Founded in 1953, the Society for Technical Communication is the world’s largest and oldest professional association dedicated to the field of technical communication. The Society’s 4,500 members span the field of technical communication and reach across every industry and continent. The Society has members in 50 countries and is growing throughout North America and Europe.

The Society offers advertisers a variety of high-impact, low-cost, advertising opportunities through its website, online publications, email blasts, and award winning print publications, Intercom magazine and Technical Communication journal. STC also offers a number of unique programs for corporate sponsorship.

The Technical Communication Summit Conference & Expo is the premier technical communication event of the year! If you are eager to unveil and demonstrate new and exciting products, promote unique services, introduce improved technology to the world, and interact with the industry’s top professionals and prospects then you will do want to miss the 2020 Technical Communication Summit Conference & Expo in Bellevue, Washington!

The 2020 Summit takes place 15-18 May at the Hyatt Regency Bellevue in Bellevue, WA. The Summit is made up of two major parts: education sessions are offered in a variety of formats and tracks, the Expo Hall features numerous companies, all prepared to unveil and demonstrate new and exciting products, services, and technology to the world of technical communication.
## Maximize your exposure and support STC’s mission with a premium Circle Level package!

### PLATINUM SPONSOR
Call for details.

### GOLD CIRCLE SPONSOR - $11,000
**Gold Value: $16,175**
- One 8’ x 10’ corner booth
- One full-page 4-color advertisement in the *Onsite Printed Program*
- One full-page 4-color advertisement in a 2020 issue of *Intercom* magazine
- Exhibitor name and logo displayed on the 2020 Summit website
- Exhibitor name and logo displayed on general session signage
- Exhibitor name and logo published in the *Onsite Printed Program* with sponsor recognition
- 300x250 ad on the Summit conference mobile app
- Pre- and post-conference attendee mail list*
- Sponsorship of three Education Sessions
- Pre- and post-conference Custom Email Blast to attendees (two emails)
- One live sponsored Webinar to be presented by 12/31/20

### SILVER CIRCLE SPONSOR - $9,000
**Gold Value: $11,475**
- One 8’ x 10’ corner booth
- One full-page 4-color advertisement in the *Onsite Printed Program*
- One full-page 4-color advertisement in a 2020 issue of *Intercom* magazine
- Exhibitor name and logo displayed on the 2020 Summit website
- Exhibitor name and logo displayed on general session signage
- Exhibitor name and logo published in the *Onsite Printed Program* with sponsor recognition
- 300x250 ad on the Summit conference mobile app
- Pre- and post-conference attendee mail list*
- Sponsorship of one Education Session
- Pre- OR post-conference Custom Email Blast to attendees (one email)

### BRONZE CIRCLE SPONSOR - $7,000
**Gold Value: $8,425**
- One 8’ x 10’ corner booth
- One half-page 4-color advertisement in the *Onsite Printed Program*
- One half-page 4-color advertisement in a 2020 issue of *Intercom* magazine
- Exhibitor name and logo displayed on the 2020 Summit website
- Exhibitor name and logo displayed on general session signage
- Exhibitor name and logo published in the *Onsite Printed Program* with sponsor recognition
- 300x250 ad on the Summit conference mobile app
- Pre- and post-conference attendee mail list*

### MERIT CIRCLE SPONSOR - $5,000
**Gold Value: $6,225**
- One 8’ x 10’ corner booth
- One half-page 4-color advertisement in the *Onsite Printed Program*
- Exhibitor name and logo displayed on the 2020 Summit website
- Exhibitor name and logo displayed on general session signage
- Exhibitor name and logo published in the *Onsite Printed Program* with sponsor recognition
- 300x250 ad on the Summit conference mobile app
- Pre- and post-conference attendee mail list*

* Mail list will include contact information for attendees who have agreed to share this information with exhibitors.
Exhibit space is limited and will sell out early.

BOOK NOW FOR 2020!

Face-to-face connections are ten times more effective than cold-calling, and offer more opportunities to meet potential customers!

