



SHRM
NORTHERN CALIFORNIA

SHRM
 NORTHERN CALIFORNIA ANNUAL CONFERENCE 2023 Application &
 Contract for Exhibit Space

Hyatt Regency Sonoma Wine Country
 170 Railroad Street, Santa Rosa, CA 95401

Please email the signed contract to norcal@shrm.org.

SHRM NORCAL 2023

Application and Contract for Exhibit Space & Sponsorship

Company Name: _____

Street address: _____

City: _____ State: _____ Zip: _____

Contact Name: _____

Contact Title: _____

Phone Number: _____ Email: _____

Exhibit Space:

Booth(Table) / Sponsorship	Price
6ft. Tabletop:	\$
Sponsorship Opportunity:	\$
Total	\$

Sponsorship Opportunity(s)- Fill in Below (optional- See conference website for more information):

1. _____
2. _____
3. _____
4. _____

Table Assigned: _____

We, the Above signed Company, having read and agreed to the Terms and Conditions on the reverse side hereof, hereby offer to contract for exhibit space and services for the SHRMNORCAL 2023 Annual Conference, sponsored by the Society for Human Resource Management, scheduled October 1 – October 3, 2023 at the Hyatt Regency Sonoma Wine Country, Santa Rosa, CA. Booth will not be assigned unless signed by company:

 Printed Name, Client

 Signature, Client

 Date

 Printed Name, SHRM

 Signature, SHRM

 Date



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Payment:

All contracts received must be accompanied by 100% (full) payment.

Please email the signed contract to norcal@shrm.org.

Please circle which form of payment you would like to apply:

- 1) Credit Card 2) Check 3)ACH or Wire Transfer

Credit Card:

An invoice will be created and you can log in to your profile on SHRM.org and pay invoice online.

Check Payments Remit To:

Society for Human Resource Management
P.O.Box 79482
Baltimore, MD 21270482
accountingoperations@shrm.org / 1 (800) 283-7476

Wire Transfer Details	For ACH Delivery
<p>Society for Human Resource Management (SHRM) General Bank: JPMorgan Chase New York, NY 10017 Routing #: 021000021 Account #: 20000044697279 Swift Code: CHASUS33 Account Name: Operating Account Reference Line: Please include the Order Number from the Invoice.</p>	<p>Bank Routing Number: 028000024 Account Number: 20000044697279 Account Name: Operating Account</p>

Terms and Conditions:

