2021 CASQA Annual Conference Exhibitor Guide and Contract

Thank you for exhibiting at the 2021 CASQA Annual Conference, *Recovery & Resilience: Achieving Sustainable Stormwater Management*, which will be held virtually **October 26-27, 2021**. The virtual conference offers two days of in-depth learning opportunities and discussions on a wide range of stormwater and water management topics, with a focus around the conference theme.

By exhibiting at the CASQA Annual Conference you are provided with a unique opportunity to interact with stormwater professionals throughout California who understand the critical issues and needs of the stormwater programs. In 2019 over 1200 stormwater professionals participated in the conference and despite the unforeseen switch to a virtual conference in 2020, we drew nearly 900 leading members of the stormwater community including local, state, and federal decision makers, stormwater program coordinators, contractors, consultants, engineers, lawyers, scientists, and planners. With the outstanding success of our first virtual conference, we expect equal or greater numbers for 2021.

Each year CASQA conference attendees look forward to interacting with the exhibitors and have a diverse set of needs including consulting and professional services, public education and outreach, legal services, and pollution prevention and treatment best management practices. The virtual Exhibit Hall provides the exhibitors with the opportunity to highlight the types of goods and services sought by the attendees and to identify needs and explore innovative ideas. In addition, virtual networking opportunities will also be provided throughout the conference.

**Contract for Exhibit Space**

Acceptance of the terms of this contract is required at the time of purchase / registration of an Exhibit Space and to participate as an Exhibitor at the 2021 CASQA Annual Conference.

This contract is a binding agreement between the California Stormwater Quality Association (CASQA) and the Exhibiting Organization (Exhibitor). Execution will be upon checking the required boxes on the online registration form at the time of the Exhibitor’s online purchase / registration of an Exhibit Space:

- The undersigned, on behalf of the Applicant, its employees, agents, and contractors, agrees to comply with the Exhibit Rules, Policies, and Regulations as described in this Contract for Exhibit Space. We understand that all applications and registration form(s) become a part of this contract and are binding on both parties on the purchase/registration date of the Exhibit Space when accepted by CASQA. For in-person conferences, all exhibit spaces are assigned based on prioritization criteria for the previous years’ exhibitors who expressed interest or on a first come, first served basis, and at CASQA’s discretion for all other exhibitors. All correspondence from CASQA will be sent to the person listed as “Contact” at the time of purchase/registration unless otherwise notified by the Exhibitor. This document contains the entire agreement between the parties and supersedes any prior agreements. The terms of this document may not be changed except as agreed to in writing by both parties.

- The undersigned represents and warrants that they have authority to enter into this agreement on behalf of the organization represented and hereby agree to the terms and conditions set forth in this agreement.
Virtual Conference and Exhibit Space Information and Examples

General Conference Information
- 2-Day Conference: Tuesday 10/26/2021 - Wednesday 10/27/2021
- Multi-track technical presentations and discussion sessions
- Presentations will be live-streamed per the conference agenda, including live Q&A with the presenters.
- All presentations will be recorded and available on-demand post the live event to conference registrants through the end of 2021. This will provide maximum flexibility and greater educational and professional development opportunities for registrants, who can view the live stream as well as access over 70 hours of recorded technical content in their own time.
- Virtual networking opportunities - all registrants are welcome to join us virtually!

Exhibit Hall Information
The virtual exhibit hall will provide attendees with the opportunity to interface with exhibitors and explore innovative goods, services, and ideas. The virtual exhibit hall will utilize a graphical interface that mimics a physical exhibit hall and exhibitors will be able to create the look and elements of their virtual exhibit space with help from our CASQA exhibit space concierge service. These are some of the conference attendee-clickable elements available in the exhibit spaces:
- PDFs, Images, Video Clips (e.g., an exhibitor discussing their product/s)
  - Note: CASQA has the right to approve all submitted content for posting (including, but not limited to, PDFs, images, video clips)
- The ability to speak live one-to-one with conference attendees
- The ability to make appointments with conference attendees
- A virtual exhibitor-sponsored prize drawing for attendees who visit a set number of exhibit spaces
- Ability to have access to the virtual exhibit space through the end of 2021. In 2020 many conference registrants visited the Conference Portal, including the exhibit spaces, in the months following the conference.

