



EXHIBITOR BOOTH RENTAL AGREEMENT

AASP/NJ's 47th Annual NORTHEAST® 2024 AUTOMOTIVE SERVICES SHOW

FRIDAY, MARCH 15: 5pm-10pm | SATURDAY, MARCH 16: 10am-5pm | SUNDAY, MARCH 17: 10am-3pm
MEADOWLANDS EXPOSITION CENTER • 355 PLAZA DR. • SECAUCUS, NJ 07094

WWW.AASPNJNORTHEAST.COM

PLEASE ENTER THE FOLLOWING INFORMATION AS COMPLETELY AS POSSIBLE

COMPANY INFO

My company is a: (Please check one)

RETURNING NORTHEAST EXHIBITOR FIRST-TIME NORTHEAST EXHIBITOR (has not exhibited at NORTHEAST before).

COMPANY NAME: _____

EXHIBITING AS (if different than company name): _____
(PLEASE LIST EXHIBITING NAME EXACTLY AS IT SHOULD APPEAR ON PUBLISHED MATERIALS, FLOOR PLAN & SHOW GUIDE)

Mailing Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____ Country: _____

Phone: _____ Email: _____

Website: _____

SHOW CONTACT

Name: _____ Title: _____

Address (if different than company info section): _____

Phone (if different than above): _____ Email (if different than above): _____

On-Site Booth Contact (if different than above): _____ On-Site Phone #: _____

BUSINESS CATEGORY Please select all that apply:

- | | | |
|--|--|---|
| <input type="checkbox"/> Auto Maker / OEM | <input type="checkbox"/> Paint Manufacturer | <input type="checkbox"/> Shop Tools |
| <input type="checkbox"/> Diagnostics / ADAS Services | <input type="checkbox"/> Paint Spraybooths | <input type="checkbox"/> Shop Software |
| <input type="checkbox"/> Education / Training / Trade Association | <input type="checkbox"/> Parts Supplier / Dealership | <input type="checkbox"/> Wheels / Accessories |
| <input type="checkbox"/> Paint, Body & Equipment Distributor (PBE) | <input type="checkbox"/> Shop Equipment | <input type="checkbox"/> Other: _____ |

SOCIAL MEDIA HANDLES For pre-show marketing purposes, please list all applicable platforms

FACEBOOK: @ _____ OR link: [facebook.com/](https://www.facebook.com/) _____

INSTAGRAM: @ _____ OR link: [instagram.com/](https://www.instagram.com/) _____

TWITTER: @ _____ OR link: [twitter.com/](https://www.twitter.com/) _____

LINKEDIN: @ _____ OR link: [linkedin.com/](https://www.linkedin.com/) _____

YOUTUBE: @ _____ OR link: [youtube.com/](https://www.youtube.com/) _____

Other (if applicable): _____



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EXHIBITORS MUST PLACE A DEPOSIT ON THEIR SPACE TO BE ASSIGNED A BOOTH LOCATION

COMPANY INFO

COMPANY NAME: _____

EXHIBITING AS (if different than company name): _____

EXHIBIT PRICING: \$18 / SQUARE FOOT *Minimum booth size: 10' x 10' (100 sq. ft.)*

10' x 10' (100 sq.ft.) \$1,800

20' x 20' (400 sq.ft.) \$7,200

OTHER: Please calculate below

10' x 20' (200 sq.ft.) \$3,600

20' x 30' (600 sq.ft.) \$10,800

BOOTH DIMENSIONS _____ x _____	x \$18 =	TOTAL COST: \$ _____
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10' x 30' (300 sq.ft.) \$5,400

20' x 40' (800 sq.ft.) \$14,400

Check here if booth will exceed standard 8' height

• Each 10' x 10' space includes one 6-ft. draped table, 2 folding chairs, 1 wastebasket & booth ID sign.

• 10' x 15' booths available in outer aisles of hall only.

• Corner locations / end caps: Minimum 10' x 20' space required.

