



May 21-23, 2024 | El Paso Convention Center | El Paso, Texas

BorderSecurityExpo.com

2024 Exhibit Space & Sponsorship Agreement

PART 1: APPLICATION INFORMATION

Complete the following information **exactly** as you wish it to appear in all show materials. All correspondence will be sent to the main contact person indicated below.

Company Name (as it will appear in marketing materials): _____

Parent Company (if different from above): _____

Address: _____

City, State, ZIP/Postal Code: _____ Country: _____

Company Phone: _____

Website: _____

Exhibit Space Manager (Main Contact)

Name: _____

Title: _____

Email: _____

Phone: _____

Billing Contact

Same as Main Contact

Name: _____

Title: _____

Email: _____

Phone: _____

Onsite Contact

Same as Main Contact

Name: _____

Title: _____

Email: _____

Phone: _____

PART 2: CONTRACT AGREEMENT

By signing below, Applicant understands and agrees to abide by the Terms and Conditions in Part 5 of the Sponsorship/Exhibit Space Application and Agreement. It is understood this Application will become a Contract when countersigned by The Bridge Group, LLC (TBG). TBG will return a copy to Applicant upon request.

The signor of this contract represents and warrants signor has been duly authorized to execute this binding Agreement on behalf of the named Sponsor/Exhibitor. All payments due by Sponsor/Exhibitor to Organizer hereunder are non-cancellable and nonrefundable and are due and payable by Sponsor/Exhibitor to Organizer under the terms hereof and Sponsor/Exhibitor agrees to pay the same.

Authorized Signature: _____ Date: _____

Print Name: _____ Title: _____

Signatures on Sponsorship/Exhibit Space Contract Agreement mean the person or persons signing the Sponsorship/Exhibit Space Contract Agreement on behalf of the Sponsor/Exhibitor shall be deemed to have full authority to do so on behalf of the Sponsor/Exhibitor and the Sponsor/Exhibitor shall have no right to claim against The Bridge Group, LLC that such person or persons did not have such authority.



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PART 3: EXHIBIT SPACE AND SPONSORSHIP REQUESTS

EXHIBIT SPACE

Option 1: Raw Space Only

- 100-399 sq. ft.: \$38/sq. ft.
- 400-799 sq. ft.: \$37/sq. ft.
- 800+ sq. ft.: \$33/sq. ft.
- Government agencies: \$32/sq. ft.
- Vehicles (additional space rate): \$25/sq. ft.

SQUARE FEET: _____

TOTAL: \$ _____

Option 2: Booth Package (10x10 and 10x20 booths only)

- 10x10 booth package: \$4,900
- 10x20 booth package: \$8,800
- Add full-page 4-color ad in Show Guide (\$200 discount for packages only): \$1,000

TOTAL: \$ _____

SPONSORSHIPS

HIGH-PROFILE SPONSORSHIPS

- Prime Corporate Sponsor: \$30,000
- Lunch Sponsor: \$20,000/day or \$35,000 exclusive
- Opening Night Happy Hour: \$15,000
- Connection Lounge: \$15,000
- Registration: \$15,000
- Press Room & Speaker Lounge: \$7,500
- Coffee Breaks: \$6,500/day or \$10,000 exclusive
- Breakout Session Sponsor: \$4,500/room

ONSITE BRANDING

- Charging Station: \$8,000
- Entrance Unit: \$7,500
- Attendee Bags: \$6,500
- Bag Inserts: \$1,200
- Hotel Keycards: \$6,000
- Lanyards: \$5,000
- Notepad & Pen: \$5,000
- Aisle Signs: \$5,000

DIGITAL MARKETING OPPORTUNITIES

- Promotional Email: \$2,500/email
- Online Retargeting Campaign: \$850/month

ADVERTISING OPPORTUNITIES

- Center Aisle Decals: \$8,000
- Entrance Doors Decals: \$5,000
- Lobby Banner: \$3,500/sign
- Free-Standing Signs: \$1,200/sign

SHOW GUIDE ADVERTISING

- Belly Band Wrap: \$2,500
- Back Cover: \$2,500
- Inside Front Cover: \$2,000
- Inside Back Cover: \$2,000
- Full-page Ad: \$1,200
- Half-page Ad: \$800
- Additional Company Listing: \$300 (online & print)
- Logo Directory Listing: \$300 (print only)

OTHER

- Meeting Rooms: \$2,400 (1 day) or \$4,600 (2 days)
- Other Sponsorship: _____

TOTAL: \$ _____

GRAND TOTAL: \$ _____



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PART 4: PAYMENT INFORMATION

Full payment is due with Application submittal. Sponsorship/Exhibit Space packages will not be held or confirmed without payment. Failure to make payment does not release the contracted or financial obligation of Sponsor/Exhibitor. Should Sponsor/Exhibitor Application not be accepted by Organizer, all payments made as part of this Agreement will be refunded in full.

