

**INSTRUCTIONS:** Complete all sections. Obtain authorized signature. Return with 50% deposit to apply for expo space. Receipt of application and deposit will be confirmed in writing. See Payment Terms on reverse.

**1. COMPANY INFORMATION:**

For exhibitor listing please alphabetize company name under letter \_\_\_\_\_.

Company Name \_\_\_\_\_

Street Address \_\_\_\_\_

City/State/Zip/Country \_\_\_\_\_

Company Twitter Handle \_\_\_\_\_

Web \_\_\_\_\_

**2. CONTACT INFORMATION:**

Individual to receive all information on exhibit logistics and operations, including the Expo Service Manual and any Bulletins.

Name \_\_\_\_\_

Title \_\_\_\_\_

E-mail \_\_\_\_\_

\*Telephone (\*Non-U.S. companies list country and city telephone codes.) \_\_\_\_\_

**3. EXPO SPACE PREFERENCE:**

**3.1 Configuration Requested:**

In-Line Booth  Island Booth (includes 4 corners)

In-Line Corner Booth

**3.2 Booth Preference:**

1st \_\_\_\_\_ 2nd \_\_\_\_\_

3rd \_\_\_\_\_ 4th \_\_\_\_\_

**3.3 Competitors:** Please do NOT assign my booth near the following companies.  
\_\_\_\_\_  
\_\_\_\_\_

Each 10' x 10' booth will include pipe and drape, 1 - 8' draped table, and 2 chairs; Booths 300 sq. ft. or less will receive a one-line ID sign upon request.

Expo Staff Registration: Booth space includes one (1) Expo Only Registration for each 100 square feet reserved. Additional Expo Only registrations may be purchased at \$350 per registration and includes conference breakfast, lunch, and snacks at the convention center.

**4. EXPO SPACE RENTAL:**

General Booth Rate = \$50.00 per sq. ft.

Booth size: \_\_\_\_\_ x \_\_\_\_\_ = \_\_\_\_\_ Total Square Feet

Total Square Feet: \_\_\_\_\_ @ \$50.00 per Sq. Ft. = \$ \_\_\_\_\_

Corners charge \_\_\_\_\_ @ \$500.00 per corner= \$ \_\_\_\_\_

**Total Expo Space Rental = \$ \_\_\_\_\_**

Exhibit space and sponsorships are sold separate.

**5. SPONSORSHIPS:**

**PROMOTIONAL OPPORTUNITIES:**

- Lanyards \$15,000  T-Shirts \$25,000
- Aisle Signs \$15,000
- 2020 Expo Fold-Out Floorplan & Exhibitor List \$12,000

**SPONSORSHIP LEVELS:** Benefits include priority expo space assignment, recognition in all conference publications, copy of the opt-in attendee list, access to an interview room, and free CVPR registration. For sponsorship level details, email CVPR@heexpo.com or review the CVPR 2020 website.

- Platinum: \$20,000  Gold: \$10,000  Silver: \$5,500

**Sponsorship Fee = \$ \_\_\_\_\_**

**6. PAYMENT INFORMATION:**

Expo Space Rental = \$ \_\_\_\_\_

Promotional Opportunities = \$ \_\_\_\_\_

Sponsorships = \$ \_\_\_\_\_

Total = \$ \_\_\_\_\_

50% Deposit due with application = \$ \_\_\_\_\_

Note: Balance of Sponsorship and Expo Space Total due March 17, 2020.

- Please invoice: email CVPR@heexpo.com with questions.
- Check enclosed: payable to CVPR 2020. Check must be in U.S. currency drawn on a U.S. bank. Mail to: CVPR, c/o Hall-Erickson, Exhibition Management, 98 E. Chicago Ave, Ste. 201, Westmont, IL 60559-1559
- Credit card: Check here to have invoice sent with online credit card payment information.