10% EARLY BIRD DISCOUNT
If booth agreement & DEPOSIT
are received by November 1!

BOOTH LOCATION

Please list companies you DO NOT want to be near on the show floor, with the acknowledgement that event management may not be able to accommodate all requests: _____

TOP 3 PREFERRED BOOTH #s: _____

Event management will attempt to fulfill exhibitor requests; however, specific booth locations cannot be guaranteed.

ADDT'L NOTES _____

AUTHORIZATION OF TERMS & SIGNATURE

This application becomes a contract upon acceptance by AASP/NJ. Contact Event Management with any questions concerning arrangements. Payments are non-refundable and space is on a first-come, first-served basis. **Agreements received without a deposit will not be assigned a booth location.** Signature designates that the exhibitor has read all pages of this contract, understands and agrees to the above terms and conditions, along with attached rules and regulations governing the NORTHEAST Automotive Services Show.

PRINT NAME _____

SIGNATURE _____

DATE _____

RETURN AGREEMENT & DEPOSIT TO:

AASP/NJ's NORTHEAST (make checks payable to AASP/NJ)
244 Chestnut St., Suite 202 • Nutley, NJ 07110

QUESTIONS? CONTACT EVENT MANAGEMENT

Alicia Figurelli, Exhibitor Sales Director
973-667-6922 • 973-235-1963 (F)
info@aaspnjnortheast.com

To pay by credit card*, visit:
<https://bit.ly/NORTHEASTpayment>

***NOTE: CREDIT CARD SERVICE FEE** A 3.5% surcharge is applied to all credit card transactions. This surcharge is applied by a third party and is not greater than AASP/NJ's cost of accepting credit cards.

FOR OFFICE USE ONLY: BOOTH #: _____ DATE DEPOSIT REC'D: _____ CHECK/CC _____ BALANCE REC'D: _____ DATE INSURANCE CERT. REC'D: _____

NORTHEAST 2024 EXHIBITOR TERMS & REGULATIONS

1. SHOW OBJECTIVE. AASP/NJ's NORTHEAST® Automotive Services Show is a trade show produced by the Alliance of Automotive Service Providers of New Jersey (AASP/NJ). NORTHEAST® is an event tailored specifically to fit the needs and wants of today's professionals representing all walks of the automotive repair industry through products and information geared toward fostering optimal success in the market.

2. LOCATION AND DATES. The site of the NORTHEAST 2024 Automotive Services Show is the Meadowlands Exposition Center, 355 Plaza Drive, Secaucus, NJ 07753. Dates: March 15-17, 2024.

3. EXHIBITS. Exhibits will be arranged as not to obstruct the general view nor hide the exhibits of others. Booth schematics for exhibits exceeding 8' standard height, or for specially-built displays not in accordance with Expo regulations, must be submitted to AASP/NJ and the Meadowlands Exposition Center (hereafter referred to as "MEC") at least sixty (60) days before the start of NORTHEAST (hereafter referred to as "the Expo"). AASP/NJ and MEC will attempt to accommodate exhibitor's request for a specially-built display, but MEC retains sole discretion whether to permit a specially-built display.

EACH 10' x 10' Booth Space Includes:

- 8 ft. high back draped wall with 3 ft. high side dividers
- One (1) black draped table (2 ft. deep x 6 ft. long)
- Two (2) folding chairs
- One (1) single-line company ID sign, and
- One (1) wastebasket.

i. Standard Booth Exhibits. Unless express written permission to the contrary is secured from AASP/NJ in advance, regular and specially built backwalls, including signs, may not exceed an overall height of 8' and must be freestanding. Low side dividers between exhibits should not exceed 3' in height. If a high divider is desired, it shall not exceed 8' in height or extend from the backwall more than 4'.

ii. Corner Location. Must be a minimum of 2 booth units. Does not include any backwalls. Corner space exhibit must not exceed height as established by AASP/NJ and MEC. All corner exhibitors must submit renderings with dimensions to AASP/NJ & MEC for approval no later than 60 days before the Expo.