CREDIT CARD: If you wish to make a payment by credit card, please complete and sign below. ALL SECTIONS MUST BE COMPLETED TO PROCESS CREDIT CARD PAYMENT. There will be a 5% processing fee added for all credit card purchases.

Check one: MasterCard Visa American Express Discover

Credit Card # _____ Security Code: _____

Expiration Date: _____/20 _____ Billing Zip Code: _____ Amount Authorized: \$ _____

Name as it Appears on Card: _____

X Authorized Signature: _____

CHECK/WIRE PAYMENT: Please be sure to reference show name and invoice numbers on all payments. Checks must be drawn on a U.S. bank in U.S. dollars and made payable to The Bridge Group, LLC. Mail payment to: The Bridge Group, LLC | 62 Gertrude Place | Asheville, NC 28801. Wire transfer instructions are available upon request. Contact Leslie Crabbs at Leslie.Crabbs@BorderSecurityEvents.com for details.

PART 5: TERMS & CONDITIONS

1. **ORGANIZER:** 2024 Border Security Expo/Sharpshooter Classic and Demo Day (herein known as "Event") is licensed, organized, and presented by The Bridge Group, LLC (herein known as "TBG").
2. **LOCATION OF EVENT:** The Event will be held at the Judson F. Williams Convention Center in El Paso, Texas (herein known as "Facility").
3. **CONTRACT FOR SPACE, SPONSORSHIP AND/OR OTHER PROMOTIONAL OPPORTUNITY:** Applicant for exhibit space, sponsorship or other promotional opportunity (herein known as "Company") releases TBG and Facility from any and all liabilities to Company, its officers, directors, agents, licensees, personnel, employees, representatives that may arise as a result of submission of an application or participation in the Event. Acceptance of an application does not imply endorsement by TBG of the Company products or services, nor does rejection imply lack of merit of same. Company is responsible for the actions of officers, directors, agents, licensees, personnel, employees, representatives or other persons participating in Event. Company agrees to receive emails that include information on the Event.
4. **PURPOSE:** Exhibit space, sponsorship and other promotional opportunities are limited to firms, organizations and agencies whose products and/or services are in harmony with the purpose of this Event.
5. **ELIGIBILITY:** TBG has the sole right to determine the eligibility of any company or product for inclusion in the Event.
6. **FEES AND PAYMENT:** Sponsorship and exhibit fees are set per the prospectus and/or through the sales process. A final invoice will be issued with the total payment amount.
7. **SUBLEASING:** Company may not sublet or resell its exhibit space, sponsorship or other promotional opportunity, nor display, offer for sale, or advertise articles or items not manufactured or sold by the Company, except where such articles or items are necessary for proper demonstration or operation of the Company's exhibit, in which case identification shall be limited to the manufacturer's normal name plate. Company may not permit non-exhibiting company representatives to operate from its exhibit space. Rulings of TBG shall, in all instances, be final with regard to use of exhibit space.
8. **OCCUPANCY DEFAULT:** Any Company failing to occupy space contracted for shall not be relieved of the obligation of paying the full rental charge of such space. If not occupied by the published installation deadline, such space shall be taken by TBG, and re-allocated or reassigned for such purposes or use as TBG may see fit.
