



Deaf Seniors of America

17th Biennial
DSA 2023 Hollywood Conference
June 24 – June 30, 2023
www.deafseniors.us

DSA 2023 Hollywood Exhibition Agreement and Contract

The DSA 2023 Hollywood Conference Team invites you to participate as an exhibitor at one of the largest and most popular expositions of deaf-related products and services that will be held during the 17th Biennial Deaf Senior Conference in Hollywood, Florida June 26 – July 1, 2023. The entire conference will take place at the Seminole Hard Rock Hotel & Casino.

The theme of the conference is **Connect** **Celebrate** **Cherish**

Why Exhibit?

- Showcase your business, corporation, or organization to thousands of attendees – Deaf, hard of hearing, late deafened, deaf blind, hearing professionals, leaders, and consumers.
- Make profitable new business contacts.
- Present new products.
- Educate decision makers.
- Sell your products and services.

Deaf Senior of America Conferences attract more than 2,500 people from across the country and overseas. Attendees have commented that the exhibition hall is one of their favorite parts of the conference.

Excellent Visibility for Exhibitors

- Exhibit admittance is open to all conference registrants.
- The Deaf Seniors of America Conference schedule will allow conference participants to browse through the exhibit hall during generous breaks between workshops and during long lunch breaks.
- Exhibit Hall is in one of the hotel carpeted and beautifully decorated ballrooms.
- Exhibit Hall is located near conference registration and workshop rooms.
- Exhibitors will be listed in the Deaf Senior of America Conference web pages and program book.

Space is limited and contracts will be accepted on a first-come, first served basis

This is the Deaf Seniors of America Conference all have been waiting for!

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Exhibit Dates/Hours

MOVE IN:

Saturday, June 24 8:00 a.m. to 6:00 p.m.

SHOW DAYS / TIMES:

Sunday, June 25 12:00 p.m. to 5:00 p.m.

Monday, June 26 9:00 a.m. to 5:00 p.m.

Tuesday, June 27 9:00 a.m. to 5:00 p.m.

Wednesday, June 28 9:00 a.m. to 5:00 p.m.

BREAKDOWN

Thursday, June 29 8:00 a.m. to 6:00 p.m.

Exhibit Rates

Early Bird Special good until December 31, 2022

Deaf Owned /Nonprofit: \$525/booth **For Profit:** \$750/booth

Standard Rates good after January 1, 2023

Deaf Owned / Nonprofit \$700/booth **For Profit.** \$1,000/booth

Single Deaf proprietorship business:

Contact Raymond Kiltbau at dsaexhibition@deafseniors.us with your VP number

Exhibition Space Details

Each 10' X 10' exhibit booth package will consist of one draped 6' table, two side chairs, one wastebasket, and booth identification sign. Booth back drape will be 8' high with 3' high side rails.

Exhibition Hall

Exhibit will take place in in the Ballroom of the Seminole Hard Rock Hotel & Casino right next to all breakout rooms

Exhibition Space Extras

Furnishings, rental of additional carpeting, phone/internet lines, electricity, special sign service, audio-visual services, and labor are not included in the price of the exhibit space. These services will be handled by the DSA contracted decorator. You will receive an Exhibitors Service Kit containing information on shipping exhibit materials, information, and rates for decorator and drayage services, and order form for labor, cleaning, and electrical services, etc. Please note that instructions contained in the Exhibition Service Kit take precedence over those outlined in the DSA 2023 Hollywood Conference Exhibit Contract.

EXHIBIT RULES AND REGULATIONS

The following rules and regulations have been designed for the benefit of all exhibitors. DSA request the full cooperation of the exhibitor in their observance. DSA reserves the right to terminate the exhibitor's display privileges at any time for breach of any of these terms, rules, and regulations. Such termination may become effective during the conference, at which time the exhibitor agrees to close his/her exhibit upon receipt of notice of termination and thereafter remove his/her exhibit from the exhibition hall as soon as possible without disruption of the meeting. Expulsion of an exhibitor under these rules shall not give rise to a claim for a refund of the fees paid by such exhibitor.

Agreement

Exhibitor signature on the contract stipulates having read and agreed to the Exhibition Rules and Regulations. The Rules and Regulations are incorporated into the contract by reference and the application becomes a contract when accepted and confirmed by the DSA exhibit coordinator. All fees are to be paid in full upon submission of the signed contract.

Booth Sales – Payment of License Fees/Taxes

Exhibitors shall be solely responsible for the payment of any licensing fees, the payment of any sales tax or for the collection and payment of any sales or other tax necessitated by any sale or promotion with its booth during the course of the Deaf Seniors of America Conference. DSA shall not be responsible for the payment if any such fee or tax, and the exhibitor hereby expressly holds DSA harmless for the obligation of the payment of any such fee or tax and further agrees to indemnify DSA in the event that a demand for the payment of any such fee or tax is made upon DSA.

