Back for the sixth year in a row, APA’s Tech Zone will once again feature the latest in planning technology. Everything from augmented reality to 3D printing will be on display in this exciting and interactive exhibit space. Are you ready to show the world the future of planning?

### Commercial & Non-Profit Booths

**Pricing**

APA Tech Zone exhibitors must have a product or service that utilizes a physical hardware or software developed to improve planning practices. Exhibitors can also demonstrate a new application of an existing technology to improve planning practices.

- 10’ x 10’ ................................................................. $5,000
- 10’ x 20’ ............................................................... $10,000
- 20’ x 20’ ............................................................... $17,000

**What’s Included**

**Furniture & Equipment**
A curtained backdrop, 3’ curtained side walls, carpeting, electric, Internet, one computer kiosk, and one monitor. Exhibitors must bring their own laptops, or purchase a rental. Additional furniture and equipment may be purchased using the Exhibitor Services Manual.

**Registration & Passes**
- One (1) Complimentary Full Conference registration, which allows access to all sessions and free workshops.
- Three (3) Expo-Only passes, which allow booth staff entrance into the Expo Hall, but does not include access to any other components of the APA Conference.

**Exhibitor Presentation**
One (1) 30-minute slot on the Tech Zone Presentation Stage.

### Start-Up Station

**Pricing**

The Start-Up Station is a dedicated space shared between a maximum of eight Exhibitors. Eligible companies must be a newly emerged entrepreneurial venture (within three years of original conception) with under 25 employees.

Start-Up Station .......................................................... $3,000

**What’s Included**

**Furniture & Equipment**
Each Exhibitor will have about 25 square feet and a station equipped with carpeting, electric, Internet, and a podium kiosk to host a laptop. Exhibitors must provide their own laptops or purchase one for rental.

**Registration & Passes**
- One (1) Complimentary Full Conference registration, which allows access to all sessions and free workshops.
- One (1) Expo-Only pass, which allows entrance into the Expo Hall, but does not include access to any other components of the APA Conference.

**Exhibitor Presentation**
One (1) 30-minute slot on the Tech Zone Presentation Stage.

**About Exhibitor Presentations**

Every exhibitor, including Start-Ups, is allotted one (1) 30-minute time slot to demonstrate your latest products and software on the APA Tech Zone Presentation Stage. APA welcomes all presentation formats including lectures, informal discussion and panel discussions. A large screen and seating for 100 will be provided. Exhibitors must submit the title of their presentation, speaker names, and description to be included in the conference program.
American Planning Association's National Planning Conference
Houston, April 25-28, 2020

APA TECH ZONE

Return by March 6, 2020 (payment must accompany application) to:

Mailing address
Attn: Rachel Barkin, Account Executive
2025 M Street NW, Suite 800
Washington, DC 20036

Contact
202.367.2329
fax: 202.367.2173
rbarkin@townsend-group.com

Instructions

Please note: Your company's name will appear on all conference materials as it is listed below. All applications must be accompanied by full payment. Make check payable to American Planning Association. U.S. funds only.

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☐ Yes! Please provide a complimentary identification sign for my booth. Booth identification sign should read as follows: (40 characters maximum)

☐ Yes, I want to enhance client contact by advertising Planning magazine.

Please call: __________________________________________________________________________ at: ____________________________________________

Number of booths requested (check one)

☐ 10 x 10 Booth : $5,000 ☐ Start-Up Kiosk: $3,000
☐ 10 x 20 Booth: $10,000
☐ 20 x 20 Booth: $17,000

Preferred booth number(s) as shown on the floor plan. Assigned on a first-come, first-served basis. If your preferred location is not available, APA will assign you to the closest available booth.

1. __________________________ 2. __________________________
3. __________________________ 4. __________________________

Payment

Credit card payment in the amount of $____________________

Note: All credit card charges will incur a 3% processing fee.

☐ MasterCard ☐ Visa ☐ American Express

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Check enclosed in the amount of $____________________

* Please enter the amount to be processed at the time you submit your application.

SIGNATURE

DATE
Contract
The exhibitor agrees that the American Planning Association (APA) has the sole right to determine the eligibility of any company, agency, product, or service to be included in the exhibition, and retains that right through the end of the exhibition. No contract is formed until an application is accepted by APA and the exhibitor is notified. Should APA accept the application and later determine to prohibit the entire exhibit, the exhibitor agrees that its damages shall be limited to a refund of its application fee.

Assignment of Booth Space
Booth space will be assigned on a first come, first served basis. APA will attempt to accommodate exhibitor location and other preferences, however, such accommodations cannot be guaranteed in the event of a conflict regarding space or other material conditions. APA has the right to assign space to the Exhibitor, rearrange the floor plan, or relocate any exhibit at any time before or during the exhibition.

