

CREATIVATION



Exhibitor Prospectus

January 16-20, 2020

Education begins: January 16

Trade show floor open: January 18-20

Phoenix Convention Center
Phoenix, Arizona



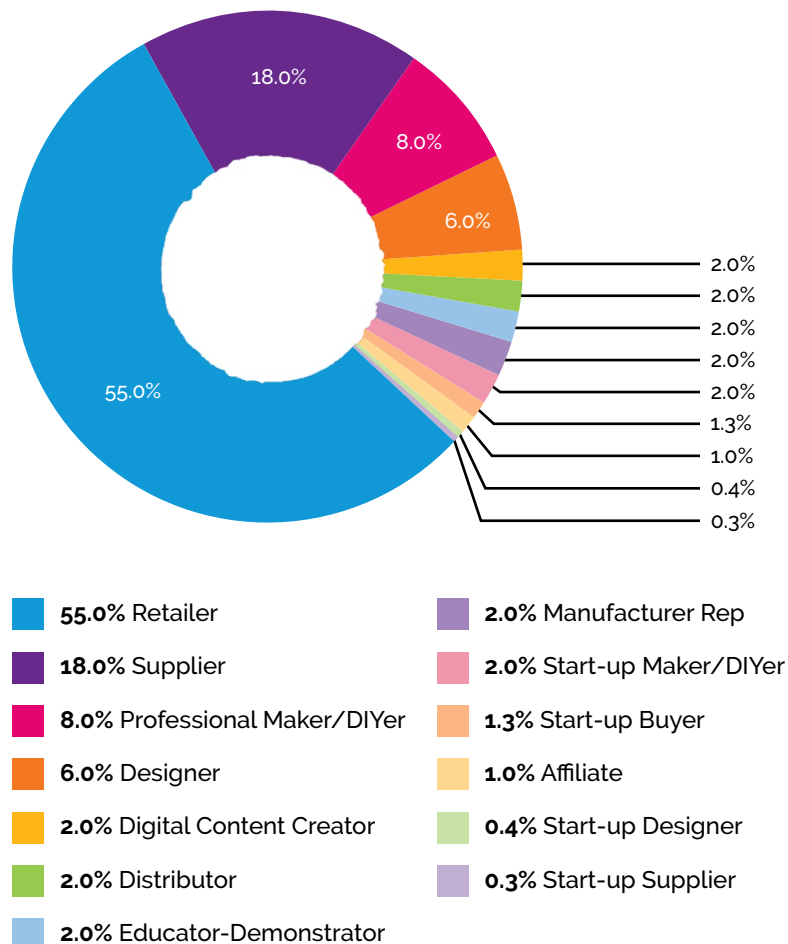
**ASSOCIATION
FOR CREATIVE
INDUSTRIES**

Why Exhibit at CREATIVATION 2020?

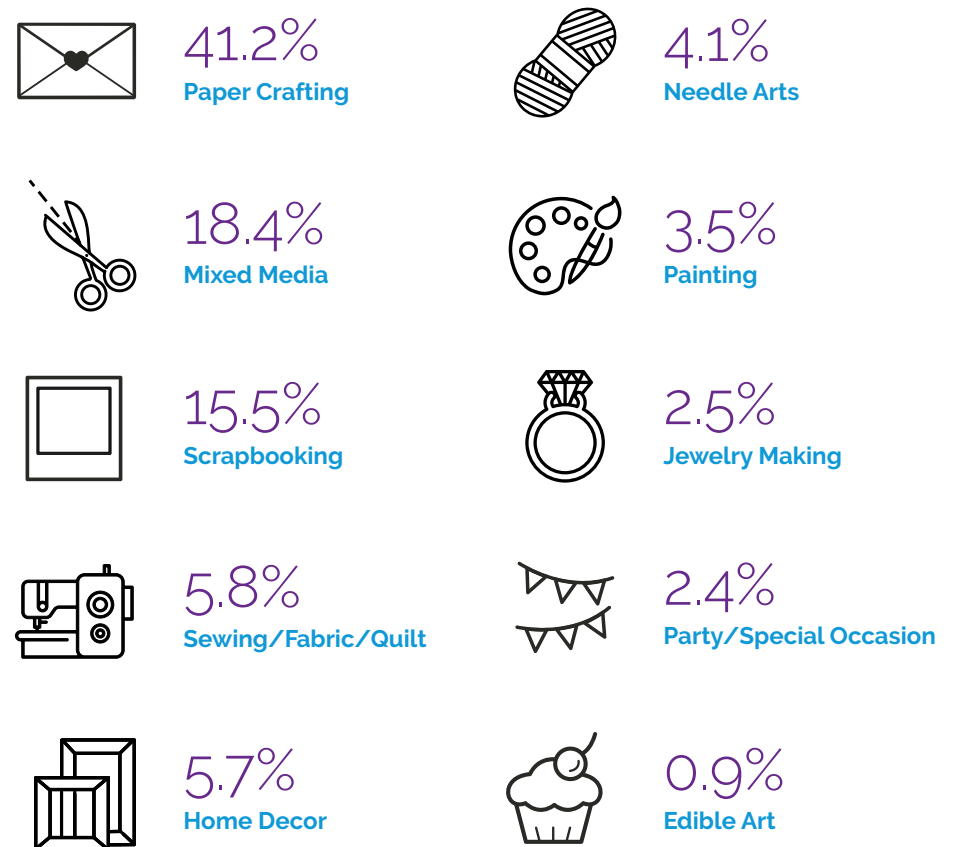
Creativation brings together motivated retail buyers, global media outlets, bloggers, trendsetters and influencers across every segment in the creative arts industry. They converge for five days of creative business classes and hands-on product training workshops, networking, and insights into the latest trends and product innovation.