Cancellation of Exhibit Contract

Should an exhibitor wish to cancel this contract, the refund schedule is as follows:

- 1) Notification of cancellation of contract on or before Wednesday, March 14, 2023 – refund of 100% of total contracted cost;
- 2) Notification of cancellation of contract after Wednesday, March 14, 2023 or if exhibitor fails to occupy the space – DSA retains 100% of contracted costs.

Note: Exhibitor contracts are not considered cancelled unless DSA has received notice in writing. No exceptions.

Default in Occupancy

Any exhibitor failing to occupy space contracted for is not relieved of the obligation of paying the full rental of such space as provided in the signed application. If not occupied by the time set for completion of installation of displays, such space may be possessed by DSA. If the exhibitor fails to occupy the space – DSA retains 100% of contracted costs.

Exhibit Space Assignment

Exhibit booth location is based on the following: submission date of application and full payment; sponsor status; and type of business or service.

Exhibitor Representatives

Each person assigned to staff exhibit booths must wear the conference exhibitor Identification. Each exhibitor is entitled to four free personnel identification badges per booth. **NOTE: Exhibitor badges do not constitute conference registration, and do not permit access by exhibit personnel to conference events or workshops.**

Installation and Dismantling of Exhibits

All construction (set-up) and dismantling (breakdown) of exhibits must be carried out during the times stipulated in the exhibition dates and hours section. No exhibit may be erected after the exhibition opens or dismantled before the official breakdown time. Exhibit should be constructed and arranged so that they do not obstruct the general view, or detract from the exhibits of others (i.e. flashing lights, loud noise or music, swirling objects). DSA reserves the right to determine the

Insurance and Security

DSA will provide peripheral security in the exhibit hall during the move-in and breakdown as well as closed hours of the exhibition. DSA and its subcontractors cannot accept any responsibility for the protection of exhibitor's materials and displays during the conference. Exhibitors are expected to carry all risk insurance on their exhibits, utilize lock boxes, and/or arrange for their own security in their booths, as appropriate, at their own expense.

Interpreting Services

Exhibitors are responsible for their interpreting needs. Those who require interpreters can make arrangements through DSA's conference interpreter services. Interpreters shall be counted in the four free personnel identification badges provided. Please check the appropriate box on the Exhibition Agreement and Contract.

Liability

It is mutually agreed by and between the Deaf Seniors of America and exhibitor that Deaf Seniors of America shall have no liability whatsoever to an exhibitor, his/her employees or business activities. The Deaf Seniors of America shall have no liability for loss or damage resulting from any cause to the property of exhibitor, his/her employees or business. It is further understood and agreed that all claims against the Deaf Seniors of America for any such damage, loss or injury are expressly waived by exhibitor and assumed as exhibitor's responsibility. Space is leased with the understanding DSA will act for exhibitor and his/her representatives only in the capacity of agent and not as principal. DSA assumes no liability whatsoever for damages for any act of omission or commission in connection with the said agency, and the Exhibitor and his/her representative/s hereby keeps forever harmless DSA from any and all liabilities for loss ensuing from a cause. It is further understood and agreed that DSA shall in no event be liable to an exhibitor for any loss profits, sales or business opportunities, or any other type of direct or consequential damages to be due from a breach of this contract. It is understood and agreed that the sole liability of DSA to exhibitor for any breach of this contract shall be for refunds of all monies paid by exhibitor pursuant to this contract as the exclusive remedy.

Hold Harmless Agreement

Exhibitor will take all steps necessary, including hiring counsel, to defend, protect, indemnify, hold harmless and render Deaf Seniors of America, Inc. (including its officers, directors, employees, agents and/or volunteers) against any and all claims, demands, suits or causes of action brought against the Deaf Seniors of America, Inc. (including its officers, directors, employees, agents and/or volunteers) for all liability, damages, or loss, whether sought under law or in equity, which may be asserted against the Deaf Seniors of America, Inc. (including its officers directors, employees, agents and/or volunteers) are on account of injury, loss or damage caused by, arising out of, or in any way incidental to the conduct or operation of the exhibitor.

The Deaf Seniors of America, Inc. and the exhibitor agree that the obligations under this agreement include, but are not limited to those situations where liability for:

1. Injury, or loss or damage is caused by the combined or concurrent negligence of the Deaf Seniors of America, Inc., exhibitor and any third party (and any of their respective officers, directors, employees, agents and/or volunteers); and/or
2. Injury, loss or damage arises with or without fault based on any theory of strict liability, statutory liability or by operation of law.

The Deaf Seniors of America, Inc. and the exhibitor agree that to the extent this indemnification of the Deaf Seniors of America, Inc. (its officers, directors, employees, agents and/or volunteers) for injury, loss or damage may be found to be contrary to existing or newly enacted law, this provision, to such extent (and only to such extent), is and shall be void or voidable. In such instance, exhibitor agrees to immediately defend, indemnify, save and hold the Deaf Seniors of America, Inc. harmless to the fullest extent allowed by law.