**7. AUTHORIZED SIGNATURE:**

This contract shall not be binding unless and until it is accepted and approved in writing by the Managing Director. You are hereby authorized to reserve exhibit space for our use at the IEEE/CVF Computer Vision and Pattern Recognition Conference. We agree to exhibit under and comply with the terms and conditions of the agreement and by the exhibit guidelines as stated in the forthcoming Expo Service Manual.

Name (print): \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date \_\_\_\_\_

*If full payment is not received by due dates outlined in this contract, your signature authorizes CVPR to charge the payments to your credit card on file.*

**By signing this contract, the exhibitor agrees to receive materials by email, and U.S. Mail from CVPR 2020 and its representatives and agents.**

SUBMIT APPLICATION TO: Hall-Erickson, Inc.  
Email: CVPR@heexpo.com • Phone: 630.434.7779 • Fax: 630.434.1216  
Mail to: CVPR, c/o Hall-Erickson, Inc., Exhibition Management,  
98 E. Chicago Ave., Ste.201, Westmont, IL 60559-1559

FOR OFFICE USE ONLY

Total Sq. Ft. \_\_\_\_\_ Booth No.(s) \_\_\_\_\_

Accepted by CVPR 2020 Date \_\_\_\_\_

\_\_\_\_\_  
(For Hall-Erickson, Inc. Managing Director)

# CVPR 2020 RULES GOVERNING EXHIBITION

**1. Sponsors: Principal Purpose.** The word "Sponsors" as used herein shall mean the Computer Vision Foundation (CVF) and the Institute of Electrical and Electronics Engineering (IEEE) Computer Society. The word "Management" as used here in shall mean the Sponsors, their officers or committees or agents or employees acting for it in the management of the Exhibition. The Sponsors are educational, scientific and technical societies organized to provide a mechanism for promoting interchange between the various disciplines represented within the information processing community. As such, they sponsor Conferences and Exhibitions as one means of accomplishing this end. The main purpose of these Conferences and Exhibitions is educational and the Exhibition staged in conjunction with the Conference is a vital element of this educational process. No selling or order taking will be permitted on the Expo floor or other areas controlled by CVPR. The Sponsors and the Exhibitor agree that the purpose of the Exhibition is exclusively for the education of persons attending the Conference, and will conduct themselves accordingly.

**2. Sub-Leasing.** Exhibitor may not sublet his/her space, nor any part thereof, nor exhibit, offer for sale, give as a premium, or advertise articles not manufactured or sold in his/her own name, except where such articles are required for the proper demonstration or operation of Exhibitor's display, in which case identification of such articles shall be limited to the regular nameplate or other identification which in standard practice appears normally on them. Exhibitor may not permit in the booth non-exhibiting companies' representatives. Rulings of the Management shall in all instances be final with regard to use of any exhibit space.

**3. Eligible Exhibits.** Management has sole right to determine the eligibility of any company or product for inclusion in the Exhibition.

**4. Limitation of Liability.** Neither the Sponsors, nor the Exhibition Management (Hall- Erickson, Inc.) nor the Washington State Convention Center nor the City of Seattle nor any of their officers, agents, employees or other representatives, shall be held liable for, and they are hereby released from liability for, any damage, loss, harm or injury to the person or property of the Exhibitor or any of its officers, agents, employees or other representatives, resulting from theft, fire, water, accident or any other cause. The Exhibitor shall indemnify, defend and protect Sponsors, Management, the Washington State Convention Center and the City of Seattle against, and hold and save Sponsors, Management, the Washington State Convention Center, and the City of Seattle harmless from, any and all claims, demands, suits, liability, damages, loss, attorney's fees and expenses of whatever kind or nature, which might result from or arise out of any action or failure to act on the part of the Exhibitor or any of its officers, agents, employees or other representatives. All Exhibitors are required to provide for their own floater insurance coverage, protecting against damage, loss or theft, and business auto coverage.

**5. Installation - Showing - Dismantling.** Hours and dates for installation, showing, and dismantling shall be those specified by Management. Exhibitor shall be liable for all storage and handling charges resulting from failure to remove exhibit material from the Exhibition before conclusion of this dismantling period as specified by Management.