9. **CANCELLATION OR CHANGE OF EVENT:** In the event that the Facility should become unfit for occupancy or substantially interfered with by reason of any cause or causes not reasonably within the control of TBG or its agents, the Event may be canceled, postponed, or moved to another appropriate location at the sole discretion of TBG. TBG shall not be responsible for delays, damage, loss, increased costs, or other unfavorable conditions arising by virtue of cause or causes not reasonably within the control of TBG. Causes for such action beyond the control of TBG shall include, but are not limited to: fire, casualty, flood, epidemic, pandemic, earthquake, explosion, accident, blockage, embargo, inclement weather, governmental restraints, act of a public enemy, riot or civil disturbance, impairment or lack of adequate transportation, inability to secure sufficient labor, technical or other personnel, labor union disputes, loss of lease or other termination by the Facility, municipal, state or federal laws, or act of God. Should TBG terminate this agreement pursuant to the provisions of this section, the Company waives claims for damage arising therefrom. In the event of cancellation of the Event, or if the Event is converted to a virtual event, Company shall receive a credit (less costs borne by TBG through the date of cancellation or the date the Event is converted to a virtual event) for exhibit space, sponsorship, or other promotional opportunities at the next scheduled live Event.
10. **CANCELLATION BY COMPANY:** All Company cancellations must be submitted in writing to TBG. TBG assumes no responsibility for including names or descriptions of the cancelled Company in any Event-related materials. Cancellation assessment will be as follows:
 - Written notice of cancellation received no more than 180 days prior to start of Event – 50% of total agreed upon fees, less \$200 administration fee
 - Written notice of cancellation received less than 180 days prior to start of Event – 100% of total agreed upon feesTBG must receive written notice of cancellation by electronic, registered or certified mail. Date cancellation notice is received by TBG will determine above assessment charges. In the event of either a full or partial cancellation by Company, TBG reserves the right to reassign canceled exhibit space, sponsorship or other promotional opportunity, regardless of the cancellation assessment. Subsequent reassignment of canceled space does not relieve the canceling Company of the obligation to pay the cancellation assessment. Appropriate payment must be received within 15 days of cancellation.
11. **LIMITATION OF LIABILITY:** Company agrees to make no claim for any reason whatsoever against TBG, its officers, directors, agents, licensees, personnel, employees, representatives or other persons for loss, theft, damage, or destruction of goods; nor for any injury, including death, to its officers, directors, agents, licensees, personnel, employees, representatives or other persons; nor for any damage of any nature, including damage to his business for failure to provide exhibit space; nor for failure to hold the Event as scheduled; nor for any action or omission of TBG. The Company is solely responsible for his own Event material and products and should insure exhibit and products from loss or damage from any cause whatsoever. It is understood all property of Company is in its care, custody, and control in transit to, or from, or within the confines of the Facility. TBG shall bear no responsibility for the safety of the Company, its officers, directors, agents, licensees, personnel, employees, representatives or other persons or personal property.
12. **INSURANCE:** Company shall, at its sole cost and expense, procure and maintain through the term of this contract, the following insurance: (i) Commercial General Liability Insurance with limits of at least \$1,000,000 per occurrence and \$2,000,000 aggregate, combined single limit for bodily injury and property damage, at least \$2,000,000 for products-completed operations aggregate, at least \$1,000,000 for personal and advertising injuries and at least \$100,000 for damage to premises rented to you; (ii) workers' compensation and employers' liability insurance in accordance with statutory limits; and (iii) if Company will own or operate any motor vehicles at Facility, automobile liability insurance with limits in an amount adequate to cover all of Company's motor vehicles at Facility but not less than \$1,000,000.