iii. Assignment and Relocation of Exhibits. AASP/NJ reserves the right to make the final determination of all space assignments in the best interest of the exposition. AASP/NJ may alter the location of exhibit spaces or deny requests for exhibit space at its sole discretion in the best interest of the exposition.

iv. Hanging Banners / Overhead materials. Exhibitors utilizing hanging banners or materials to be suspended over their exhibits MUST contact MEC to coordinate install/dismantle of said materials.

v. Operation. Exhibitor will keep exhibit(s) open and staffed at all times during the Expo hours. MEC reserves the right to restrict exhibit to a minimum noise level and to suitable methods of operation and display of materials. If for any reason AASP/NJ deems an exhibit or its contents objectionable, the exhibit will be subject to removal. This reservation includes persons, things, conduct, printed matter, or any items that AASP/NJ considers objectionable to the Expo's well being. In the event an eviction or restriction is enforced, AASP/NJ will not be liable for refunding rental fees or funds for exhibit equipment rental. Exhibitor agrees that AASP/NJ may substitute the actual space assigned to exhibitor if necessary.

vi. Installation and Dismantling. Information on installation and dismantling of exhibits will be sent to the Exhibitor. Exhibitor agrees to abide by the schedule for set-up and teardown as outlined above. Exhibitor shall be liable for monetary damages caused to MEC as result of its delay. No exhibitor shall remove any part of its booth's display until the Expo is officially closed. Exhibitors found dismantling displays prior to Expo close will be subject to fines and possible exclusion from exhibiting at future events. Exhibitors shall be responsible for any expenses incurred by MEC caused by their delay in removing its equipment. Exhibitors must not injure or deface property, including but not limited to, the property of MEC, AASP/NJ and other exhibitors. Should exhibitor cause any property damage, the exhibitor will be solely liable to the damaged party.

vii. Unoccupied Space. AASP/NJ and MEC reserve the right, should any exhibitors' space remain unoccupied on the opening day of the Expo, or should any space be forfeited for any other reason, to re-rent said space to any other exhibitor, or use said space in any other manner. This clause shall not be construed as affecting the obligation of the exhibitor to pay the full amount specified in its invoice for space rental.

4. PAYMENT. A 50% deposit of total booth fees must be sent to AASP/NJ @ 244 Chestnut St., Ste. 202, Nutley, NJ 07110, upon submission of signed Agreement. The remaining balance is due and payable on or before March 1, 2024, and is a condition to the continued reservation of the Exhibit Space. **THIS AGREEMENT IS NON-CANCELABLE. SUBMISSION OF COMPLETED AGREEMENT IS AN AGREEMENT TO PAY AFORMENTIONED BOOTH COSTS. REGARDLESS OF EXHIBITOR ATTENDANCE. ALL DEPOSITS AND PAYMENTS ARE NON-REFUNDABLE.**

i. NOTE: CREDIT CARD SERVICE FEE. A 3.5% surcharge will be applied to all credit card transactions. This surcharge is not greater than AASP/NJ's cost of accepting credit cards.

5. OUTSTANDING BALANCES. In the event exhibitor has any balances past due one week prior to the Expo, pursuant to any agreement entered between the Exhibitor and AASP/NJ, AASP/NJ may cancel the agreement and exclude the exhibitor from the Expo. In the event of cancellation, all moneys paid to AASP/NJ, pursuant to this Agreement, including any deposits or prepayments, may be retained by AASP/NJ and applied to any outstanding balances.

6. FIRE, SAFETY AND HEALTH REGULATIONS. Exhibitor agrees to comply with local, city and state laws, ordinances and regulations and the regulations of the owner of the Exhibit Hall and/or AASP/NJ covering fire, safety, health, COVID-19 safety, and all other matters. All exhibit equipment and materials will be reasonably located within the booth and protected by safety guards and devices where necessary. Only fireproof materials should be used in displays and all necessary fire precautions must be taken by the exhibitor.

