services of any kind in the Exhibit Hall. Orders may be taken for payment at a later date.

Giveaway Items

All items must be approved by American Institute of Architects, Washington, DC Chapter in writing prior to the meeting. Preferred items for distribution are those that contribute to the educational goals of the attendee or items that are useful to the participants at the meeting and/or in the professional activities of the booth visitor. All items must be made available to all visitors to your booth and must be small in size and may be imprinted with your company name and/or product name. Unapproved items may not be distributed. If any exhibitor is found distributing unapproved materials, the items will be removed. All costs incurred by the removal of unapproved items shall be borne by the Exhibitor. Any food distribution must be accordance with the regulations set by the Ronald Reagan Building and International Trade Center and its caterer. Exhibitors should contact the catering representative directly regarding food service from their booth.

Music Licensing/Audio Presentations

The Exhibitor shall be responsible for securing any and all necessary licenses or consents for: (a) any performances, displays and/or other uses of copyrighted works or patented inventions; and (b) any use of any name, likeness, signature, voice and/or other impression, other intellectual property owned by any third party that is used directly or indirectly by the Exhibitor. The Exhibitor agrees hereby to indemnify, defend and hold American Institute of Architects, Washington, DC Chapter harmless from and against any claim of liability and any incident or resulting loss, cost and/or damage (including costs of lawsuit and attorney's fees) for failure to obtain these licenses or consents and/or for infringements or other violations of the property rights and/or the rights of privacy or publicity of any third party. The use of loudspeakers, recording equipment, television sets, computers, radios and/or the use of machinery or any device that is of sufficient volume to annoy neighboring exhibitors will not be permitted.

Accessibility for Persons with Disabilities

The representatives of each exhibiting company will be responsible for making their exhibits accessible to persons with disabilities as required by the Americans with Disabilities Act. It is understood that American Institute of Architects,

Washington, DC Chapter will be held harmless by the exhibiting company for the failure of its representatives to comply with the requirements as stated in the Americans with Disabilities Act.

Security and Insurance

American Institute of Architects, Washington, DC Chapter will provide 24-hour guard service in and around the Exhibit Hall from installation through dismantling and will exercise reasonable care for the protection of Exhibitors' materials and displays. The furnishing of such service is in no case to be understood or interpreted by Exhibitors as a guarantee to them against loss, theft and/or damage of any kind. American Institute of Architects, Washington, DC Chapter or any officer, its agents, staff members, the convention center and/or the official service decorator will not be liable for the safety of the exhibitors' property, agents and/or employees from theft and/or damage by fire, accident or any other causes. Exhibitors wishing to insure their exhibit materials, goods and/or wares of exhibits against theft, damage by fire, accident or loss of any kind must do so at their own expense. Each exhibiting company is responsible for obtaining insurance (liability and fire/ theft) in such amounts as deemed appropriate to comply with its obligations hereunder and for its own protection.

Limitations and Liability

Exhibitors or their agents may not allow any articles to be brought into the exposition or any act performed on the premises that would invalidate the insurance or increase the premium of the policies held by the management of the convention center, the official general service contractor and/or American Institute of Architects, Washington, DC Chapter nor permit anything to be done by their employees and/or their agents through which the premises, property or equipment of American Institute of Architects, Washington, DC Chapter, the official general service contractor, the Reagan Building, and/or other exhibitors will be damaged. The Exhibitor and/or the exhibiting company will be held liable for any damage resulting from such violation. All space is leased subject to these restrictions. American Institute of Architects, Washington, DC Chapter has the right to terminate an Exhibitor's rights pursuant to this contract at any time after discovery of a violation of this provision. Exhibitor agrees to protect, save and keep American Institute of Architects, Washington, DC Chapter, the Reagan Building and International Trade Center, and official general service contractor forever harmless from any damage or charges imposed for violation of any law or ordinance by the exhibitor, company employees or agents, and to strictly comply with the applicable terms and conditions contained in the agreement between American Institute of Architects, Washington, DC Chapter and the Washington Convention Center and official general service contractor regarding the exhibition premises; and further, the Exhibitor shall at all times protect, indemnify, save and keep harmless American Institute of Architects, Washington, DC Chapter, the Washington Convention Center and the official general service contractor against and from any and all loss, cost, damage, liability or expense that arises out of, from or by reason of any act or omission of Exhibitor, company employees and/or agents.

Hand Carried Items for Booth

The Ronald Reagan Building and International Trade Center is a high security building. At each entrance there is security screening of the type that one might encounter at airports. Exhibitors may hand carry items into any entrance, but all items will be subject to security screening. Additionally, exhibitors may elect to park in the building garage and carry items from their car. In that case they may use simple wheeled displays or luggage type carts, however, all items must still be screened at security checkpoints. Examples of acceptable hand-carry materials include boxes, suitcases or fiberboard shipping cartons, portable displays on wheels and small luggage racks.

The following items are not considered hand-carry items: two wheel dolly loads, hotel Bellman's carts, boxes or crates requiring two people to carry.

Any freight or booth furnishings that are not in the hand carry category described above must be shipped and brought in to the Center through the official show decorator.

Cancellation Policy

If the Exhibitor cancels this contract after the signing of the contract, the below fees will be assessed and owed to AIA DesignDC as liquidated damages and not as a penalty. Cancellation before May 1, 2019 will be assessed a fee of 30% of booth rental. Cancellation between May 2nd, 2019, and July 30, 2016 will be assessed a fee of 50% of booth rental. No refunds on cancellations made after July 30, 2019.

