



2018 SSP Conference Exhibit/Advertising Order Form

September 26–28 • Hilton Cleveland Downtown • Cleveland, Ohio, U.S.A.

This application properly executed by customer (signature below) and processed by SSP shall constitute a valid and binding contract.

Exhibit Information

Exhibits open Wednesday, September 26 and Thursday, September 27. See website for tentative schedule.

Included in booth price are 8' x 10' booth, 1 table, 2 chairs, and 2 complimentary show floor passes (includes lunch on Thursday).

Exhibitors will need to register for the full SSP Conference if they would like to attend any sessions or additional events or food functions, including the Gala. Gala tickets are available for purchase.

Information regarding freight shipment and ordering additional items for your booth (including electricity) will be sent out by the decorator in the near future.

If you have questions regarding exhibiting, please contact Gail Civile at +1.908.376.7020 or gvciville@sensoryspectrum.com.

Company Information

Company name exactly as it should appear in print

Company Name _____
Address _____
City _____
State or Province _____
Country _____
Zip/Postal Code _____
Telephone _____
Facsimile _____
Website _____

Contact Information

Person to receive future exhibit or ad placement communication

Name _____
Title _____
E-mail _____
Telephone _____

If contact information is different from company information, please complete below.

Company Name _____
Address _____
City _____
State or Province _____
Country _____
Zip/Postal Code _____
Facsimile _____

Exhibit Placement

Priority placement provided to companies based on time of order submission and payment received on a first come, first served basis.

Please list your major competitors or other considerations for exhibit placement.

Exhibit and Advertising Space

Exhibit _____ × \$2,100 \$ _____
(# of booths)

Program Book Advertising

Full Page 4 Color

(Inside front cover or inside back cover only—indicate preference)

Inside Front Cover \$1,250 \$ _____
Inside Back Cover \$1,250 \$ _____

Half Page Black & White

Horizontal—Limited Space \$750 \$ _____

GRAND TOTAL \$ _____

Payment Information

Check enclosed, payable to SSP Conference

(When you provide a check as payment, you authorize us to use information from your check to make a one-time electronic fund transfer from your account or to process the payment as a check transaction. Funds may be withdrawn from your account the same day we deposit payment and you may not receive your check back from your financial institution.)

Charge my credit card

VISA MasterCard American Express Discover

Card No. _____
Expiration Date _____
Security Code _____
Signature _____
Name of Cardholder _____

Important Payment Dates

- A 100% refund will be given for all space cancelled on or before **April 26, 2018**, minus a \$200 processing fee.
- A 50% refund will be given for space cancelled after **April 26, 2018**, minus a \$200 processing fee.
- No refunds after **June 4, 2018**.

Contract Agreement

We agree to abide and be bound by the terms, conditions, rules, and regulations of the SSP Conference exhibition.

Name (please print) _____
Signature _____
Company _____

Questions?

Contact Gail Civile or Christine Caruso
+1.908.376.7020 • gvciville@sensoryspectrum.com
+1.908.376.7086 • ccaruso@sensoryspectrum.com

Return this form to:

Rhonda Wilkie, SSP Conference Exhibits,
3340 Pilot Knob Road, St. Paul, MN 55121 U.S.A.
Telephone: +1.651.994.3820 • Facsimile: +1.651.454.0766

sensorysociety.org

2018 SSP Conference Regulations and Liability Statement

1. Exhibit Space

Includes an 8 ft deep x 10 ft wide piped and draped area with 3 ft drape on side and back rails and 1 company identification sign along with one table and two chairs. The exhibit hall is carpeted this year. Additional furnishings must be purchased via the Exhibitor Services Kit which will be sent July 8, 2018. There will be only one company represented per exhibit booth (i.e., identification sign, program book exhibitor description, conference signage, website current exhibitors, etc.).

2. Space Assignments

Space assignments will be made in order of when the application is received. SSP reserves the right to rearrange the floor plan and/or relocate any exhibit. SSP has the right to enforce any and all portions of these rules and regulations. In interpreting these rules and policies, particular attention will be given to preserving the professional and educational nature of the exhibit.