Explore the diversity of our attendee network!

Attendee Roles



Business Categories



CREATIVITY

By the Numbers 2019

Over
4,400
Total Attendance

1,750

Buyers & Retailers

295

Makers/DIYers

190

Designers

184

Press, Educators, Affiliates

58

Digital Creators

Who wanted to place orders?

A.C. Moore
B&H Photo
Ben Franklin Crafts
Blick
Crayola
Hayneedle.com
Herrschners
Hobby Lobby Stores Inc.
Hochanda Ltd
HSN – Home Shopping network
Illuminated Journaling
JOANN
Kroger, Co.
Jet.com
Oriental Trading Company, Inc.
Overstock.com
Scrapbook.com
Target Corporation
The DMC Corporation
The Michaels Companies
Wal-Mart Stores, Inc.
Zulily

Thank You to our 2019 Exhibitors!

3L Corporation
3M
49 And Market, LLC
Acme United Corp
ACTIVA Products Inc
Adhesive Technologies Inc
Advantus Corp
AEC Offshore Trading Pvt Ltd
Aladine
Altenew, LLC
Alumilite Corp
American Cake Decorating
American Crafts
Amodex Products Inc
Antallia Enterprises Inc
Arco International Inc.
Arkon Resources, Inc
Art Gone Wild! /
Stampers Anonymous
Art Impressions
Art Table Garden
ArtBin by Flambeau
Artibalta UAB
ArtSales/Roselace/Belagio
Artsiz
Association For
Creative Industries
Authentic Knitting Board
Authentique Paper, LLC
Avery Elle Inc
Beacon Adhesives
Beadalon
Bob Ross Inc The Joy
of Painting
Brother International Corp
Buttons Galore and More
byShannonGreen
Calambour SRL
Camelot Fabrics/
Eugene Textiles
Carabelle Studio SAS
Catherine Pooler Designs
Chameleon Art Products Ltd

Charity Wings/
Scrapbook Royalty
Chibitronics
Clear Scraps
ClearBags
Clearsnap
Clover Needlecraft Inc
Coats & Clark
Concord & gth
Cousin Corp of America
Craft Yarn Council
Crafter's Companion
Crafters Corner
Crafters Home
The Crafter's Workshop
CutterPillar
Czarnowski
DAP Products Inc
Dare 2B Artzy
Darice Inc
Darkroom Door
Debbi Moore Designs
DecoArt Inc
Deflecto
DESIGN MASTER color
tool, inc.
Design Works Crafts Inc
Designs by Reminisce
Diamond Yarn USA
Dixon Ticonderoga Co
Doodlebug Design Inc
Dreamerland Crafts
The Dusty Attic
Echo Park Paper Company
Eclectic Products Inc
Ecstasy Crafts
Ellison
Emerald Creek Ventures Inc
ENMART
Environmental
Technology Inc
Esprux Technologies
Exotic Products

Expo International Inc
Faber-Castell USA Inc
Fabric Editions, Inc
Fiskars Brands Inc
Flex Knit Needles
Foundations Decor LLC
Four Brothers Co., Ltd.
Fox Chapel Publishing Co Inc
FPC Corporation
frabjous fibers &
Wonderland Yarns
Fresh Cut Crafts
Fujifilm NAC
Fy Hal Inc.
G.T. Luscombe Co Inc
Gina K Designs
Glue Dots International
Golden Global Sales
The Grace Co Fine
Quilting Frames
Graphic 45 LLC
Hampton Art LLC
Hangzhou Kelong Electrical
Appliance Tools Corp
Happy Crafters
Hawk Importers Inc
Heffy Doodle
Help Heal Veterans
Hero Arts Rubber Stamps Inc
High Hope Int'l Group
Jiangsu Medicines &
Health Products IMP & EXP
Corp LTD
High Standard Products
Hoooked BV
IKONICS Imaging
Imagination International Inc
Imagine
Ink Road Stamps
INKBYJENG
inQbrands
Jack Dempsey Needle Art
Jerry Q Art Materials LLC