- Increase your visibility in a competitive marketplace
- Meet and engage with high-level professionals
- Expand your prospect base and strengthen existing relationships

BOOTH PACKAGES

<table>
<thead>
<tr>
<th>PACKAGE A - $3,200</th>
<th>PACKAGE B - $2,900</th>
<th>PACKAGE C - $2,775</th>
<th>PACKAGE D - $9,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>8' x 10' corner booth</td>
<td>8' x 10' inline booth</td>
<td>8' x 10' inline booth</td>
<td>16' x 20' island booth</td>
</tr>
<tr>
<td>6' x 24” x 30” skirted table</td>
<td>6' x 24” x 30” skirted table</td>
<td>No other amenities included</td>
<td>(2) 6' x 24&quot; x 30” skirted tables</td>
</tr>
<tr>
<td>Standard plastic chair</td>
<td>Standard plastic chair</td>
<td>(2) Standard plastic chairs</td>
<td></td>
</tr>
<tr>
<td>Wastepaper basket</td>
<td>Wastepaper basket</td>
<td>Wastepaper basket</td>
<td></td>
</tr>
</tbody>
</table>

BOOTH SPACE FEE INCLUDES:
- WiFi connection for one personal device (hardwired connection should be purchased from the General Services Exhibitor Kit for video streaming and in-booth displays)
- Attendance to the conference welcome event and networking events held in the Expo Hall
- Defined booth space (size defined in selected package)
- Draped sides and back of booth space
- Three Expo-only booth staff passes, no volunteers
- Booth identification sign
- Listing in conference Program
- Carpeted Expo Hall
- Refreshment breaks served in Expo Hall

NEW FOR 2020

Be a FEATURED EXHIBITOR

Limited to two exhibitors per day.

As one of two daily featured exhibitors, STC will share a brief message to the Social Network Wall in the Attendee Hub in the morning and afternoon encouraging attendees to visit your booth. Your logo will be included on the “Thank You Sponsors” page in the Onsite Printed Program and pre-Summit issue of Intercom magazine. - $500 per day

For booths requiring Internet service, electricity or other amenities, please see the General Services Exhibitor Kit for details and pricing. The General Services Exhibitor Kit will be provided once you secure your booth.
SHOWCASE YOUR PRODUCTS AND SERVICES AT THE PREMIER EVENT FOR TECHNICAL COMMUNICATION PROFESSIONALS

“I can say this has been the most ‘cash in the bank ROI’ conference for deals pending and closed in years!”

-Bernard Aschwanden, Past STC President

Summit Activities Attended*:
- Leadership Program
- Opening Keynote General Session
- Welcome Reception
- Honors Event
- Expo Hall
- Closing Plenary

Expo Hall Activities Participated In*:
- Refreshment Breaks
- Exhibitor Raffle Prize Parade
- STC Library
- Tech Talk Theater

*2019 Technical Communication Summit Survey Results

TYPES OF EXHIBITING COMPANIES:
- Software Companies
- Consulting Services
- Publishers
- Database Development
- Distance and E-Learning
- Independent Consultants
- HTML/XML/DITA
- CAD Software
- Information Design
- Online Documentation
- Project Management
- Research
- Multimedia
- Translation Services
- Visual and Graphic Design
- Universities and Continued Education
- Recruiters
- Content Strategists & Information Management Companies
**WELCOME RECEPTION - $5,000**

Want to drive traffic directly to your booth? You have the opportunity to guarantee your company's exposure to attendees and improve networking opportunities by sponsoring the Welcome Reception. Attended by over 70% of attendees each year, STC will strategically place a food and beverage station near your booth space so attendees will be able to thank you! Tent cards on the food stations will display your company logo and you will be recognized with a large sign at the entrance. You may also provide logo napkins.

**ATTENDEE TOTE BAGS - $3,800**

Have your logo prominently displayed on the official STC Summit 2020 tote bag. Your provided corporate informational piece and/or corporate swag item may also be included. The tote bag and its contents are distributed to every attendee at registration.

**ATTENDEE TOTE BAG SWAG - $500**

Be one of the select few to have your Summit swag included in every bag distributed at registration. Acceptable items include, but are not limited to, branded USB, branded pens or pencils, stress ball, hand sanitizer, or another item of your choice (subject to STC approval).

**ATTENDEE TOTE BAG INSERT - $500**

A popular item among sponsors, be one of a small number of companies to have your corporate informational piece or promotional flyer included in every bag distributed to attendees at registration (not to exceed 8.5” x 11”).

**CHARGING STATION - $1,000**

*New for Bellevue!* A unique opportunity to sponsor a charging station which will display your custom message and corporate branding throughout the Summit. STC will position the charging station prominently outside of the Expo Hall. Attendees can learn about your product and services while recharging their devices!

**SPONSORED EDUCATION SESSION w/ SPEAKER - $2,500**

This is your opportunity to present a sponsored education session (non-marketing/sales) as part of the regularly scheduled programming with a speaker of your choice (topic and subject to be approved by the STC Conference Committee). Your company will be recognized with a sign posted at the session and your sponsorship will be noted in the program.

**SPONSORED EDUCATION SESSION - $1,250**

Show your support of STC’s education program by sponsoring a session pre-selected by the Conference Committee. Sponsors will be recognized with a sign posted at the session and noted in the program.