- Character of The Exposition. The exposition, sponsored by the Society for Human Resource Management (SHRM), is a professional show dedicated to human resource management. SHRM reserves the right to determine the eligibility of any company, product or service, the right to cancel this Agreement, and the right to restrict, prohibit or evict any exhibitor or product at any time, if, in the opinion of SHRM, the company/ exhibitor, product, or service detracts from the character of the exposition, disparages SHRM (or its services or products), violates any of the following Terms and Conditions, or is otherwise harmful to SHRM (or its services or products) or the exposition in SHRM's sole discretion. In the event of such cancellation by SHRM prior to the move-in date of the exposition, SHRM will refund the total fee for the booth space (also referred to herein as "exhibit fee"). In the event of cancellation, restriction, prohibition, or eviction by SHRM on or after the move-in date of the exposition, SHRM is not liable for refunding the exhibit fees or any other costs incurred by the exhibitor. In particular, and without limitation, excessive audio/visual attention-getting devices or effects and offensive odors are prohibited. No copyrighted, recorded, or live music may be played or performed in connection with the exhibit.
- Terms of Payment. All contracts received must be accompanied by 100% (full) payment. Cancellations received before August 1, 2023, will result in SHRM retaining \$1,000 per space rented. Cancellations received between August 1, 2023, and August 15, 2023, will result in SHRM retaining 50% of the total fee for the booth space. No requests for refunds will be granted after September 1, 2023
- Display Regulations. Exhibitor must comply with all rules in the SHRM Exhibitor Service Kit (and should review that Kit), as the same may be amended by SHRM in reasonable fashion on reasonable notice to exhibitor, including without limitation the following rules:
- No exhibit may block or interfere with a neighboring exhibit as determined by SHRM.
- Subleasing and Sharing of Exhibit Space Are Prohibited. All signs, displays and products in a booth must be related to the exhibitor's company.
- Exhibit Space Assignments are made on the basis of priority, availability and need, with all assignments made in the best interest of the exposition. SHRM reserves the right to alter an exhibitor's assigned space if it is deemed necessary in the best interest of the exposition. Before exercising its discretion, SHRM will consult with the exhibitor.
- Sales of Product or Samples for cash, check or credit card are prohibited in the expo. Contracts and orders may be written for future delivery of products or services.
- Exhibit Operation. Exhibitor must operate and maintain its exhibit so that no injury will result to any person or property. Hazardous and nuisance causing giveaways are prohibited. Damage to property caused by an exhibitor will be paid for by that exhibitor. Do not paint, tape, nail, screw, drill, or tack anything to the walls, columns, floor, or ceiling of the building, adjoining displays, or the official contractor's display material.
- Fire Department Regulations and All Other Applicable Laws and Regulations must be complied with by exhibitor. Display and packing material must be flame-retardant. Electrical equipment must be UL approved and must be wired by a licensed electrician.
- Insurance. Exhibitor (or General Service Contractor), and its contractors and suppliers working in the exhibit hall, shall obtain and keep in force during the term of the installation and use of the exhibit premises, policies of Comprehensive General Liability Insurance and Contractual Liability Insurance, insuring and specifically referring to the Contractual liability set forth in this Agreement, in an amount not less than \$2,000,000 Combined Single Limit for personal injury and property damage, and shall supply SHRM with a certificate evidencing such coverage. SHRM shall be included in such policies as an additional named insured. Exhibitor acknowledges that SHRM and the exposition venue, do not maintain insurance covering Exhibitor's property and that it is the sole responsibility of Exhibitor to obtain business interruption and property damage insurance insuring any losses by Exhibitor.
- Each Exhibitor Shall Indemnify and hold harmless SHRM from all liability in any way related to Exhibitor's exhibit or any act or omission of Exhibitor or any of its employees or agents; including, without limitation, infringement of any trademark, copyright or other rights of any third parties, accident or injury to invitees, guests, exhibitors, their agents and employees and including loss or damage to personal property. The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on the exposition venue premises and will indemnify, defend, and hold harmless the exposition venue, its owner, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims.
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- Cancellation of Exposition. If SHRM should be prevented from holding the exposition for any reason beyond SHRM control (such as, but not limited to damage to building, riots, strikes, breach by exposition location, disease, acts of government or acts of God), then SHRM has the right to cancel the exposition or any part thereof, with no further liability to the exhibitor other than a refund of exhibit fees less a proportionate share of the exposition cost incurred.
- Exposition Location Rules. Exhibitor shall not cause any violation of the rules of the exposition location.
- Food and Beverages must be purchased from the official concessionaire unless incident to the exhibitor's product line.
- Soliciting outside the confines of the exhibitor's assigned space is strictly prohibited.
- Surveys. You must have written approval from SHRM in order to conduct any survey at the Inclusion21 conference or exposition. Requests must be received two weeks prior to the start of the conference. SHRM reserves the right to decline any survey it sees as inappropriate.
- Labor and Contractors. Exhibitors that plan to use outside contractors must notify SHRM in writing 60 days prior to the exposition. Outside contractors are required to supply verification of liability insurance coverage. All labor must have local union clearance.
- Competitive Events that distract from the conference and exposition are prohibited.
- Non-Exhibiting Companies, Organizations and Individuals who supply products and services to SHRM exhibitors or that supply products or services to SHRM attendees are prohibited from soliciting or otherwise marketing their products and services at the conference and at the exposition.
- Exhibitor Registration is limited to sales, marketing, management, and special booth personnel. SHRM reserves the right to limit the number of exhibitor personnel.
- Installation Show and Dismantling hours and dates shall be those specified by SHRM. Packing of exhibits prior to the close of the exposition is prohibited. Exhibitor shall be liable for all storage and handling charges for failure to remove exhibits by specified time and date.
- Not Assignable by Exhibitor. This Agreement may not be assigned by the exhibitor absent the written consent of SHRM.
- Governing Law and Jurisdiction. This Agreement shall be governed by the internal laws of Virginia. The parties hereby submit to the exclusive jurisdiction of the state and federal courts in Virginia governing any disputes concerning this Agreement, and further agree that they are subject to personal jurisdiction in Virginia in any such dispute.
- Merger Clause. The parties agree that this Agreement (and, any other Agreement referred to herein) contain the complete agreement between the parties and supersede any prior understandings, agreements or representations by or between the parties, written or oral, which may have related to the subject matter hereof in any way.
- Attorney's Fees. In the event of any dispute concerning this Agreement, the prevailing parties shall be entitled to reasonable attorney's fees.
- Amendments to Rules and Regulations. SHRM, at its discretion, may make reasonable changes, amendments or additions to these Terms and Conditions. Any changes, amendments or additions shall be binding on the exhibitor. The ruling of SHRM shall be final in all instances regarding use of any exhibit space.