Jiangxi Paintpal Industrial
Co Ltd
Joggles.com, LLC
John Bead Corp Ltd
Joint Stock Company Gamma
Trading House
Judikins Inc
Kaisercraft Pty Ltd
Katy Sue Designs Ltd
Kit xChange by Alicia Klein
Krylon div The Sherwin-
Williams Co
Kunin Felt, a div. of Foss
Performance Materials
La La Land Crafts
La Ribbons and Crafts Inc
Lawn Fawn
LC Design Company
Life of the Party
Like Sew
Linyi Jienuo Plastic
Package Factory
Lion Brand Yarn Co
Little Darlings
Rubber Stamps
Looney Labs
May Arts
Mediajet
Modern Retail Solutions
Momenta Inc
Morex Ribbon
MultiCraft
My Mind's Eye, Inc
My Sweet Petunia
Needle Industries (India)
Private Ltd
Needleart World
Ningbo Flyingking Import &
Export Co., LTD
Ningbo Vivi Stationery and
Gift Co., Ltd.
Notions Marketing Corp
Now That's a Jig!®

Oceanis Inc
Omega Distribuidora de
Hilos, S.A. de C.V.
P. Graham Dunn
Paper House Productions
Paper Rose Studio
PaperArtsy
Pebeo of America
Penless
Penny Black Rubber Stamps
Pepperell Braiding Co Inc
Personal Impressions
Petersen-Arne
Petticoat Parlor
Photo Dies LLC
Photo Play Paper
Photocentric Inc
Picket Fence Studios
Pink and Main
Pinkfresh Studio
Pioneer Photo Albums Inc
Plaid Enterprises Inc
Playing Unlimited, Inc.
PMA Industries, Inc
PME Cake Supplies
Polkadots and More
PolyGel
POSIM
Premier Yarns
Prima Marketing Inc
Prime Publishing LLC
Products from Abroad/
Stephanoise USA
Ranger Industries Inc
Renshaw Americas
Rinea
The Robin's Nest
Royal & Langnickel
Brush Mfg
Sakura of America
Sargent Art Inc
Satin Fine Foods

Scrapbook Customs
(Stamping Station)
Second Nature Ltd
SGS North America CRS
Shanghai Better Arts & Crafts
Ent Co Ltd
Simple Stories
Spellbinders PaperArts, LLC
Spinrite LP
The Stamp Market
Stampendous! Inc
Stamperia International KFT
Stamplistic
Stamp-N-Storage
Stick Together Products LLC
Studio Designs Inc
Studio Katia
SuperTite Adhesives
Tape Technologies, Inc.
Teresa Collins LLC
Testors Corporation
The Art and Creative
Materials Institute (ACMI)
Therm O Web Adhesives &
Interfacings
Toner Plastics Inc
Tonic Studios USA Inc.
Uchida of America Corp
Uchi's Design
Velcro USA Inc
Victor Technology
Vigorhood Pacific Ltd
Waffle Flower Crafts
Wagner Spraytech
Webster's Pages
Winky&Dutch
Winneconne Crafts
WOW! Embossing Powder
Xiongyue Ltd
Xyron Inc
Zen Yarn Garden
Zhejiang Dongzheng Craft
Products Co. Ltd

The Power of Our Network

Creativation coverage on AFCI's social media channels will place your company in front of our followers in attendance and around the globe.

The top reasons for attending cited by 2019 attendees are to **purchase inventory for my business** and **learn about new trends, techniques and products**.

Facebook

82.7K

likes

facebook.com/AFCI.Global

Twitter

17.9K

followers

twitter.com/afci_global

Instagram

9,789

followers

instagram.com/afci_global



Creativation is a unique opportunity to hear from the leaders of the industry. It allows you learn about important products or business methods that you may not have heard of or have been exposed to otherwise.

– 2019 Attendee



What's Included?

The following equipment and services are included in the cost of your space.

