



Central Association of College & University Business Officers
Exhibit Application/Contract – 2021
September 26 – September 28, 2021
Hilton, 800 Washington Ave.
Metropolitan Entertainment & Convention Authority, 455 N 10th Street
Omaha, Nebraska

The undersigned agrees to participate as an exhibitor in the 2021 CACUBO Annual Meeting. The Applicant agrees to pay a non-refundable exhibit fee per booth package:

Booth Package includes one 10' x 10' booth space with pipe and drape, one booth ID sign, one 6' draped table, two side chairs, electronic list of attendees prior to annual meeting, inclusion in the listing of Business Partners in meeting program guide, one complimentary full registration (meals included), and two exhibit hall only badges including Opening Event (or including meals other than Opening Event), and hotel or hall onsite security. *Please note: Additional furniture and carpet can be either supplied by the exhibitor or ordered from the Service Contractor.*

Business Partner will be billed by CACUBO. The invoice must be paid in full before a booth is reserved. This application shall become binding upon acceptance by CACUBO, subject to the terms and conditions set forth in this contract. E-mail your signed application to Jill Yates at businesspartnercoordinator@cacubo.org.

Application Rate: Standard fee \$2,600; If first-time exhibitor apply \$200 discount to this rate.

We are requesting _____ 10'x10' booth package(s) for a total cost of \$ _____.

(Please read the reverse side of this agreement before signing.)

IN WITNESS WHEREOF, the Applicant has caused this application to be executed individually or by an officer, agent or representative duly authorized to execute the same.

Contact: _____ Title: _____

(Individual coordinating participation & to whom all communications are directed - please print)

Signature: _____ Date: _____

Phone No.: _____ E-mail: _____

Website: _____

Forms of Payment:

Mail payment to

Check for \$ _____
 CACUBO, Susie Maloney
 Accounting Services – UW Madison
 21 N Park Street, Suite 6238
 Madison, WI 53715
 Tax ID No.: 73-1079052

Or...

Credit Card payments may be processed via a link provided on invoice at time of billing.

Paid in full Booth Packages will be assigned by CACUBO on a first-come, first-served basis, in addition to any other criteria it determines to be appropriate. The Business Partner may request four (4) choices for exhibit booth location. CACUBO will attempt to honor the highest possible choice(s); however, final decisions regarding assignment are at the sole discretion of CACUBO.

BOOTH PREFERENCES (see exhibit hall map):

1st _____ 2nd _____ 3rd _____ 4th _____

What is the nature of your business or service: (Circle one) Accounting, Architects, Banking, Benefits/Retirement Planning, Bookstore (including online), Consulting, Food Services, Investment Planning, Janitorial/Custodial Maintenance, Software, or Other (please specify): _____

Please indicate any organization that you would NOT like assigned an adjacent booth. CACUBO will attempt to honor these requests.

Your Organization Name: _____
 (As you wish it to appear on ALL meeting information)

Sales Contact: _____ Title: _____
 (As you wish listed on the CACUBO website; please print)

Phone No.: _____ E-mail: _____

CACUBO Acceptance:

Date: _____
 Number of Booths: _____
 Booth Assigned: _____
 Business Partner Coordinator: _____
 CACUBO President: _____

Questions to: Jill Yates, CACUBO Business Partner Coordinator, 618-971-5413, businesspartnercoordinator@cacubo.org