Cancellations of Show

In the event of exhibition cancellation due to fire, strikes, government regulations or other causes beyond American Institute of Architects, Washington, DC Chapter control, American Institute of Architects, Washington, DC Chapter shall not be held liable for failure to hold Design DC as scheduled and American Institute of Architects, Washington, DC Chapter shall determine the amount of the exhibit fees to be refunded, if any.

Contractor Service

Official Contractors: American Institute of Architects, Washington, DC Chapter designates Official Show Contractors to provide various services to the Exhibitor. Such contractors provide all show services. The Exhibitors shall provide only the material and equipment that they own and that are to be used in the exhibit space. All other items used in the booth

must be procured only through Official Show Contractors. Labor: Union labor regulations for installation, dismantling, decorating and material handling are determined by the exhibit facility, general service contractors and/or the local government.

A full description of regulations for use of your own employees or hired union or non-union labor will be provided in the exhibitor service kit.

Exhibitor-Appointed Contractor (EAC) is any company other than the designated Official Show Contractors listed in the Service Order Kit, who provides a service (display installation and tear down, models, florists, photographers, audiovisual, etc.) and needs access to the exhibit at any time during the installation, show dates or dismantling.

Exceptions to using the Official Show Contractors will be granted only if such exception does not interfere with or prejudice the orderly installation, interim services, or dismantling of the exhibit. No exception will be granted if it is inconsistent with the commitments made and obligations assumed by American Institute of Architects, Washington, DC Chapter in any contract with service contractors or in its agreements and lease with the exposition facility. For services such as electrical, plumbing, telephone, data lines, cleaning, food and beverage, water/drain, compressed air and drayage, no exception will be made and the Official Show Contractor designated by American Institute of Architects, Washington, DC Chapter must be used. Should the Exhibitor utilize an EAC for any service, the Exhibitor agrees to indemnify and hold harmless American Institute of Architects, Washington, DC Chapter, the official general service contractor and the exhibit facility from any act or situation which would cause American Institute of Architects, Washington, DC Chapter the official general service contractor, and the facility to become liable or suffer losses, damages, injuries, claims, demands and expenses, including legal expenses, due to the presence or actions of the non-Official Show Contractor. The Exhibitor further agrees to obtain an original certificate of insurance from his or her EAC with the limits and terms as shown in item B below. Exhibiting companies, their designated agents and/or EAC must confine their activity to their assigned space. Exhibit facility corridors, hallways, loading docks and marshaling areas are not to be used for any other purpose other than ingress and egress.

American Institute of Architects, Washington, DC Chapter will consider exceptions to the use of American Institute of Architects, Washington, DC Chapter Official Show Contractors only when the Exhibitor has completed the following steps by August 1, 2019. (A) The exhibiting company has notified American Institute of Architects, Washington, DC Chapter in writing of those independent service companies by the designated date. (B) The Exhibitor employing an EAC has provided proof in the form of Certificates of Insurance to American Institute of Architects, Washington, DC Chapter of sufficient insurance to cover the activities of said EAC. (See item C below.) (C) As stated above, Certificates of Insurance for an EAC are the responsibility of the exhibiting company and must include workers compensation/ employers liability — \$1,000,000; comprehensive general liability insurance — \$1,000,000. The workers compensation and employers liability insurance must provide a minimum limit of \$1,000,000 and meet the requirements of local and provincial regulations. (D) All employees, representatives and/or agents representing the Exhibitor must be fully identified by an official American Institute of Architects, Washington, DC Chapter convention badge. All EACs must furnish American Institute of Architects, Washington, DC Chapter with a list of fulltime employees of their firm who will be working during installation, show dates, and/or dismantling. Failure to meet any one of the above steps could jeopardize the ability of the EAC to obtain proper authorization for installation servicing or the dismantling of exhibits.

Amendments

American Institute of Architects, Washington, DC Chapter shall have sole authority to interpret and enforce all rules and regulations contained herein, to make any amendments thereto and to make such further rules and regulations as shall be deemed necessary in order for Design DC to operate smoothly.

Ancillary Meetings / Hospitality Suites

Entertainment, meetings and/or similar activities will not be permitted in, meeting rooms and/or other facilities during hours that conflict with American Institute of Architects, Washington, DC Chapter -sponsored events. All such activities need to be pre-approved by American Institute of Architects, Washington, DC Chapter in writing. Only exhibitors and sponsors will be approved for such activity. Reservation and usage of unapproved meeting functions will jeopardize a company's participation in future American Institute of Architects, Washington, DC Chapter meetings.

Violations

Each Exhibitor, company agents and employees agree to abide by the contract conditions/rules and regulations set forth herein, or any subsequent amendments or interpretations. Violation of any of these regulations on the part of the Exhibitor, company employees or agents shall annul the right to occupy space, and such exhibitor will forfeit to the WAF all monies that may have been paid. Upon evidence of violations, WAF may reenter and take possession of the space occupied by the Exhibitor and may remove all personal items at the Exhibitor's risk. The Exhibitor shall pay all expenses and damages that the WAF may incur thereby as a result. In addition, WAF may refuse to permit the Exhibitor to participate in future years.