**EXPO HALL REFRESHMENT BREAKS - $1,500 each**

There will be two refreshment breaks served in the Expo Hall each day (four total) and your company can sponsor one, or all four! Attendees are provided coffee, tea, soda, and water, along with a selection of light snacks. You may also provide logo napkins.

**WiFi SPONSORSHIP - $7,000**

Help conference attendees stay connected and informed with Summit events! Wireless service provides attendees access to the Internet and email throughout the conference. Information about your company will be the default screen on the devices of attendees utilizing WiFi during the conference.

**TECH TALKS THEATER PRESENTATION - $1,000**

Showcase your company’s products and services to Summit attendees. Different from a Sponsored Education Session, Tech Talk presentations take place over 45 minutes in a more casual, theater-style setting in the Expo Hall. The schedule and details of these presentations are included among the standard education session listings in the conference program.

**ATTENDEE EMAIL BLAST - $1,200**

With so many unique companies in the Expo Hall it can be hard for an attendee to decide which exhibits to visit first! Email addresses of pre-registrants are not made available for marketing purposes, but STC will send an email on your behalf. This custom email blast gives you creative control and the opportunity to get your message delivered right to the inbox of attendees! Want to remind attendees about your exhibit? This email can be sent post-Summit, too!

**SPEED NETWORKING - $1,500**

Sponsor the #1 networking event of the Summit! Speed Networking is a 45 minute, fast-paced experience in which attendees participate in several rounds of networking at multiple tables. This hugely popular event will take place in the Expo Hall. As the exclusive sponsor, your company will receive its logo on all marketing signage and promotion about the event. You may also place your company information at each table prior to the start of the event and provide your own emcee to host the event, or open/close the event.

**YOUR IDEA HERE**

Have another idea for sponsorship? Contact Maura Paoletti at (443) 512-8899 x 110 or Maura.Paoletti@WT-Group.com to discuss!
The **Onsite Printed Program** is published each year by STC and distributed to all attendees in their registration bag. The Program contains need-to-know information about education sessions, Tech Talk theater presentations, Expo Hall times, exhibitor booth information, and much more!

*Space deadline: 4/15/19  Material deadline: 4/24/19*

<table>
<thead>
<tr>
<th>ONSITE PRINTED PROGRAM RATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page*</td>
</tr>
<tr>
<td>Half Page (H)*</td>
</tr>
<tr>
<td>Third Page (H)*</td>
</tr>
<tr>
<td>Premium Position</td>
</tr>
</tbody>
</table>

*Run-of-Book Advertising*

The Conference App gives attendees and exhibitors instant access to education schedules and abstracts, Expo Hall information and floorplan, social networking and more! The Conference App includes a social media wall where users can post messages, share photos, and interact with each other!

*Ads will run through 6/30/20*

<table>
<thead>
<tr>
<th>CONFERENCE APP RATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>640 x 150</td>
</tr>
<tr>
<td>552 x 150</td>
</tr>
</tbody>
</table>
The Summit Website hosts all of the need-to-know information for attendees and exhibitors including daily schedules, exhibitor directory information, an Expo Hall floor plan, and more! Align your brand with STC, show your support for the annual Summit, and deliver your message to attendees with banner advertising!

*Ads will run through 6/30/20*

### SUMMIT WEBSITE ADVERTISING RATES

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1140 x 400</td>
<td>$675</td>
</tr>
<tr>
<td>728 x 90</td>
<td>$500</td>
</tr>
<tr>
<td>300 x 250</td>
<td>$500</td>
</tr>
</tbody>
</table>

A Custom Email Blast allows advertisers to deliver custom content directly to the inbox of Summit attendees. Reach attendees pre- or post-Summit, or during the Summit, to share important information about events at your booth, promotional material, and more!

### EMAIL ADVERTISING RATES

<table>
<thead>
<tr>
<th>List Type</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Membership</td>
<td>$1,500</td>
</tr>
<tr>
<td>Prospect</td>
<td>$1,200</td>
</tr>
<tr>
<td>Summit</td>
<td>$1,200</td>
</tr>
</tbody>
</table>

*Advertiser is responsible for providing HTML
Intercom is the #1 magazine for technical communication professionals worldwide. Published eight times per year, this award-winning magazine serves the profession by delivering relevant, high-quality content. Topics include industry trends, tools, techniques, professional development, and more!

Technical Communication journal is published quarterly and contains information to assist technical writers, editors, illustrators, and others in the field become more effective professionals. Content includes research reports, case studies, tutorials, and more! Readers of the journal are practitioners in industry, government agencies, and educational institutions.