All insurance must be primary and non-contributory to any other insurance coverage and Company shall obtain a waiver of subrogation on each policy in favor of the additional insured parties. All insurance coverage, except Workers' Compensation insurance and Professional Liability insurance, if applicable, shall name, to the fullest extent permitted by law for claims arising out of the performance of this Agreement, TBG and the Facility, and their respective officers, directors, agents, licensees, personnel, employees, or representatives as Additional Insured as specified under the respective coverage sections of this Agreement.

13. **UNION LABOR:** Company shall employ only union labor, as made available by official contractors in the setting up and dismantling of the exhibits and in the operations when required by union agreements. Companies planning to build special displays should employ union display companies in their fabrication, carpentry and electrical work.
14. **INSTALLING, EXHIBITING, DISMANTLING:** Hours and dates for installing, exhibiting, and dismantling shall be those specified by TBG. Company shall be liable for all storage and handling charges resulting from failure to remove exhibit material from the Event before the specified conclusion of the dismantling period set by TBG.
15. **DAMAGE TO PROPERTY:** Company is liable for any damage caused by Company, Company's officers, directors, agents, licensees, personnel, employees, or representatives to building floors, walls, or columns, or to standard exhibit space equipment, or to other Company's property. Company may not apply paint, lacquer, adhesive or other coatings to building columns, floors or walls, or to standard exhibit space equipment.
16. **FLOOR LOADING:** Under no circumstances may the weight of any equipment or exhibit material exceed the specified floor load limit of the exhibit hall. Company accepts full and sole responsibility for injury or damage to property or persons resulting from failure, knowingly or otherwise, to distribute the materials and products in conformity with the maximum floor load specifications.
17. **FOOD AND BEVERAGE:** Any Company wishing to provide food and beverage service in their exhibit area as a hospitality gesture to visitors must first obtain written permission from TBG. Once permission is obtained, Company will be solely responsible for any and all arrangements. Company expressly indemnifies and holds harmless TBG from any personal injury, sickness or damage arising from such food and beverage.
18. **PROPER ATTIRE AND CONDUCT:** Company representatives' manner or appearance and dress must be such as not to offend even the most critical opinion. Any breach of this rule may result in Company being banned from the Event. Should the wording on any sign or area in Company's exhibit area be deemed by TBG to be contrary in any way to the best interest of the Event, Company shall make such changes as requested by TBG.
19. **AFTER HOURS USE OF SPACE:** Company must obtain advance permission from TBG for after-hours use of exhibit space. Company may incur an additional expense for this privilege.
20. **DISABILITY PROVISIONS:** Company represents and warrants 1) its exhibit will be accessible to the full extent required by law, 2) its exhibit will comply with the Americans with Disabilities Act (ADA) and with any regulations implemented by the Act. Company agrees to indemnify and hold harmless TBG, their officers, directors, agents, licensees, personnel, employees, or representatives from any action

arising from Company's non-compliance with ADA and any regulations implemented by the Act.

21. **CONFIDENTIALITY:** Each party hereby agrees to keep in strictest confidence and not use for itself or disclose to any third party any confidential and proprietary information disclosed by the other party during the course of their dealings with each other, except as hereinafter provided. Such confidential and proprietary information may be disclosed only to such of the employees of recipient who have a need to know such information for the purpose for which it was disclosed and who have secrecy obligations to the recipient. The parties agree to protect the other party's confidential information using the same degree of care with which they protect their own confidential information, but in no event less than reasonable care.
22. **SECURITY:** TBG will provide reasonable security guard service during dates of Event. However, the provision of this service shall not be construed as an assumption of obligation or duty with respect to the protection of the Company's property. TBG will not be liable for any loss, damage, theft or destruction of Company's property.
23. **CONFLICTING MEETINGS AND SOCIAL ACTIVITIES:** In the interest of the success of the entire Event, Company agrees not to extend invitations, call meetings or otherwise encourage absence of Event attendees from the meeting or exhibit area during the Event. Exceptions to this regulation will be granted to Companies who receive specific advance approval from TBG.
24. **ALCOHOLIC BEVERAGES:** The dispensing, distribution or use of alcoholic beverages in the Facility is prohibited without the express prior written approval of TBG.
25. **FLAMMABLE MATERIALS:** No flammable fluids or materials of any nature, including decorative materials, use of which is prohibited by national, state, or city fire regulations may be used in any exhibit space.
26. **LOTTERIES OR CONTESTS:** The operation of games of chance or lottery devices, or the actual or simulated pursuit of any recreational past time is permitted only on written approval from TBG.
27. **NOISE AND ODORS:** Noisy or obstructive work will not be permitted during open hours of the Event, nor will noisily operating displays, nor exhibits producing objectionable odors. TBG shall have sole discretion in determining what is noisy, obstructive or objectionable.
28. **MUSIC:** Any Company using music must ensure that licensing fees have been paid to the appropriate agency, i.e., ASCAP or BMI. TBG is not responsible for any licensing fees for music played in Company's exhibit space.
29. **OBSTRUCTION OF AISLES OR EXHIBIT SPACES:** Any demonstration or activity that results in excessive obstruction of aisles or prevents ready access to nearby exhibit spaces shall be suspended for any periods specified by TBG.
30. **ATTENDANCE:** Admission policies shall remain, at all times, the prerogative of TBG and may be revised or amended to suit unforeseen conditions.
31. **EXHIBIT SPACE PERSONNEL:** Company representatives are restricted to personnel engaged in the display, demonstration, application or sale of the company's product or services. Exhibit space personnel shall wear "Company" badge identification furnished by TBG at all times while they are in the exhibit area. All other officers, directors, agents, licensees, personnel, employees, or

representatives of the exhibiting companies must register as Event attendees. TBG reserves the right to restrict or limit the number of exhibit space representatives. All exhibits must have personnel present during show hours.