7. LABOR. Local unions make rules and regulations for union labor and these regulations may be changed at any time. Where union labor is required because of building or contractor requirements, exhibitor agrees to comply with the union rules and regulations.

8. SUBLETTING OF SPACE. The exhibitor shall not assign, sublet, or apportion the whole or any part of the space assigned, or have representatives, equipment, or materials from firms other than his own in the exhibit space without prior written consent of AASP/NJ.

9. SERVICE CONTRACTORS. When a contractor has been designated by MEC to perform services for exhibitors such as rental of furniture, erection of exhibits, electrical work, plumbing, labor, or any other service, no exhibitor or representative shall contract for such services with other than the said official contractor unless permission has been secured in writing in advance from MEC.

10. LIABILITY EXCLUSION. MEC will employ guards and will take reasonable precaution to safeguard the exhibitor's property. However, neither AASP/NJ nor MEC will be liable for loss or damage to the property of the exhibitor or his representatives or employees from theft, fire, accident or any other cause beyond its control. Exhibitor agrees to protect, save and hold the AASP/NJ, the Mayor and City Council of Secaucus, NJ and the Meadowlands Exposition Center and all agents and employees thereof (hereinafter collectively called Indemnities), forever harmless for any damages or charges imposed for violations of any law or ordinance, whether occasioned by the negligence of the exhibitors or those holding under the exhibitor, and save, and hold harmless the Indemnities against and from any and all losses, costs, damage, from or out of or by reason of any accident or bodily injury or other occurrence to any person or persons, including the exhibitor, its agents, employees, and business invitees which arises from or out of or by reason of said exhibitor's occupancy and use of the exhibition premises, the hotel, or any part thereof.

11. MANDATORY INSURANCE. Exhibitors shall carry and maintain during the period of the Expo, including set-up and teardown days, and at his sole cost and expense, personal injury and property damage coverage under a policy of general public liability insurance. The policy must have limits of at least \$1,000,000 combined single limit for bodily injury and property damage, and name AASP/NJ as an additional insured. Exhibitors must furnish a copy of its Certificate of Insurance meeting the above stated requirements to the Meadowlands Exposition Center at 355 Plaza Drive, Secaucus, NJ 07094 by March 1, 2021. If a Certificate of Insurance is not provided by the above-mentioned deadline, exhibitor will forfeit its rental payment(s) and not be allowed to exhibit at the Expo. Exhibitor warrants and represents that by signing this Agreement it will comply with the insurance requirements stated in this Paragraph.

12. UTILITIES. MEC shall use reasonable care to have all power services installed in time for the opening of the Expo. Proper and reasonable care shall also be taken to prevent the interruption of power services during the exhibition. However, MEC shall not be held responsible for late installation or interruption of any services that may occur.

13. CANCELLATION/POSTPONEMENT AND FORCE MAJURE - AASP/NJ at its sole discretion reserves the right to cancel the Expo, reschedule the Expo, or cancel all in-person attendance and present the event solely through an online virtual platform, if by reason of circumstances created by or related to disease outbreak, COVID-19 or the pandemic, government mandated shelter-in-place orders, governmental bans or limitations on gatherings, governmental or facility recommendations or restrictions on the use of the MEC, commercial or economic impracticability, fire, flood, storm, act of God, labor disputes, acts of terrorism,

NORTHEAST 2024 EXHIBITOR TERMS & REGULATIONS (cont.)

war or any other cause not enumerated herein but which is beyond the reasonable control of the Expo or MEC. In the event the Expo is cancelled, AASP/NJ will refund to the exhibitor the amount of the rental paid, less a proportionate share of the Expo expenses, and if the exhibitor made no rental payment, he nevertheless shall be obligated to pay his proportionate share of such expenses. If the Expo is postponed, the exhibitor's obligations will remain the same under this Agreement as if the Expo was held as scheduled. Whether an Expo is canceled or postponed, AASP/NJ shall have no further obligation or liability to the exhibitor. In addition, AASP/NJ reserves the right to terminate this contract at any time prior to the Expo. If this contract is terminated, AASP/NJ will refund the amount paid by the exhibitor less any expenses incurred by AASP/NJ in the termination. Neither AASP/NJ nor MEC are to be held responsible under any circumstances for reimbursement or refund of lodging or hotel expenses, travel related expenses, setup and takedown fees, or other contractor/cancellation fees incurred by the Exhibitor/Sponsor or its agents or employees, whether as a result of event cancellation or attendance to the Expo. Exhibitor hereby waives any and all claims against AASP/NJ and MEC for damages or compensation due to cancellation, postponement, or transfer to a virtual only format of the Expo, pursuant to this paragraph.