Table Top Package

- 8' draped table placed against back draped wall
- Company ID Sign
- One side chair
- One-time booth cleaning prior to show open

Standard Booth Basic Package: (Included Per Contract)

- Company description listing of 30 words or less to be used in onsite materials, if submitted by deadline
- Company listing in conference mobile app
- Company ID Sign
- Standard booth drape — 8' high, back and 3' side walls
- One-time booth cleaning prior to show open
- Full-time service desk
- Two (2) complimentary badges for the initial 10' x 10' contracted, one complimentary pass for each additional 10' x 10' contracted. Exhibitor badges provide trade show access only.
- One Post-Show Attendee List

New Exhibitor Package

- NexxtWall with graphics - 8' high, back and side walls
- Company description listing of 30 words or less to be used in onsite materials, if submitted by deadline
- Company listing in conference mobile app
- Company ID Sign
- Standard booth carpet
- One-time booth cleaning prior to show open
- Full-time service desk
- Two (2) complimentary badges for the initial 10x10 contracted, one complimentary pass for each additional 10' x 10' contracted. Exhibitor badges provide trade show access only
- One Post-Show Attendee List

Exhibit Booth Details

Booth Sizes	Member Rate	Non-Member Rate
10' x 10'	\$2,095	\$3,595
Corner Fee (10' x 20' minimum)	\$400	\$400
Bonus Booth*	\$550	N/A
New Exhibitor Package (additional charge per)	\$700	\$700
Table-Top (limited quantity)	\$995	\$1,595

*Bonus booth pricing applies to any space which is an increase from the total square footage a company contracted at the last AFCI show, including any bonus space purchases. To qualify for bonus booth(s), a company must have membership and will be honored for two consecutive years.

“Creativation is more than a trade show. I was able to learn about business topics that will help me build my company. I also learned about new products before they will be available to the general public which was very exciting.”

– 2019 Attendee

Meet the Team



Kris King

Sales Manager
kking@afci.global



Rita Dicuccio

Sales Coordinator
rdicuccio@afci.global

Sales Inbox

Our sales team will work with you on custom partnership packages that best fit your goals and needs.

Sales@afci.global

Interested in becoming an AFCI member?

Contact AFCI Membership Director **Jason Baum** at jbaum@afci.global or (312) 673-5428

CREATIVATION 2020 Sponsorship Opportunities



Creativation University

Exclusive – \$25,000

Maximize your visibility pre-show and onsite by sponsoring our entire Conference program. Your branding will be included in all pre-show marketing of the Conference and on display everywhere the Conference program is onsite including in all classrooms and all entryways to the class hallways.



Wi-Fi Sponsorship

Exclusive – \$20,000

Per Day Sponsor – \$5,000

(must have five sponsoring companies for a per day Wi-Fi option)

Attendees will be notified of the free Wi-Fi service several times prior to the event and sponsor will be recognized and thanked in each notification. As the official Wi-Fi provider in all conference session rooms and common areas at Creativation, your company will receive:

- Recognition and thanks in all printed and online event materials – conference brochure, program guide, event web site and registration confirmation
- Recognition in all session rooms thanking sponsor for providing free WiFi access
- Home screen/landing page directing users to URL/message of sponsor's choice



Attendee Bags

Exclusive – \$15,000

5-Sponsors – \$5,000

(Need minimum of 5 sponsors for multiple sponsor opportunity)

Co-Sponsor with AFCI. This is the bag that every attendee will carry with them during the trade show. Sponsor receives recognition in pre-show marketing, website, and Show Directory.

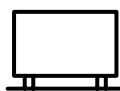


Registration

Exclusive – \$12,500

Registration is the first point of visibility for your company at our conference. By sponsoring our registration desk, you will have the perfect opportunity to get your name in front of all of our attendees.

First Right of Refusal through July 15, 2019



Stage Sponsorship

\$10,000 per Stage

Sponsor the Creativation Main Stage, or Education Theater on the Creativation Show Floor.

- Recognition and thanks in all printed and online event materials – conference brochure, program guide, event web site and event signage.
- Option to provide literature at the stage location.



Lanyard

Exclusive – \$8,000

Show your support by sponsoring the official Creativation Lanyard. Each attendee will receive this item during registration and will wear it throughout the duration of the event. Lanyard will be co-sponsored with the Creativation logo.

First Right of Refusal through July 15, 2019



Hydration Sponsor

\$7,500

The hydration sponsorship is the perfect opportunity for maximum brand awareness. A branded water bottle will be placed in every attendee bag with sponsor logo. Sponsor logo will also be placed by water filling stations around the center and on the show floor.



Happy Hour Sponsor

\$5,000

Make your booth the place to be during the revamped Creativation Happy Hour on the show floor by offering a wine or beer station in or by your booth! Sponsor receives mention in pre-show marketing, website, and Show Directory. A minimum participation of ten (10) sponsors must participate in order to ensure happy hour implementation.