Exhibit Dates
The exhibition area is open Saturday, April 25 through 3:00 p.m. on Monday, April 27.

Exhibit Setup
Installations of exhibits will commence on Friday, April 24, 2020 at 8:00 a.m. Exhibits must be fully installed by 4:00 p.m. Friday, April 24, 2019. After this hour no installation work will be permitted without special permission from APA.

Exhibit Teardown
All exhibits must remain intact until 3:00 p.m. Monday, April 27, 2020 and may not be dismantled or removed until that time. Exhibits should be packed and ready to move by 1:00 p.m. on Tuesday, April 28, 2020. If this deadline is not met, APA reserves the right to remove materials from the show floor, and charge the expense for doing so to the participant. APA is not liable if such removal causes damage to the materials.

Booth Payment and Occupation of Exhibit Space
No booth reservation is firm without full payment. Booth on a courtesy hold will be forfeited if full payment is not received within 30 days of submitting the application.

No part of inline displays except equipment therein maybe higher than eight (8) feet along the back wall unless specific written permission is granted by APA. No perpendicular obstruction eight (8) feet in height may extend forward more than 50 percent of the distance from the back wall, and none over 36 inches in height shall extend forward for the remaining space to the front of the booth. Exceptions are subject to APA approval, and requests must be made in writing at least 60 days prior to the start of the Exhibition.

Peninsula spaces (10x20) have aisles on three sides and two corners. The back wall shall be centered on the non-aisle side and not exceed in width one-half the dimension of this side. Height may not exceed eight (8) feet. Island spaces are to be accessible from all four (4) sides, with an openness or transparency of sight lines allowing attendees to view the surrounding exhibit area through the island booth. Island booth structures cannot exceed a height of ten (10) feet. Island hanging signage may not exceed twelve (12) feet in height and is to be contained within the assigned booth space. All island hanging signs need to be approved by the official contractor. In an island space, a set back of one (1) foot will be required for any structure longer than four (4) feet and higher than four (4) feet. Exhibits not conforming to these specifications or which in design, operation, or otherwise, are deemed objectionable in the opinion of APA will be prohibited.

Cancellations
Cancellation of exhibit space must be directed in writing to APA. Cancellations shall be effective upon receipt of notice to APA. Exhibitors who cancel will not receive a refund.

Exhibitor Services
Arata Expositions, Inc. can provide all usual trade show services including labor. Exhibitors shall employ only union labor, as made available by the official contractor, in the installation or dismantling of their exhibit and in its operation when required by union agreements. An exhibitor using an outside contractor for the above work must notify APA Exhibit Management no later than 30 days prior to the exhibition identifying the contractor(s), listing the supervisory personnel and supplying evidence of adequate liability insurance coverage by original copy. Upon arrival at the show, exhibit house personnel will check in with show management or their selected agents to present their credentials and receive permission to work on the floor.

APA, on behalf of exhibitors, will arrange with responsible parties for various exhibitor services. Complete information regarding carpeting, drayage, furniture, electrical work, etc., will be furnished well in advance of the exhibition dates.

Safety & Fire Laws
All applicable fire and safety laws and regulations must be strictly observed by all exhibitors. Cloth decorations must be flameproof. Wiring must comply with local fire department and the conference facility’s rules. Asiles and fire exits must not be blocked by exhibits. No combustible decoration, such as crepe paper, cardboard, or corrugated paper, shall be used at any time. All packing containers, wrapping material, etc., are to be removed from the exhibit floor and may not be stored under tables or behind the exhibit. Open flames, butane gas, and oxygen tanks are not permitted.
Exhibitor Service Desk
Provisions have been made to maintain an Exhibitor Service Desk throughout the exhibition’s installation, operation, and dismantling period. The Exhibitor Service Desk will feature vendors that can assist with decorating, electric, audiovisual, shipping, and Internet.

Material Handling
All shipments must be prepaid and consigned by the shipping instructions as specified in the Exhibitor Service Kit. Exhibits and related materials will not be accepted in advance as freight by the George R. Brown Convention Center and will be redirected to Arata Expositions, Inc. at the exhibitor’s expense.

Care of Exhibit Space
Exhibitors shall care for and keep in good order all space occupied by them. Special cleaning and dusting of booth, display, and equipment material will be the exhibitor’s responsibility and shall be performed at the exhibitor’s expense.