Exhibit Space Purchase Includes:
- Virtual Conference Pass (value of $325 - $475)
- A listing in the CASQA Conference Program PDF and CASQA website until the close of the conference
- Emailed copy of the attendee registration list within four to six weeks after the conference
- Quarter (1/4) page ad in the CASQA Conference Program (value of $300). For additional exposure in 2021, we will also include your ad in the Registration Brochure to be emailed in August to our complete database and posted on the CASQA website (ads must be received by the deadlines below).
- Ad submittal deadlines (email to April Krieg):
  - Registration Brochure: Friday, July 23, 2021
  - Conference Program: Monday, October 4, 2021
- Ad specifications
  - Color format: RGB
  - Must be 300+ dpi quality at final print size
  - PDF format (preferred) - JPEG or TIF formats are acceptable
  - Dimensions: 4.9" high x 3.45" wide

Required Materials
The Exhibitor is required to provide all necessary materials and information for development of the virtual exhibit space by the date/s requested by CASQA. The CASQA concierge service provides oversight and technical assistance for the development of the exhibit spaces, not full development of the space. CASQA has the right to approve all submitted content for posting (including, but not limited to, PDFs, images, video clips).
Exhibit Hall Hours

Exhibit Hall hours are consistent with the conference agenda to be posted on the CASQA website for Tuesday, October 26 and Wednesday, October 27, 2021.

Exhibit Rules, Policies, and Regulations

Responsibility for the tradeshow, its Rules and Regulations and enforcement thereof shall rest with the Annual Conference Subcommittee, which is established by CASQA.

NOTE: For returning Exhibitors a point system is used to prioritize the exhibit space selections for the next in-person CASQA conference. Three (3) points will be deducted for an Exhibitor’s breach of CASQA contract provisions, which will be applied to exhibit space selections for the next conference.

1. AGREEMENT
By signing the Contract for Space, the Exhibitor agrees to abide by these Rules and Regulations and all amendments thereto and the decisions of CASQA. The term “exhibit hall” shall mean the hotel facility, or any other exhibit hall designated by CASQA in the future. The term “Exhibitor” shall mean any company, firm or person who has applied for or been allocated space in the Exhibit Hall.

2. UNDESIRABLE ACTIVITIES
The Exhibitor agrees that his/her exhibit shall be admitted into the show and shall remain from day to day solely on strict compliance with all the rules herein described. CASQA reserves the right to reject, eject, or prohibit any exhibit components in whole or in part, or any Exhibitor with or without giving cause. If an exhibit or Exhibitor is ejected for violation of these rules or for any other stated reason (with cause), no return of rental shall be made.

3. POLICY STATEMENT
   a. Conference Subcommittee:
      Responsibility for the Conference, its Policy and enforcement of the Policy shall rest with the CASQA Conference Subcommittee
   b. Exhibitors:
      i. Organizations wishing to exhibit may purchase an exhibit space if space is available.
      ii. Exhibitor agrees to exhibit for the hours specified and abide by the conditions established by CASQA and the venue for the exhibits.
      iii. Exhibitor assumes responsibility and agrees to indemnify and defend CASQA and its agents against any claims or expenses arising out of its use of the exhibition premises.
      iv. No exhibits or information tables will be allowed without approval by the Conference Subcommittee.
      v. There will be no dismantling of exhibit spaces prior to the published tear-down time.
   c. Policy Enforcement:
      It is understood that exhibiting organizations will comply with the exhibit rules, policies, and regulations. Should an organization not comply, the Conference Subcommittee has the right to refuse the organization’s application to exhibit at any future CASQA Annual Conferences.