**6. Damage to Property.** Exhibitor is liable for any damage caused to building floors, walls, or columns, or to standard booth equipment, or to other Exhibitor's property. Exhibitor may not apply paint, lacquer adhesive or other coating to building columns and floors or to standard booth equipment.

**7. Alcoholic Beverages/Food Distribution.** Exhibitors should check with Show Management if they plan on distributing alcoholic beverages or food items during the CVPR 2020 Exhibits.

**8. Attendance.** Management shall have sole control over admission policies at all times.

**9. Booth Representatives.** Exhibitor's booth representatives shall be restricted to employees of exhibiting company who are actually working in Exhibitor's booth. Booth representatives shall wear "EXHIBITOR" badge identification, furnished by Management, at all times. Management may limit the number of booth representatives at any time. All Exhibitor's company personnel other than those working in booth are to register as attendees at the Expo.

**10. Demonstration Equipment Placement.** All demonstration equipment including operator's position must be located at least two feet removed from the aisle line of the exhibit area. No display material and/or equipment can be placed in meeting rooms of the Convention Center or in conference hotels without written permission from Management. Exhibitor warrants and agrees that the Exhibitor is solely responsible for assuring that its exhibit, demonstration(s) and all related materials are accessible to persons with disabilities and complies with all applicable provisions of the Americans with Disabilities Act.

**11. Decoration.** Management shall have full discretion and authority in the placing, arrangement, and appearance of all items displayed by Exhibitor, and may require the replacing, rearrangement, or redecorating of any item or of any booth which Management deems inconsistent with the Principal Purpose of the Exhibition or inappropriate for any other reason, and no liability shall attach to Management for costs that may evolve upon Exhibitor thereby. Exhibitors building special background or side dividers must make certain that the surfaces of such dividers are finished in such a manner as not to be unsightly to Exhibitors in adjoining booths. If such surfaces remain unfinished at Noon on opening day of the Exhibition, Management shall authorize the official decorator to effect the necessary finishing and Exhibitor must pay all charges involved thereby.

**12. Exhibitor's Representatives' Responsibility.** Exhibitor agrees to indemnify Management against and hold it harmless for any claims arising out of the acts or negligence of Exhibitor, his/her agents or employees.

**13. Exhibitor's Withdrawal.** Fifty percent of total cost under contract will be retained by CVPR 2020 when written notice of intent to withdraw is received at the CVPR 2020 Exhibition Management office prior to 3-17-2020. No refunds will be issued for withdrawal notices received on or after 3-17-2020. Withdrawal notice does not eliminate financial liability of balance due when withdrawing.

**14. Exhibit Space Reduction.** Exhibitors who reduce contracted exhibit space prior to 3-17-2020 will be charged 50% of originally purchased exhibit space plus an additional 10% penalty on originally blocked space. If request to reduce space is received after 3-17-2020, exhibitor

shall remain liable for the total rental amount (including any balance due) of its original square footage, and CVPR 2020 will be entitled to retain all sums previously paid. Such replacement exhibit space(s), if any, shall be provided based on availability as determined at Management's sole discretion. Additional charges may apply, depending on final booth size.

**15. Insurance Requirements.** All exhibitors participating in CVPR 2020 are required to obtain general public liability insurance in the amount of one million dollars (\$1,000,000) per occurrence. CVF, IEEE and Hall-Erickson, Inc. shall be named as additional insureds on the general liability policy. Such insurance maintained by the exhibitor must be issued by an insurance company with an A.M. Best rating of AVIII or higher and shall include coverage of the indemnification obligations of the exhibitor under these rules and regulations. Each exhibitor is also required to carry workers compensation protecting employees in accordance with the laws of the state in which the exhibition is being held. Nothing in this paragraph shall limit the amount of liability an exhibitor may be responsible for.

**16. Exhibitor's Discussions; Costumes; Promotion.** Exhibitor shall not engage in any activities in the aisles or in booths other than his/her own. Exhibitor's representatives wearing distinctive costumes, or carrying banners or signs separately or as part of their apparel must remain in their own booths.