CREATIVATION 2020 Sponsorship Opportunities



Notepad

Exclusive – \$5,000

Sponsor will have their own notepad placed in the attendee bags that are distributed to all attendees at registration. Sponsor is responsible for providing logoed notepads and shipping and handling. AFCI must approve product before shipping product is produced/shipped to the event. Notepads may also be placed in Creativation University Rooms and Exhibit Hall Education Stage.



Pen

Exclusive – \$5,000

Sponsor will have their sponsored pen placed in the attendee bags that are distributed to all attendees at registration. Sponsor is responsible for providing pens and shipping and handling. AFCI must approve product before shipping product is produced/shipped to the event. Sponsored Pens may also be placed in Creativation University Rooms and Exhibit Hall Education Stage.

First Right of Refusal through July 15, 2019



Sponsored Meeting Room

\$5,000 (3 days)

Reserve a private meeting room for the duration of the conference in the Exhibit Hall to hold one-on-one or group conversations with attendees about your company and products. Limited availability, sold on first-come, first-served basis.



Pre-Show Attendee List

\$1,500

Exhibitors are encouraged to let their customers and prospective customers know that they will be at the show. In addition to your own mailing lists, this comprehensive list of pre-registered attendees provides you with an additional opportunity to promote your support of the show. The pre-registration list will be emailed to the primary email address listed on the exhibit contract in an Excel spreadsheet three weeks prior to Creativation. The list includes all registrants who have opted in to participate.



VIP Lounge Sponsor

\$1,500 (25 available)

Each VIP Lounge sponsor will receive logo recognition in the VIP Lounge and the opportunity to provide a product for the Creativation VIP Bags. Sponsor is responsible for providing product for the bags and items must be packaged and approved by AFCI.



Attendee Bag Insert

\$1,000 – Product

\$500 – Flyer

Showcase your company's latest products, drive traffic to your booth, or provide an exclusive offer to attendees by sponsoring an insert in the attendee bags. Simply provide your pre-assembled insert and AFCI will do the rest. All inserts must be approved by AFCI.



Education Theater Session

\$1,000 per Session

Share your knowledge with all Creativation attendees and host a sponsored session in the Education Theater. Limited to exhibitors only, this provides your company with the opportunity to spend 30 minutes connecting with attendees walking the show floor and sharing your product or company knowledge — for example you can present a product or innovation, conduct a demonstration, or provide an interesting case study. A monitor is provided for electronic presentations. Please provide your own laptop, if required, for presentation. A minimum of ten (10) presentations must be reserved to ensure program implementation.



Show Specials Flyer

\$50 each special

(Max 5 specials per exhibiting company)

Let attendees know of any specials and/or discounts that you'll be offering during the Show! Given to attendees as a separate handout, the Show Specials Flyer is the perfect format to list your offerings and drive attendees to your exhibit space!

New Features in 2020

Product-Specific Pavilions

Two new pavilions, the **Fabric and Sewing Pavilion** and the **Bead and Jewelry Pavilion**, will be unveiled at Creativation 2020. Each pavilion will host multiple exhibitors selling products in these categories. Collaborative activities and displays will be present in each pavilion adding to the attendee experience and encouraging industry cooperation through joint promotion.

iDiscover Theater

(Live New Product Chats)

The new iDiscover Theater offers the chance for 2020 exhibitors to share their newest products to attendees. These 15-minute sessions are product specific and will take place in an open stage area on the Creativation show floor. This is your chance to get outside of your booth and tell attendees why your product is right for their customers.

Private Meeting Rooms – 6 Available

(First Come, First Served)

Private meeting rooms are the perfect escape from your busy booth where you can meet with key customers and prospects to discuss new products and services. If you are looking to make your customer's experience more personalized, inviting them to a designated space will make them feel special and help you stand-out from your competition. Meeting rooms also serve as great places to hold staff meetings!



“It's the show to attend to see the latest trends, get a sneak peek of upcoming products, be inspired to create, and network with others in the industry.”

– 2019 Attendee



EXHIBIT SPACE CONTRACT

Phoenix Convention Center
Phoenix, AZ
January 16-20, 2020

Education begins January 16
Show floor opens January 18

EXHIBITING COMPANY

Company		Division	
Address			
City	State	ZIP	Country
Contact		Title	
Tel	Extension	Fax	
Email		Website	
Onsite Contact		Mobile	

SPACE PREFERENCES (Booth exhibits only)

Booth Dimensions

_____ X _____ = _____
Horizontal Vertical Total Sq Ft

Which is most important?