The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on the Seminole Hard Rock Hotel & Casino ("Hotel") premises and will indemnify, defend and hold harmless the Hotel, its owners, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims.

Restriction on Use of Space

Two or more organizations cannot share booth space. No exhibitor may sublet, assign, or share any part of the space allotted them without written consent of the exhibit coordinator. Solicitations or demonstrations by exhibitors must be confined with the boundaries of their respective space(s). Aisle space or space outside of exhibition hall shall not be used for exhibit purposes, display signs, or solicitation or distribution of promotional materials. No exceptions.

- Exhibit materials, signs and displays are prohibited in any area other than the booth assigned, unless approved in advance by the exhibit coordinator and the site facility management. These areas include, but are not limited to public places, meeting facilities, hotel hallways or guest room and guest room suites.
- Nothing can be affixed to any wall or pillar: nails, hooks, staples, tape, Velcro, etc. of the hotel without permission. Repairs for any damages will be charged to the exhibitor.
- No equipment or materials are to be leaned against or placed immediately against the walls, this includes scaffolding, staging, crates, boxes, etc. Reasonable distance and care is to be used at all times.
- Exhibitors must not sell food and beverages (*i.e.*, *Popcorn, snack packets, sodas, etc.*). however, can be given away free
- Helium balloons shall not be used or given away by exhibitors.
- Glitter, confetti, or similar items shall not be used on tables or floors in carpeted areas, or given away by exhibitors.
- Exhibits containing any type of live animal must obtain a permit from the City's Animal Control Division.
- Storage space is not available for crates and other materials within the Hotel. Exhibitor must work with decorating company should storage for materials be needed.
- Any property damaged or destroyed by an exhibitor must be replaced in its original condition by the exhibitor at the exhibitor's expense.
- All points not covered here are subject to decisions of DSA exhibitor coordinator.

Shipping, Handling, and Removing Instructions

Exhibitors are responsible for the cost of shipping their materials and equipment and shall make arrangements directly with DSA conference contracted decorator. Once the signed contract and payment is received, the exhibit coordinator will instruct the decorator to send an Exhibition Service Kit or to provide a link for the online kit that will include shopping, handling, and removal instructions.

Term of Payment

Payment in full is due upon submission of signed contract. Payment can be made by company check payable to DSA2023Hollywood, cashier's check, Visa, MasterCard. Mail completed contract and payment to:

DSA2023Hollywood
Attn: DSA2023 Conference Exhibit
17251 W. Imperial Lane
Surprise, AZ 85387

Questions?

Contact Raymond Kilthau at:
dsa2023exhibition@deafseniors.us
480-787-5229 - VP
303-260-9204 -Text

2023 DSA Hollywood Exhibition Agreement & Contract

Please type or print clearly

Business/Organization Name: _____

Status: For Profit Deaf Owned Nonprofit (please provide proof of NFP status)

Street Address: _____

Street Address 2: _____

City/State/Zip: _____

Contact Name: _____

Position: _____

Daytime Phone/TTY/VP: _____ Fax: _____

Email: _____

Rates

Early Bird Special (end December 31st, 2022): \$750 For Profit \$525 Deaf Owned/Nonprofit

Standard Rate: \$1,000 For Profit \$700 Deaf Owned/Nonprofit

Exhibit Reservations

Number of booths: One Two Three Four

For more than five booths, please contact dsa2023exhibition@deafseniors.us

Check here if requesting information for interpreting services (at exhibitor's expenses)

Names of exhibit attendants (up to four per booth): _____

Program Book Identification/Booth Description Sign

Please print the following information exactly as you wish it to appear in the program book and booth identification sign:

Business/Organization name: _____ City/State: _____

Web Address: _____

Cancellation of Exhibit Contract

Should an exhibitor wish to cancel this contract, the refund schedule is as follows: 1) Notification of cancellation on or before March 14, 2023 – 100% refund of total contracted cost, and 2) Notification of cancellation after March 14, 2023 or if exhibitor fails to occupy the space, no refunds. **Note: Exhibitor contracts are not considered cancelled unless exhibit coordinator has received note in writing. No exceptions.**

Exhibit Agreement

Exhibitor signature below stipulates having read and agreed to the complete 2023 DSA conference exhibitor Rules and Regulations which are incorporated into this contract by reference. The Application becomes a contract when accepted and confirmed by DSA exhibit coordinator. All fees are to be paid in full upon submission of signed contract.

Type your name and it will be considered as a signature: _____ Position: _____

Print name of representative: _____

Payment Section

Credit card information and this contract can also be faxed. A \$40- charge will be assessed on all returned checks.

Check/cashier's check/money order enclosed (payable to DSA2023Hollywood)

Credit Card (select type): Visa. MasterCard Total Payment: \$ _____

16 Digit Account Number: _____ 3 Digit CCV Code: _____

Full name shown on card: _____