**17. Failure to Hold Expo.** Except as the Exhibitor's rental obligations may be reduced as set forth in paragraph 13, the Exhibitor is responsible for total booth rental irrespective of the reason for the cancellation by the Exhibitor because of the failure of an Exhibit to arrive for any reason, or cancellation by Sponsors of the Exhibition, in whole or in part, as the result of riot, strike, civil disorder, act of war, act of God, or any other reason of any kind whatsoever not within Sponsors' control.

**18. Floor Load.** Under no circumstances may the weight of any equipment or exhibit material exceed the hall's maximum floor load. Exhibitor accepts full and sole responsibility for any injury or damage to property or person resulting from failure, knowingly or otherwise, to distribute the load of his/her exhibit material in conformity with the maximum floor load specifications.

**19. Flammable Materials.** No flammable fluids or materials of any nature may be used in any booth and/or decorative materials, including any materials the use of which is prohibited by national, state or city fire regulations.

**20. Lotteries; Contests.** The operation of games of chance or lottery devices, or the actual or simulated pursuit of any recreational pastime is permitted only on written approval from Management.

**21. Noise and Odors.** No noisy or obstructive work will be permitted during open hours of the Exhibition, nor will noisily operating displays, nor exhibits producing objectionable odors, be allowed.

**22. Obstruction of Aisles or Booths.** Any demonstration or activity that results in excessive obstruction of aisles or prevents ready access to nearby Exhibitor's booth shall be suspended for any periods specified by Management.

**23. Regulations Governing Displays.** Regulations relating to maximum allowable heights of back wall and sidewall display panels are included with the Expo Service Manual to be distributed in February 2020.

**24. Rejected Displays.** Exhibitor agrees that his/her exhibit shall be admitted and shall remain from day to day solely in strict compliance with the rules herein laid down. Management reserves the right to reject, eject, or prohibit any exhibit in whole or part, or Exhibitor or his/her representatives, with or without giving cause. If cause is not given, liability shall not exceed the return to Exhibitor of the amount of rental unearned at the time of ejection. If an exhibit or Exhibitor is ejected for violation of these rules or for other stated reasons, no return shall be made.

**25. Safety Devices.** Exhibitor agrees to accept full responsibility for compliance with national, state, and city regulations in the provision and maintenance of adequate safety devices and conditions for the operation of machinery and equipment.

**26. Samples; Souvenirs.** Samples, souvenirs, publications, etc. may be distributed by Exhibitor only from within his/her booth. The distribution of any article that interferes with the activities in or obstructs access to neighboring booths, or that impedes aisles, is prohibited. Balloons (air or helium) are prohibited.

**27. Signs; Sign Copy; Illumination.** No "sold" signs of any nature which designate prices or notices of "sales", etc., are permitted. Electric flashers are prohibited. Should the wording on any sign or area in an Exhibitor's booth be deemed by Management to be contrary in any way to the best interest of the Exhibition, Exhibitor shall make such changes or remove sign as requested by Management. Management's decision will be final in such matters.

**28. Sound Amplifying Reproducing Equipment.** The use of sound systems is permissible, provided they are not audible more than 3 feet into the aisle or into neighboring booths, and that the sound is directed exclusively into the Exhibitor's booth. Noise levels must be held to an 80-decibel maximum at all times. Management shall have absolute control over this regulation, the intent of which is to ensure that sound systems shall not be audibly objectionable to neighboring Exhibitors. Sound amplification may be used by an Exhibitor only for the dissemination of information to the CVPR 2020 audience directly relating to products and/or services of the particular Company displaying such products and/or services at CVPR 2020.

**29. Amendment to Rules.** Any matters not specifically covered by the preceding Rules shall be subject solely to the decision of Management. These Rules may be amended at any time by Management, and all amendments so made shall be binding on Exhibitor equally with the foregoing Rules and Regulations.

**30. Agreement to Rules.** Exhibitor, self and employees, agrees to abide by the foregoing Rules and by any amendments that may be put into effect by Management.