- ☐ Corner booth - 10' x 20' minimum
☐ Location - forfeiting corners
☐ Proximity to companies listed below:

Companies in close proximity

Companies not in close proximity
* Proximity cannot be guaranteed. Provide additional placement criteria on a separate page.

Configuration

- ☐ Linear - no corner
☐ Corner - 10 x 20' minimum
☐ Island - 20 x 20' minimum
☐ Peninsula - 20 x 20' minimum

Go to www.creativationshow.org for booth package details.

Preferred Location

Location is not guaranteed. Endcaps are not permitted. Corners are reserved for 10' x 20' booths or larger.

PAYMENT INFORMATION

Amount Due: \$ _____

- ☐ Check
Send to:
Association for Creative Industries
Attn: Creativation Exhibits
PO BOX 776703
Chicago IL 60677-6703
- ☐ Credit Card
Upon receipt of this contract, AFCI will email an invoice to the main contact with link for online payment.
Please do not include credit card information on this contract.

Product Concentration

- ☐ Art materials and framing
☐ Beading & Jewelry Making
☐ Fabric / Quilting / Needlecrafts
☐ General crafts
☐ Home décor / DIY
☐ Paper crafts & Scrapbooking
☐ New exhibitor
☐ Pavilion _____
(this is a section)

- _____
- _____
- _____
- _____

EXHIBITOR SPACE COST / RESERVATION

Booth Costs	Qty	Non-Member	Member	TOTAL
Standard Booth (price per 10' x 10')	_____	☐ \$3,595	☐ \$2,095*	\$ _____
Add-Ons (Additional charge per booth)				
Corner (10' x 20' minimum)	_____	☐ \$400	☐ \$400	\$ _____
Bonus Booth - See details at right	_____	☐ N/A	☐ \$550	\$ _____
New Exhibitor Options (Additional charge per)				
Table - Top	_____	☐ \$1,595	☐ \$995	\$ _____
Premium Booth Package (add-on to standard booth package) - See details at right	_____	☐ \$700	☐ \$700	\$ _____
Total Amount				\$ _____

Payment terms included in #3 of the rules and regulations. Full payment required for table top space.

EXHIBITOR AGREEMENT

Signature _____ Date _____

The above signed hereby applies for exhibit space at Creativation 2020 and is authorized to complete this Contract on behalf of the listed company. The Signer agrees to abide by the terms and conditions listed on back of this contract, on the AFCI website, and all rules and regulations contained in the Exhibitor Service Manual, including those set by AFCI, its vendors and venues of choice. The Signer understands and accepts that AFCI will use its best efforts to locate display in accordance with exhibitor's listed preferences, but preferences are not guaranteed. Final placement and layout is subject to change without notice or penalty and is done at the sole discretion of AFCI.

Bonus Booth(s)

To qualify, a company must have membership and exhibited in a previous AFCI Show. Bonus Booth pricing applies to any space which is an increase from base size (the total square footage company contracted at last Creativation), including any bonus space purchased. **Maximum of 4 Bonus Booths per year at \$550 each.**

Example: Last Show in which company exhibited was in a 10' x 30' (3 booths); Company contracts a 10' x 40' (4 booths) for Creativation 2019; Exhibitor to pay full listed price on 3 booths, with bonus booth price applied to the added booth.

Bonus Booth price will be honored for 2 consecutive years. Base size for 2nd year will be the base size used for 1st year bonus booths were applied.

Premium Booth Package

New Exhibitor Section Only Value \$1400

Add a complete package at a steep discount!

- NextWall with graphics
- Carpet - standard color
- Wastebasket - emptied daily
- One 6-foot table
- Two-side chairs
- Daily vacuum



Phoenix Convention Center
Phoenix, AZ
January 16-20, 2020

RULES & REGULATIONS SUMMARY

Education begins January 16
Show floor opens January 18

The words "Association" or "AFCI" shall mean Association For Creative Industries.
The word "Exhibitor" shall mean the undersigned of this Contract, and his/her employees.

1. WHO MAY EXHIBIT: Exhibitors may be a current AFCI member from one of the following Supplier membership sections: A) Manufacturers/Importers of craft/hobby supplies or products which can be used in the creation of craft/hobby products; B) Distributors of branded craft/hobby supplies or products (branded products exhibited from non-member suppliers is not permitted); C) Consumer Publishers and other Media and/or Trade Publishers of newsletters, blogs, periodicals, and books; D) Service Providers of B2B services; or, may be a qualified Non-Member Exhibitor, as determined by AFCI.