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1. CACUBO reserves the right to exercise its sole discretion in the acceptance or refusal of applications.
2. The CACUBO Exhibit Program is designed to provide a showcase for products and services either specifically designed for or customarily used in higher education administration. **The program is held strictly as a means of information exchange. Applicants may not make sales or take orders in the exhibit area or within other Annual Meeting facilities provided. This provision will be rigorously and strictly enforced.**
3. The Applicant agrees that CACUBO shall have the right to make such rules and regulations or changes in arrangements as it shall deem necessary, and to amend them from time to time. CACUBO shall have the final determination and enforcement of all rules, regulations and conditions.
4. NO PART OF AN EXHIBIT SHALL BE DISMANTLED NOR MATERIALS REMOVED BEFORE CLOSING ON THE FINAL DAY, WITHOUT SPECIAL PERMISSION FROM CACUBO. In addition, if spaces are not vacated by the scheduled deadline, CACUBO reserves the right to remove materials and charge the expense to the Applicant. CACUBO will not be liable if such removal causes damage to the materials.
5. Applicant agrees to pay all fees, charges and/or expenses covered in this contract on demand. In the event that CACUBO is forced to seek legal remedy to collect amounts due from the Applicant, all charges related to the collection of unpaid amounts will become the sole responsibility of the Applicant. If an exhibitor fails to make payments due hereunder when they are due, CACUBO reserves the right to cancel or reassign the space without obligation for refund and/or to exclude the Applicant from any and all printed or electronic meeting materials. Applicants may not assign or sublet any space allotted to them and may not advertise or display goods, other than those manufactured, distributed or sold by them in the regular course of business, without authorization by CACUBO. If any rented booth space remains unoccupied, or display materials unset, two hours prior to show opening, CACUBO reserves the right to either remove all materials from the show floor or require the service contractor to set booth. Exhibitor will be liable for all costs incurred. **Booths may not be "shared" with another company.**
6. Request for cancellation of space must be directed in writing to CACUBO. Telephone cancellations will not be accepted. If CACUBO is unable to re-sell the booth, then a full forfeiture of fees paid or fees due will apply. The CACUBO Business Partner Coordinator will confirm receipt of all cancellation notices. CACUBO will only honor cancellation requests whose receipt has been confirmed.
7. In order to allow unobstructed view of neighboring exhibits, Applicants are not permitted to have their backdrops exceed eight feet (8') in height, nor can they protrude more than sixty inches (60") from the back wall line. The reverse side of any wing panel extending from the back wall of the display must be finished or draped in order to avoid a raw exposure to a neighboring exhibit. CACUBO will enforce these instructions. No shipping containers may be stored in the booth space during show hours. All decorative material must be flameproof.
8. CACUBO will select an official service contractor. Exhibitors will receive instructions and information regarding the services to be provided with their confirmation materials.
9. CACUBO, the Hilton Omaha, NE, the Metropolitan Entertainment & Convention Authority Omaha, NE, or any of their officers or staff members will not be responsible for the safety or the property of the Business Partner from theft, damage by fire, accident or other causes. Applicants are advised to consult their insurance broker for proper coverage on display material from the time it leaves their company's premises until its return. CACUBO, the Hilton Omaha, NE, the Metropolitan Entertainment & Convention Authority Omaha, NE or any of their officers, agents, employees or representatives will not be held accountable or liable for, and the same are hereby released from accountability or liability for any damage, loss, harm or injury to the person or any property of the Business Partner or any of its officers, agents, employees or other representatives, resulting from theft, fire or other causes. CACUBO, the Hilton Omaha, NE, and the Metropolitan Entertainment & Convention Authority Omaha, NE will obtain insurance against any such damage, loss, harm or injury.
10. Applicant hereby agrees to indemnify, defend and hold harmless CACUBO, the Hilton Omaha, NE, and the Metropolitan Entertainment & Convention Authority Omaha, NE, from any and all claims, demands, suits and liability, for any damage, loss, harm or injury to any person or any property of the Applicant or any of its officers, agents, employees or other representatives. Applicant assumes responsibility and agrees to indemnify, defend and hold harmless CACUBO, the Hilton Omaha, NE, the Metropolitan Entertainment & Convention Authority Omaha, NE, and their representative employees and agents against any claims or expenses arising out of the use of the exhibition premises. The Applicant understand that neither CACUBO nor the Hilton Omaha, NE, nor the Metropolitan Entertainment & Convention Authority Omaha, NE, maintain insurance covering the Applicants' property and it is the sole responsibility of the Applicant to obtain such insurance
11. Applicants or their agents may not allow any articles to be brought into the Hilton Omaha, NE, or the Metropolitan Entertainment & Convention Authority Omaha, NE or any act done on the premises that will invalidate the insurance or increase the premium on the policies held by the management of the Hilton Omaha, NE, or the Metropolitan Entertainment & Convention Authority Omaha, NE, nor permit anything to be done by their employees through which act the premises, property or equipment of the other Participants will be damaged. No signs or articles can be affixed, nailed or otherwise attached to walls, doors, etc. in such a manner as to damage them. All space is rented subject to these restrictions. Applicant will be held liable for any damage resulting from such violations.
12. Extremely loud noises, such as bells, sirens, buzzers, etc. will not be permitted in order to maintain a business-like atmosphere.
13. Promotional activity is limited to the confines of space assigned by CACUBO. "Working" the aisles, general areas or spaces assigned to others is prohibited.
14. **Applicants may not schedule other events such as meetings, breakfasts, luncheons, dinners or receptions during official CACUBO program hours or while the Exhibit Program is in progress unless express permission is granted by CACUBO.**
15. This document and its attachments represent the entire agreement between the Business Partner and CACUBO and may not be altered unless mutually agreed upon in writing.
16. In the event that any provision of the Agreement or the applications of any such provision to either CACUBO or the Business Partner is held by a court of competent jurisdiction to be contrary to any law, the remaining provisions of this Agreement will remain in full force and effect.
17. This Agreement will be governed by and construed under the laws of the State of Wisconsin, which will be the forum for any lawsuit arising from or incident to this Agreement.
18. In the event that the CACUBO Annual Meeting is cancelled due to fire, strikes, government regulations, acts of God, acts of war or civil strife or other causes beyond their control, CACUBO shall not be held liable for failure to hold the Annual Meeting and Exhibit Program as scheduled. In such events, CACUBO, at its sole discretion, may refund part or all of the exhibit fees and deposits received by CACUBO. Refunds will be limited to maximum of the amount paid by Business Partner to CACUBO. In no event will CACUBO or the Hilton Omaha, NE, or the Metropolitan Entertainment & Convention Authority Omaha, NE be liable for any direct, indirect, actual, special or consequential damages of any nature whatsoever, including but not limited to lost profits, business interruptions or other economic loss to the Business Partner due to cancellation of the Annual Meeting and Exhibit Program as scheduled.

CACUBO Business Partner Coordinator: Jill Yates, Phone 618-971-5413, Email – businesspartnercoordinator@cacubo.org