4. PROHIBITED ACTIVITIES
   a. Exhibitors are not allowed to conduct any activities that could be considered an illegal lottery under the State laws where the event is to be held.
   b. Exhibitors must not hold their own prize drawings so as not to compete with the CASQA exhibitor-sponsored prize drawing.
c. Policy and Procedures for Advertising and Sponsorship:
   It is prohibited for the advertiser/sponsor/exhibitor to state or infer, including by the use of CASQA’s name, logos, or otherwise, any endorsement by CASQA of their product or service through CASQA or any other form of advertising. This policy shall not preclude CASQA Members from including factual statements, such as “Member of the California Stormwater Quality Association” or “2021 CASQA Conference”.

5. CANCELLATION BY EXHIBITOR
   The Exhibitor specifically recognizes and acknowledges that CASQA will sustain certain losses if the Exhibitor cancels its exhibit space after it has been purchased. Due to the difficulty, if not impossibility, of determining and proving said losses, the Exhibitor agrees to the following cancellation policy:
   “Cancellations of an exhibit space will be converted to a sponsorship of CASQA’s choice at the CASQA Annual Conference. Due to planning and printing deadlines, exhibitors converted to sponsors may receive limited recognition, however efforts will be made to accommodate any changes.

6. CANCELLATION OR POSTPONEMENT OF SHOW
   In the event that any unforeseen occurrence shall render the fulfillment of this agreement impossible by CASQA, the parties shall mutually amend or terminate the agreement at CASQA’s option. The Exhibitor hereby waives any claim against CASQA for damages or compensation. CASQA may return a portion of the amount paid for space after deduction of any amounts necessary to cover expenses incurred in connection with the show. Such expenses shall include, but not be limited to all expenses incurred by CASQA as a result of contracts with third parties for services or products incidental to the show including out of pocket expenses incidental to the show, and all overhead expenses attributable to the production of the show. No monies will be returned should the dates or location of the show be changed by CASQA, but Exhibitor will be assigned space which the Exhibitor agrees to use under these same rules and regulations. CASQA shall not be financially liable in the event the show is interrupted, canceled, moved, or dates changed except as provided herein.

7. ENFORCEMENT OF REGULATIONS
   CASQA has full power to interpret and enforce all regulations of the show and the power to make amendments and/or further regulations, orally or in writing, that are considered necessary for the proper conduct of the show. Such decisions shall be binding on Exhibitors. Failure to comply with these or any other regulations or amendments may be sufficient cause for CASQA to require the immediate removal of the exhibit and/or the offending Exhibitor at the expense of the Exhibitor. In addition, all Exhibitors agree to be bound by the terms of CASQA’s agreement with the facility in which the show is held. Failure to comply with all applicable rules may also result in forfeiture of all further rights to exhibit at future shows sponsored by CASQA together with all fees paid. CASQA may lease any space so forfeited to another Exhibitor and retain all revenues collected.

8. CONFLICTING MEETINGS AND SOCIAL EVENTS
   In the interest of the entire show, the Exhibitor agrees not to extend invitations, call meetings, or otherwise encourage absence of attendees, Exhibitors, or invited guests from the educational sessions or exhibit hall during the official hours of the show.

9. WAIVER
   Waiver by either party of any term or condition or breach shall not constitute a waiver of any other term or condition or breach of this agreement. The rights of CASQA shall not be deemed waived except as specifically stated in writing and signed by an authorized representative of CASQA.

10. SEVERABILITY
   In the event any provision of this agreement is held invalid or unenforceable then neither the remaining provisions of this agreement nor other applications of the provisions involved shall be affected thereby.

11. PROVISION & USE OF ATTENDEE CONTACT INFORMATION
Approximately 4-6 weeks after the conference end date, CASQA will provide a list of conference attendees who agreed to share their contact information. This information is provided as a courtesy for targeted outreach or follow up interactions from the conference and may not be used for email blanket marketing campaigns or otherwise unsolicited requests. If CASQA receives complaints of misuse of attendee contact information, either the sender of those emails/contacts will be removed from the distribution list or the list may not be provided in the future.

Lobby and Exhibit Space Examples from the CASQA 2020 Virtual Conference (pages 5-8)