32. **HEIGHT AND NON-BLOCKING REGULATIONS:** All exhibit display construction design must conform to the regulations set forth in the "IAEE's Guidelines for Displays Rules & Regulations" a copy of which will be supplied to each Company upon request. "IAEE's Guidelines for Displays Rules & Regulations" provides details as to what is allowed for exhibit space so as to enable use of the space without detriment to neighboring Companies or the Event.
33. **ELECTRICAL SAFETY:** All wiring on exhibit spaces or display fixtures must meet underwriters' rules and standard fire department inspection. This applies to construction only and not to pre-wired radio and electronic equipment.
34. **USE OF SPACE:** Displays and demonstrations are limited to the confines of a Company's own space, as is the distribution of literature or other items.
35. **DISTRIBUTION OF PUBLICATIONS:** The distribution of publications, electronic media or media marketing materials on Event premises or at Event is restricted without prior written approval from TBG.
36. **DISPLAY:** TBG shall have full authority for approval or arrangement and appearance of items displayed. TBG may, at its discretion, require replacement, rearrangement, or redecoration of any item or any exhibit space, and no liability shall attach to TBG for the costs that may evolve upon Company thereby. Companies with special backgrounds or side dividers must make certain that such material is furnished in such a manner as to not be unsightly to Companies in adjoining exhibit spaces. If such surfaces remain unfinished one hour prior to show opening, TBG shall authorize the official decorator to affect the necessary finish and the Company agrees to pay all charges involved thereby.
37. **COMPANY REPRESENTATIVE'S RESPONSIBILITY:** Company agrees (i) to indemnify, defend and hold harmless TBG, the Facility and their respective officers, directors, agents, licensees, personnel, employees, or representatives against any claims or expenses arising out of the use of the Facility premises; claims arising out of the acts of negligence of Company, Company's agents, employees or representatives; and any claims for injury to Company, its officers, directors, agents, licensees, personnel, employees, representatives, or event attendees; and (ii) that it understands that neither TBG nor the Facility maintains insurance covering the Company's property and it is the sole responsibility of the Company to obtain such insurance.
38. **WAIVER OF RIGHTS:** Any rights of TBG under this contract shall not be deemed waived in any manner except as specifically waived in writing and signed by an authorized officer of TBG.

39. **RELOCATION AND FLOOR PLAN REVISIONS:** TBG retains the exclusive right to revise the Event floor plan and/or move assigned Companies as necessary.
40. **FACILITY:** The Company assumes the entire responsibility and liability for losses, damages, and claims arising out of Company's activities on the Facility premises and will indemnify, defend, and hold harmless the Facility, its owner, and its management company, as well as their respective officers, directors, agents, licensees, personnel, employees, and representatives from any and all such losses, damages, and claims.
41. **AMENDMENT AND ADDITION RULES:** Any matters not specifically covered by the preceding rules shall be subject solely to the decision of TBG. TBG may, at any time, amend or add further rules to these rules, and all amendments made shall be binding on Company equally with the foregoing rules and regulations.
42. **AGREEMENT TO RULES:** Company, for itself and its officers, directors, agents, licensees, personnel, employees, and representatives, agrees to abide by the foregoing rules and by any amendments and additional rules that may be put into effect by TBG.
43. **VEHICLE DISPLAYS:** The primary purpose of the vehicle space must be to display a vehicle. Vehicle spaces containing a vehicle for the purpose of displaying/merchandising non-vehicle items are considered regular retail exhibit spaces and the regular exhibit space registration rates apply.
44. **PAYMENT:** A \$50.00 fee will be assessed on all returned checks. A fee equal to 5% of exhibit space payment will be charged for all declined credit cards or disputed authorized charges resulting in charges back to TBG. Credit cards (VISA, Master Card, and American Express), checks, money orders or cash will be accepted for exhibit space payment. Company will not be allowed to set up nor participate in Event until all money due is collected.
45. **INTERPRETATION AND ARBITRATION:** These regulations are incorporated as part of the agreement between the Company and TBG. TBG has full power of interpretation and enforcement of these rules and may amend them at any time. All matters in question not covered by these regulations are subject to the decision of TBG and shall be binding on all parties affected by them. Companies or their representatives who fail to observe these conditions or conduct themselves unethically may be dismissed from the Event without refund or appeal.

The parties agree to submit to binding arbitration in Asheville, NC in the event there is a dispute arising out of or related to this agreement, applying North Carolina law.

I have read and understand the Terms & Conditions.

Please initial: _____

Border Security Expo is managed by The Bridge Group, LLC.