2. USE OF EXHIBIT SPACE: Exhibitors shall not be permitted to assign, sublet, or share the whole, or any part of the space contracted, unless they are divisions of the same company and as such may be approved by AFCI. Exhibitors may not permit employees of non-exhibiting companies to use their booth for any purpose, except as may be approved by AFCI. Exhibitors shall have a minimum of 51% of their booth's display devoted to craft/hobby products or services. Exhibitors agree to staff their booths at all times during the Exposition hours. All exhibits/displays will be in the Phoenix Convention Center only. Exhibits, displays, demonstrations, etc. are not permitted outside of the Phoenix Convention Center anywhere, including hotels and other meeting or housing venues.

3. PAYMENT: Checks must be drawn on a U.S. financial institution, paid in U.S. dollars, and made payable to Association For Creative Industries. Credit card payments will be accepted via an online payment portal. A link to this portal will be included on the invoice provided to the main contact on the contract. AFCI will not accept credit card information via email or over the phone due to compliance regulations.

- Contracts received on or before April 19, 2019 will receive Early Bird pricing and must be accompanied with 25% deposit; second deposit of 40% due by June 14, 2019 and final payment due by September 13, 2019.
- Contracts received April 19 - June 14, 2019 must be accompanied by 50% payment; with final balance due by September 13, 2019.
- Contracts received after September 13, 2019 must be accompanied by full payment.

Any exhibit space fees or member dues not fully paid by September 13, 2019 may result in loss of booth space and/or termination of the agreement by AFCI and AFCI shall be entitled to retain the full amount of any amount deposited. No transfer of fees will be made to other registration fees or AFCI meetings and exhibitor may not book any future event while any amount for a past event is owed to AFCI.

4. CANCELLATION OF EXHIBIT SPACE: Should Exhibitor be unable to occupy the space contracted, AFCI must be immediately notified in writing. If cancellation is received by Friday, September 13, 2019, AFCI shall retain 50% of the total space cost. If cancellation is received after September 14, 2019, AFCI shall retain 100% of the total space cost. Exhibitor agrees payments as outlined above are to be retained by AFCI and that Exhibitor is legally obligated to remit any unpaid balance for such space. If an Exhibitor is entitled to a refund for cancelled space, it will be mailed approximately four weeks after the close of the show. Cancellation letters must be directed in writing via a delivery service which provides confirmation of delivery (i.e., FedEx, UPS, etc.) to the address below:

AFCI
ATTN: Exhibits Manager
330 N. Wabash Ave. Ste. 2000
Chicago, IL 60611

Cancellation also may be directed via email, addressed to sales@afci.global, provided that the cancelling Exhibitor

obtains confirmation of AFCI's receipt of the email on or before the cancellation deadline.

Space not occupied by the time designated by AFCI will be forfeited by exhibitor and may be resold, reassigned or used by AFCI without refund. In the event AFCI cancels the Event due to terrorist activity, fire, strike or other circumstances beyond AFCI's control, full refund of the exhibit rental fees will be made which is the limit and extent of AFCI's liability to exhibitor for cancellation and AFCI assumes no other liability.

5. REDUCTION OF EXHIBIT SPACE: Notification dates and percentages of penalty fees are the same as for cancelling exhibit space (see above paragraph). Penalty fees are assessed on the amount of the reduced space.

6. ASSIGNMENT OF SPACE: Exhibitors may reserve as many booths as they wish. Corner booths are reserved for companies contracting a minimum of 10' x 20' and that pay the premium rate. **Booth space for previous AFCI exhibitors are assigned according to a priority points system via online space selection starting the week of June 3. Details about the online space selection will be sent to all eligible exhibitors the week of May 13 including assigned appointment date and time based on priority point status.** Exhibit space for New Exhibitors, Non-Members and late contracts, are assigned on a first-come, first-served basis based on date/time received after the initial online space selection is complete. AFCI will make every effort to accommodate requests, however, guarantees cannot be made and AFCI shall have sole discretion as to the placement of booth.

Priority Point System: AFCI Member Exhibitors earn six (6) points for Creativation in which they exhibit and one (1) point for each 100 square feet (10' x 10') contracted. Non-Member Exhibitors earn three (3) points for each Creativation in which they exhibit and one (1) point for each 100 square feet (10' x 10') contracted. Points are cumulative, and will continue to build each year the company exhibits; however, non-member's points are not available for use until company becomes a AFCI Member. In the event of a priority point tie between companies, placement will be determined by:

- 1) booth size contracted; and
- 2) date/time received in AFCI Office. In the event of company merger, the new entity assumes the larger of the Priority Point amounts, but does not combine the amounts of the singular companies. If a company becomes a subsidiary that company uses the Priority Points number of the parent company be it higher or lower than the company's original number.