Exhibit Standards
APA shall have the right to prohibit and remove any exhibit or part of an exhibit which in APA’s sole judgment is not suitable to or in keeping with the character or purpose of the exhibition. APA Exhibit Management will notify the exhibitor and detail what modifications, if any, will avert the prohibition or removal. If an exhibitor is asked to remove an exhibit, or part thereof, and fails to do so promptly, APA will remove the exhibit or part thereof, and the exhibitor agrees to pay the reasonable costs of such removal.

Conduct of Exhibitors
Exhibitors shall conduct themselves in a professional, ethical, and otherwise appropriate manner at all times and in conformance with these regulations. APA reserves the right to deny the privileges of the floor to any and all exhibitors who do not do so. Exhibitor’s representatives manner, appearance, and dress must be such as not to offend even the most critical. Exhibitors operating audio or any other noise creating devices shall do so only at a level which will not interfere with other Exhibitors or add unduly to general acoustic inconvenience, or APA may require discontinuance of their use. Should the wording on any sign or area in Exhibitor’s booth be deemed by APA to be contrary in any way to the best interests of the trade show, Exhibitor shall make such changes as are requested by APA. All demonstrations of services or equipment, interviews, and other exhibit activities must be conducted so as not to infringe on the rights of other Exhibitors or offend visitors to the exhibit. APA reserves the right to restrict exhibits which, because of noise, method of operation, or any other reason, become objectionable or otherwise detract from or are out of keeping with the character of the Expo as a whole. It may forfeit installation or request removal or discontinuation of any exhibit or promotion which, if continued, departs substantially from the description given advance approval. In the event of such restrictions or evictions, APA is not liable for any refund of rental or other expenses. Advertising, displays, demonstrations, conferences, entertainment, convention, registration, and hospitality rooms in the interest of business are not permitted except by firms that have rented space to exhibit. Any breach of this rule may result in Exhibitor being ejected or barred from the show.

Exhibitor Service Kits
At the time of booth assignment, contracts will be executed and confirmations emailed to the exhibitor. Exhibitor Service Kits will be sent approximately 60 days before the show. These kits will include any amended or additional rules and regulations, official show hours, set-up and dismantle hours, all service contractor related order forms, and all auxiliary services order forms. Please review all information carefully and be aware of all required cut-off dates.

Music Licensing
Exhibitors agree to comply with existing regulations on music licensing and agree to indemnify and hold harmless APA against any claims or expenses arising from noncompliance with these regulations.

Admission
APA shall have sole control over all admissions. All persons who visit the exhibit area will be admitted according to the rules and regulations of the exhibition, as APA may amend from time to time.

Insurance, Liability, and Indemnification
The exhibitor assumes the entire responsibility and liability for injury to its officers, principal, employees, agents, and contractors for any damage caused by the exhibitor to the facility housing the exhibit and for loss or damage to exhibitor’s displays, equipment, and other personal property brought upon the premises of the George R. Brown Convention Center. The exhibitor also agrees to indemnify and hold harmless APA and George R. Brown Convention Center, their respective officers, directors, members, employees, and agents for any claims that may arise from the operation of the exhibit, including but not limited to, transportation and setup of personal property and display and dismantling of same. Exhibitors are advised to add to their existing insurance a portal-to-portal rider to protect them against loss or damage to materials from fire, theft, accident, etc. Exhibitors agree to maintain such insurance that will fully protect the exhibition management from any and all claims of nature whatsoever, including claims under the Worker’s Compensation Laws, and for personal injury, including death, which may arise in connection with the installation, operation, or dismantling of the exhibitor’s display. The exhibitor acknowledges responsibility for obtaining insurance in an amount of not less than one million dollars ($1,000,000) for personal injury, death, or property damage in any one occurrence. Such insurance shall include coverage of the indemnification obligations of the exhibitor under these Rules and Regulations and shall cover APA and the official show decorator as additional named insurers. Exhibitor shall provide APA with a copy of such insurance policy at least 30 days prior to exhibition. Exhibitor is responsible for obtaining, for its protection and entirely at its expense, such property insurance for its exhibit and display materials as exhibitor deems appropriate.

Americans With Disabilities Act
Exhibitors shall be responsible for making its exhibit space accessible to persons with disabilities as required by the Americans with Disabilities Act and shall hold APA, its agents, and employees harmless from any consequences of exhibiting companies that fail in this regard.
FACILITY TO VERIFY ALL DIMENSIONS AND LOCATIONS.

ARCHITECTURAL COMPONENTS OF THE FACILITY IS A

EITHER EXPRESSED OR IMPLIED ARE MADE WITH

OF AN EXHIBIT, IT IS THE SOLE RESPONSIBILITY

ACCURACY OF ALL INFORMATION CONTAINED

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