PRINT ADVERTISING RATES

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>8x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover 4</td>
<td>$1,675</td>
<td>$1,460</td>
<td>$1,250</td>
<td>$1,125</td>
</tr>
<tr>
<td>Cover 3</td>
<td>$1,545</td>
<td>$1,345</td>
<td>$1,140</td>
<td>$1,035</td>
</tr>
<tr>
<td>Cover 2</td>
<td>$1,610</td>
<td>$1,410</td>
<td>$1,190</td>
<td>$1,075</td>
</tr>
<tr>
<td>Full Page</td>
<td>$1,290</td>
<td>$1,125</td>
<td>$955</td>
<td>$875</td>
</tr>
<tr>
<td>Half Page</td>
<td>$765</td>
<td>$705</td>
<td>$625</td>
<td>$550</td>
</tr>
<tr>
<td>Third Page</td>
<td>$650</td>
<td>$600</td>
<td>$525</td>
<td>$450</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$525</td>
<td>$475</td>
<td>$425</td>
<td>$375</td>
</tr>
</tbody>
</table>

2 websites for one low price!

Content from both Intercom and TechComm is also published online. Reach thousands of technical communication professionals with your message each month!

DIGITAL ADVERTISING RATES

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1140 x 400*</td>
<td>$1,100</td>
</tr>
<tr>
<td>728 x 90*</td>
<td>$850</td>
</tr>
<tr>
<td>300 x 250*</td>
<td>$850</td>
</tr>
</tbody>
</table>

*Run-of-site advertising
2020 FLOORPLAN
15 - 18 MAY 2020 • HYATT REGENCY • BELLEVUE, WASHINGTON

ENTRANCE

ADOBE

TECH TALKS THEATER

LIBRARY

EXIT

EXPO HALL MAP
EXHIBITOR CONTRACT

Please Print or Type

Company Name (this is how your company name will be printed in the directory and on signage):

<table>
<thead>
<tr>
<th>Street Address:</th>
<th>P.O. Box #:</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>City:</th>
<th>State:</th>
<th>Zip Code:</th>
<th>Country:</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Phone #:</th>
<th>Email Address:</th>
</tr>
</thead>
</table>

Representative Printed Name:

Authorized Signature: Date:

**Contract Authorization:** Signee agrees to abide by and be bound to all terms and conditions set forth in this contract, including payment and cancellation terms.

**Technical Communication Summit & Expo 2020:**

- **Gold Circle** - $11,000
- **Silver Circle** - $9,000
- **Bronze Circle** - $7,000
- **Merit Circle** - $5,000
- **Featured Exhibitor (Limited Availability)** - $500

Choose 3 Booth #s in order of preference:

---

**Additional Sponsorship(s) & Add-Ons:**

- $__________
- $__________

**Additional Advertising:**

- $__________
- $__________

Total $__________________

**Payment Information:**

Payment Methods (please check one):

- _____ Credit Card       _____ Check       _____ Invoice

Invoices will be issued by the Walchli Tauber Group (WTG) on behalf of STC. Credit card payments will be processed by WTG. Please make checks payable to: The Walchli Tauber Group, 2225 Old Emmorton Rd. Suite 201, Bel Air, MD 21015. Please reference STC 2020 Summit in the memo line.

If providing a credit card for payment please complete:

- _____ Visa   _____ Mastercard

Amount to Charge $______________

Credit Card #

Expiration Date  CVC #  Billing Zip Code

Cardholders Name

Cardholders Signature

Please read and initial terms & conditions on page 2 to complete contract.
# SPONSOR ONLY CONTRACT

## PLEASE PRINT OR TYPE

| Company Name: |  |
| Street Address: | P.O. Box #: |
| City: | State: | Zip Code: | Country: |
| Phone #: | Email Address: |
| Representative Printed Name: | |
| Authorized Signature: | Date: |

**Contract Authorization:** Signee agrees to abide by and be bound to all terms and conditions set forth in this contract, including payment and cancellation terms.