14. RULES AND REGULATIONS. AASP/NJ shall have full power in the interpretation and enforcement of all rules contained herein. AASP/NJ may make such further rules and regulations, as it shall consider appropriate for the proper conduct of the Expo.

15. CHOICE OF LAW, JURISDICTION AND ATTORNEY'S FEES. The validity, interpretation and performance of this Agreement shall be governed by and construed in accordance with the laws of the State of New Jersey. Every dispute concerning the interpretation, effect of breach of this Agreement shall be resolved in the Superior Court of New Jersey, County of Hudson. To the maximum extent permitted by law, each party agrees to personal jurisdiction, subject matter jurisdiction and venue of such Court. In any action upon this Agreement, the prevailing party shall be entitled to reasonable attorney's fees and cost, as determined by the Court.

16. TAXES AND LICENSES. Exhibitor shall be responsible for obtaining any licenses, permits, or approvals required under local or state law applicable to their activity at the Expo. Exhibitor shall be responsible for obtaining tax identification numbers and paying all taxes, license fees or other charges that shall become due to any government authority in connection with their activities at the Expo.

17. PHOTOGRAPHY/VIDEO/RECORDING/LIGHTING ON EXPO FLOOR. No exhibit, performance or event presented at the Exposition shall be photographed, videotaped, broadcast or recorded for commercial use, sale or distribution of any kind without the express written consent from management of the Expo. Exhibitors/Vendors shall not photograph or videotape the exhibit/presentation or product of another Exhibitor/Vendor. The Lighting of any fluorescent bulbs (UV emitting or not) is strictly prohibited on the Expo floor. This includes bulbs to be lit for demonstration purposes (standard booth lighting is permitted).

18. COVID-19. Exhibitor acknowledges that COVID-19 has been declared a worldwide pandemic by the World Health Organization, is extremely contagious and is thought to spread mainly through close contact from person-to-person. Show Management cannot guarantee that Exhibitor's personnel and guests will not become infected with COVID-19 at the Event. Exhibitor shall indemnify AASP/NJ and the MEC against all Claims by Exhibitor's personnel and guests arising out of or related to infection with COVID-19, whether before, during or after attendance at the Event. Show Management may require individuals registered by Exhibitor to acknowledge the risks of COVID-19 infection and waive liability prior to participation at the Event.

By submitting an exhibitor application, exhibitor acknowledges that AASP/NJ and the MEC are working closely with local and federal guidelines and recommendations to plan and hold the Expo in order to minimize the potential for COVID-19 transmission amongst participants, and agrees that they are fully responsible for their own safety and actions while participating in the conference, and recognizes that their employees may be at risk of contracting COVID-19 through no fault of AASP/NJ or MEC. With full knowledge of risks involved, exhibitor hereby releases, waives, covenants not to sue, and further agrees to indemnify, defend, and hold harmless AASP/NJ, the MEC, and its agents, employees, and/or representatives from any and all liabilities, claims, demands, actions, causes of action, costs, expenses, damages and lawsuits whatsoever, directly or indirectly arising out of related to any loss, damage, injury, or death, that may be sustained by exhibitor or its employees, related to COVID-19 while participating in any activity while in, on or around the premises or while using facilities in conjunction with the Expo.