3. Admission

Entrance to the exhibit area is by 2018 SSP Conference name badge only. Each exhibit is entitled to two (2) complimentary show floor passes (includes lunch on Thursday). Exhibitors will need to register for the full SSP Conference if they would like to attend any sessions or additional events or food functions, including the Gala. Gala tickets are available for purchase.

4. Exhibit Shipping, Set Up and Staffing

Exhibit shipments CANNOT be shipped directly to the hotel and must go through the official decorator. Exhibitors must have their 2018 booth set up prior to the opening of the show. Move-in and move-out times for exhibitors and the decorating company will be strictly adhered to so that additional rental charges are avoided. Exhibitors must staff their exhibit space at all times during the exhibit hours. Failure to adhere to the above will cause forfeiture of space. No refunds on space will be made after June 4, 2018, and SSP will have the right to use the space for whatever purpose they deem appropriate.

5. Fire and Safety

All exhibits or portions thereof, must fully comply with applicable health, fire, and safety regulations. No combustible decorations, such as crepe paper, tissue paper, confetti, cardboard or corrugated paper, shall be used at any time. All materials and fluids which are flammable must be kept in safety containers. Open flames, butane gas, oxygen tanks, etc., are not allowed without the written permission of the Fire Prevention Bureau.

6. Conduct in Exhibition Area

The rights and privileges of an exhibitor shall not be infringed upon by any other exhibitor. Interviews, demonstrations, distribution of literature, etc., must be made inside the exhibitor's area. Canvassing, solicitation of business or the use of advertising materials or signs by firms other than those who have contracted for space is prohibited. The distribution by exhibitors of circulars, catalogs, or other advertising materials for firms which are not exhibitors is prohibited. Exhibits cannot have items or structures taller than 4 ft. in the front half of their linear booth space unless prior approval is given. Items cannot obstruct the view of other exhibits. SSP has the right to decline or prohibit any display or portion thereof which in the opinion of the SSP Exhibit Manager is not proper in keeping with the character of the exhibition. SSP may restrict displays which, because of noise, acts, odors, costumes, gimmicks, method of operation, materials or for any reason, become objectionable to the exhibition. In the event of such restriction or eviction, SSP is not liable for any refunds or rentals or other exhibit expense.

7. Food and Beverage Samples

Sample size food and beverage is allowed, however, exhibitors must work through the venue's exclusive caterer.

8. Contests, Games, Raffles, and Lotteries

Exhibitors may not offer or give attendance, door, or other similar prizes in the exhibition space or adjacent area. Contests, lotteries, raffles, and games of chance are prohibited. All "giveaways" shall be of a nominal monetary value and in keeping with the nature of a scientific and professional meeting, unless prior written approval by show management.

9. Care of Building and Equipment

Nothing shall be posted, tacked, nailed or screwed or otherwise attached to columns, walls, floor, or other parts of the building or furniture. Exhibitors will be responsible for any damage to persons or property caused by reason of their exhibits, employees, agents, or servants.

10. Display Guidelines

If an exhibitor plans to install a display (custom, pop-up, or table-top), no part of the display may project out of the exhibit space so as to obstruct the view of adjacent exhibit space. No exhibit, or its contents, may exceed a back wall height of eight feet (8'). Side wall height restrictions are as follows: the exhibit cannot exceed a height of eight feet (8') within three feet (3') from the back wall. The remaining exhibit height cannot exceed the height of three feet (3'). Raw wood, cardboard, or similar materials for "wings" to displays must be covered or painted if they are visible to the adjacent exhibit booth.

- No sidewalls or counters may exceed 48" in height, except in the back 1/3 of the booth. Backgrounds and display material are limited to 8' in height and must not protrude from the back wall more than 48". Each exposition booth will consist of 3' side drape and 8' back drape.
- No exposition booth may span an aisle by roofing or floor covering. Exposed or unfinished sides of Exhibit Booth background must be draped to present an attractive appearance. The decorator, with the approval of the Society, will provide draping deemed necessary and charge the exhibitor accordingly. The aisles are the property of all exhibitors. Space must be left within each exhibit area to absorb the viewers.