7. CHILDREN & MINORS POLICY: No one under the age of 18 is permitted on the Exhibit Hall floor at any time; this includes babies-in-arms/infants. Exceptions to this policy may be granted for minors involved in the trade and for whom documentation of legal involvement in the business can be supplied and verified. Exceptions must be requested in writing. Any minor granted an exception will be allowed supervised access during posted open show hours only. Infants must be restricted to the booth at all times, except entrance and exit from the hall, which must be done directly and the infant must be carried at all times. No strollers are permitted at any time.

8. RESPONSIBILITY: Exhibitor is responsible for reviewing and complying with all rules and regulations set forth in the Exhibitor Service Manual. If the Exhibitor fails to comply in any respect with the terms and conditions set forth in the Exhibitor Services Manual, AFCI shall have the right, without notice to execute the following: A) For violations of display rules - eliminate all trade show points earned for the current year; and B) For other show violations - refuse exhibiting privileges.

9. LIABILITY: The Exhibitor releases AFCI from any and all claims of every sort it may have against AFCI based upon, arising out of, or in connection with Exhibitor's occupancy and use of the Trade Show premises, or any action or inaction of any nature of AFCI in conjunction with or related to the Trade Show, including, but not limited to: loss; theft; damage; destruction; or delay or non-delivery of goods, display materials and other effects; any injury to Exhibitor, its employees, agents, representatives or guests while on the Trade Show premises; any damage to Exhibitor's business by reason of the failure to provide space for the exhibit or removal of exhibit; failure to hold the Trade Show as scheduled.

10. EXHIBITOR LIABILITY & INDEMNIFICATION: Exhibitor remains solely responsible for the safety of its property at all times during transit to and from the phoenix Convention Center and during Creativation. Neither AFCI, its directors, officers, employees, agents, subcontractors nor management of the Show Floor (hereinafter "Show Management") are responsible for Exhibitor's property or any loss thereto from any cause.

EXHIBITOR HEREBY WAIVES AND RELEASES ANY CLAIM OR DEMAND IT MAY HAVE AGAINST ANY OF THE SHOW MANAGEMENT BY REASON OF ANY DAMAGE TO OR LOSS OF ANY OF ITS PROPERTY.

Exhibitor agrees that it will indemnify, defend and hold Show Management, AFCI, their respective officers, directors, employees, agents and each of them, harmless from and against a) Exhibitor's performance or breach of this Contract including acts of its employees, agents and contractors;

b) Exhibitor's failure to comply with applicable laws, regulations and ordinances; and c) All claims on account of injury to any person or property to the extent that any such injury was caused wholly or in part by an act or omission of Exhibitor or any of its agents, employees, subcontractors, guests, licensees or invitees. This indemnification of Show Management by Exhibitor is effective unless such injury was caused by the sole negligence, or gross negligence or willful misconduct of Show Management. Exhibitor agrees that if Show Management is made a party to any litigation commenced by or against Exhibitor, or relating to this lease or the premises leased hereunder, then EXHIBITOR WILL PAY ALL COSTS AND EXPENSES, including reasonable attorneys' fees, INCURRED BY OR IMPOSED UPON SHOW MANAGEMENT BY REASON OF SUCH LITIGATION. THE TERMS OF THIS PROVISION SHALL SURVIVE THE TERMINATION OR EXPIRATION OF THIS CONTRACT CONDITIONS/RULES & REGULATIONS.

11. CHOICE OF LAW: This Contract is governed by Illinois law and the Exhibitor consents to the exclusive jurisdiction of the State and Federal courts seated in Cook County, Illinois, with respect to any action arising out of this Contract or Creativation. The parties explicitly acknowledge and agree that the provisions of this Contract are both reasonable and enforceable. However, the provisions of this Contract are severable and, as such, the invalidity of any one or more provisions shall not affect or limit the enforceability of the remaining provisions. Should any provision be held unenforceable for any reason, then such provision shall be enforced to the maximum extent permitted by law.

12. AMENDMENTS/INTERPRETATION: AFCI reserves the right to amend and enforce these Rules & Regulations. Written notice of any amendments shall be given to each affected Exhibitor. Each Exhibitor, for itself, its agents and employees, agrees to abide by all Rules & Regulations set forth therein, or by any subsequent amendments. AFCI reserves the sole right to interpret these Rules & Regulations. All interpretations are final.

COMPLETE ALL SECTIONS OF THIS CONTRACT AND RETURN WITH PAYMENT TO:

Kris King | sales@afci.global | fax 312-673-6577 | 330 N. Wabash Ave. Ste. 2000 | Chicago, IL 60611