19. CODE OF CONDUCT. As an exhibitor at NORTHEAST, you agree to adhere to code of conduct regulations as set forth by AASP/NJ:

i. Definitions. The acronym "AASP/NJ" as used throughout this section shall mean Alliance of Automotive Service Providers of New Jersey, its officers, directors, employees or agents acting on behalf of AASP/NJ, including event management. The word "Event" and "Show" as used throughout this document shall pertain to AASP/NJ's NORTHEAST Automotive Services Show. The word "Attendee" refers to any person attending NORTHEAST in any capacity, whether as an attendee, exhibitor, educational presenter or industry-affiliated

representative. Each attendee agrees to abide by these regulations as well as any amendments that may be established or put forth by AASP/NJ.

ii. Trade Show Conduct. AASP/NJ's NORTHEAST Automotive Services Show is a production of AASP/NJ and as such is owned by AASP/NJ. As a show attendee, your attendance is for the purpose of exhibiting, visiting exhibitor displays and/or participating in educational sessions and meetings. You agree to abide by all pertinent laws, ordinances, rules, regulations and codes of local, state and federal governing bodies together with all rules and regulations of the exhibit hall with regard to operation of the facility in which the show is held, any regulations of AASP/NJ and any exhibitor. The use of any equipment or devices without prior notice to AASP/NJ (including but not limited to public address systems and/or recording systems) are prohibited.

Abusive or inappropriate behavior at the show, including behavior toward AASP/NJ, show exhibitors, educational presenters and/or staff, other attendees, affiliated representatives or any other person participating in the show is prohibited. AASP/NJ reserves the right to immediately eject, remove or prohibit any attendee from the show if the attendee is found to be in violation of these rules and regulations or conducts themselves in a manner which is determined to be detrimental to the goals and purpose of the show.

Any attendee who is ejected, removed or prohibited from the show shall not be entitled to compensation of any kind, including refunded registration fees or any other fees, and will remain liable for any damages caused by their actions.

iii. Solicitation. Solicitation of products, services, advertising, marketing or events by attendees who have not purchased exhibitor booth space is strictly prohibited. AASP/NJ reserves the right to immediately eject, remove or prohibit any attendee from the show if the attendee is found to be in violation of this policy. Exhibitors who have purchased exhibit space are permitted and encouraged to sell their products and services to show attendees.

iv. Educational Presentation Policy. In-booth educational demonstrations/presentations and any educational offerings held in conjunction with NORTHEAST, whether during show hours or before/after the show, must first be submitted to AASP/NJ in writing for approval. Outside parties offering educational or informational meetings or events outside of show educational schedule without express permission from AASP/NJ may be prohibited from attending future NORTHEAST events if found to be in violation of this policy.

v. Enforcement. AASP/NJ shall have full discretion in interpretation and enforcement of all rules and regulations in regards to the show. All matters not detailed in these rules and regulations shall be subject to final judgment and decision of AASP/NJ.

vi. Limitation of Liability. You as an attendee, your successors and representatives hereby release AASP/NJ from any and all claims based upon or related to the show, including but not limited to: loss, theft, damage, destruction and/or injury to you, your employees, agents or representatives while on show premises.

The Meadowlands Exposition Center is a non-smoking facility. Smoking is only permitted in areas outside the Meadowlands Exposition Center as designated by the facility.

EXHIBITOR MOVE-IN:
LARGE EQUIPMENT* (includes heavy material / forklifted items):
Thursday, March 14: 12pm - 5pm

Exhibitors MUST contact MEC at 201-330-7773 for early move-in options

SMALL EQUIPMENT (hand carried / dollied items):
Friday, March 15: BEGINNING @ 8:00AM

NORTHEAST 2024 SHOW HOURS:
Friday, March 15: 5pm-10pm
Saturday, March 16: 10am-5pm
Sunday, March 17: 10am-3pm

EXHIBITOR MOVE-OUT:
Sunday, March 17: Beginning @ 3pm

EXHIBITOR FREIGHT PICKUP:
Monday, March 18: 8am - 12pm

Contact MEC at 201-330-7773 to coordinate freight pickup