Displays may consist of equipment, services, materials, and products (within limitations stated elsewhere on this form) of interest to the SSP registrants. Questions? Contact: Gail Cville, gvcville@sensoryspectrum.com, +1.908.376.7020.

11. Cancellations, Indemnification, Subletting

This application shall become a binding contract between the parties hereto upon its acceptance by SSP. It is understood and agreed that in the event of the cancellation of SSP or in the event the space assigned to the exhibitor is, in the opinion of SSP, rendered unusable by any cause, casualty, or occurrence, then and thereupon this Agreement shall terminate and the exhibitor shall pay for said space only up to the time of said termination, pro rata, and the exhibitor hereby waives any claims for damages or compensation should this Agreement be so terminated. Exhibitor agrees to protect, indemnify, and hold harmless SSP from any and all liability, loss, damage or expense resulting from the exhibitor's use of the exhibition space. This Agreement and the rights herein granted to the exhibitor may not be assigned or otherwise disposed of or encumbered by the exhibitor without the written consent of SSP.

Cancellation: Cancellations must be made in writing and sent via e-mail to Rhonda Wilkie, rwilkie@scisoc.org. Cancellations received prior to April 26, 2018 will receive a full refund minus a \$200 process fee. Cancellations from April 27 to June 3 will receive a 50% refund of monies paid to date minus a \$200 processing fee. No refunds will be given after June 4, 2018.

12. Insurance and Liability

Insurance by exhibitors must be obtained at their own cost and expense. SSP and its agents and employees assume no risk and by the acceptance of this agreement the exhibitor expressly releases them of and from any and all liability for any damage, injury, or loss to any person or goods, from any cause whatsoever. All property shipped to and from the venue or drayage firm by the exhibitor for installation or display is the sole responsibility of the exhibitor. It is recommended that exhibitors obtain adequate insurance coverage, at their own expense, for property loss or damage and liability for personal injury.

Program Book Advertising Material Specifications

Ad Sizes

	Width	Depth
Full-page	7" (177.8mm)	10" (254mm)
Full-page (bleed)*	8-3/4" (222.25mm)	11-1/4" (285.75mm)
Half-page horizontal	7" (177.8mm)	4-7/8" (123.83mm)

Trim Size

8-1/2" × 11" (215.9mm wide × 279.5mm deep)

*Full page bleed art must measure 8-3/4" × 11-1/4" (222.25mm wide × 285.75mm deep), and include crop marks based on trim size, allowing for 1/8" (3.175mm) bleed.

Live matter should be a minimum of 1/4" from trim edges.

Printing Method

Offset

Stock

Cover – 65# Uncoated Cover

Inside Pages – 60# Uncoated Text

Bindery

Saddle-stitched

Print Material

SSP urges that electronic images and files be supplied only by those experienced in electronic processing of images. Unusable files may result in publication delay and additional charges.

Accepted File Types:

Platform: MacIntosh

Software: Adobe Illustrator CS, Photoshop CS, Acrobat, InDesign

Graphic Files: **Illustrator** (ai or eps) or **Photoshop** (tif)

PDF: If providing files in a pdf format they must be saved as press-ready with fonts outlined or embedded, and must include crop marks. 1/8" bleeds must also be included for full page, bleed ads.

Resolution: 300 dpi

IMPORTANT:

- Full page cover ads must be set up as CMYK (including all graphics); Half page horizontal ads must be set up as BW
- For color proofing please supply a SWOP quality contact proof. SSP cannot be responsible for final outcome if no proof is supplied, or if proof supplied does not meet these specifications.
- All fonts and graphics must be included.
- Files must be set up at 100% of final output size, allowing 1/8" bleed for full page, bleed ads. Live matter should be a minimum of 1/4" from trim edges.

The more documentation received from you, the better SSP can meet your expectations! A complete documentation package will help ensure desired results.

NOTE: Any additional services required for troubleshooting ad materials supplied in incorrect format will carry an additional charge at cost, with minimum of \$75.