## SPONSORSHIP ITEMS:

- **Welcome Reception - $5,000**
- **Attendee Tote Bag - $3,800**
- **Tote Bag Swag - $500**
- **Tote Bag Insert - $500**
- **Charging Station - $1,000**
- **Education Session w/ Speaker - $2,500**
- **Education Session Sponsorship - $1,250**
- **Refreshment Break - $1,500**
- **WiFi Sponsorship - $7,000**
- **Tech Talks Theater Presentation - $1,000**
- **Summit Email Blast - $1,200**
- **Speed Networking Sponsorship - $1,500**

## ADD ONS:

- **Summit Website - $**
- **Conference App - $600**
- **On-Site Program - $**
- **____________________________ - $**

## PAYMENT INFORMATION:

**PAYMENT METHODS (please check one):**

- _____ CREDIT CARD  _____ CHECK  _____ INVOICE

INVOICES WILL BE ISSUED BY THE WALCHLI TAUBER GROUP (WTG) ON BEHALF OF STC. CREDIT CARD PAYMENTS WILL BE PROCESSED BY WTG. PLEASE MAKE CHECKS PAYABLE TO: THE WALCHLI TAUBER GROUP, 2225 OLD EMMORTON RD. SUITE 201, BEL AIR, MD 21015. PLEASE REFERENCE STC 2020 SUMMIT IN THE MEMO LINE.

IF PROVIDING A CREDIT CARD FOR PAYMENT PLEASE COMPLETE:

- ____ VISA  ____ MASTERCARD

**AMOUNT TO CHARGE $**

| Credit Card # |
| Expiration Date | CVC # | Billing Zip Code |
| Cardholders Name |
| Cardholders Signature |

PLEASE READ AND INITIAL TERMS & CONDITIONS ON PAGE 2 TO COMPLETE CONTRACT
TERMS AND CONDITIONS

PAYMENT: Reservations for exhibit space will be accepted with a completed contract, however, 50% of the total contracted amount is due 30 days from the date of contract or by January 31, 2020, whichever comes first. The deposit will be applied towards your total payment. Full payment is required by February 28, 2020 or you risk forfeiture of your booth space. NO REFUND, PARTIAL REFUND, OR CREDIT WILL BE ISSUED AFTER PAYMENT IS RECEIVED. If you reserve booth space after January 31, 2020, full payment is expected within 30 calendar days.

EXHIBIT SPACE REQUEST: Please indicate your exhibit space requirements by referring to the floor plan. Please list several alternative booth numbers in order of preference. Every effort will be made by WTG and STC to allocate your exhibit space per your requests following the rules stated under PAYMENT. If such allocation is not possible, booth space assignments will be made at the discretion of Show Management.

EXHIBIT DIMENSIONS and DISPLAY REGULATIONS: Exhibit booths are not to exceed 8 feet in depth, 8 feet in height, and 10 feet in width (or as determined by the facility’s fire marshal). If an exhibitor wishes to have a display exceeding these dimensions, a sketch or mock up must be submitted to WTG/STC for approval no later than 75 days prior to the start of the Annual Summit. The Hyatt Regency Bellevue limits booth heights to 10’ tall (or as determined by the facility's fire marshal). If constructed display fails to meet the requirements, STC reserves the right to authorize removal or relocation of the display. All display structures, materials and props must be placed within the confines of your rented exhibit space. Exhibitors must take caution not to impair the line-of-sight of adjacent booths. Show Management reserves the right to make final determinations about any necessary adjustments to displays. Each exhibitor is responsible for the cost of securing materials to cover any exposed and unfinished portion of their booth structure. Ballarins are not permitted in the exhibit hall or surrounding areas. All exhibit materials, including table coverings, lights, electrical connections and decorations, must meet US standards of being non-flammable. Non-US exhibitors with questions about their displays should plan to rent their equipment from the STCs authorized and official service provider, or have their booth set up by a US-based exhibitor appointed contractor (EAC).

SET UP and TEAR DOWN: of the booth may take place during designated times set by STC only.

CANCELLATION POLICY: Each cancellation or reduction of booth space request must be made in writing to Maura Padeliti at Maura.Padeliti@wtgroup.com or 2225 Old Emmon Road, Suite 201, Bel Air, MD 21015. Cancellations by phone will not be accepted. The 50% deposit is nonrefundable and non-transferable at any time. If you cancel your booth space, the following penalty and refund fees will apply: Cancellation before January 31, 2020 50% of deposit amount will be refunded. Cancellation after January 31, 2020, no refund or credit offered.

SHARING EXHIBIT SPACE: Sharing of exhibit space is strictly prohibited. Exhibitors may not share, sublet, or lease exhibit space to another company or individual under any circumstance. Only one company may occupy a 8’x10’ booth space.

BOOTH PERSONNEL: STC Summit full conference registration is not included with the purchase of a booth space or circle level package. Exhibitors may purchase full conference registration at a discounted price and should contact STC to do so. The fee for your booth space will include Expo Only registration for up to three booth workers per 8’x10’ booth (i.e. a double booth would include six Expo Only registrations). All booth workers are required to complete a Booth Worker Registration Form separately from this contract. You are not allowed more than three personnel per 8’x10’ booth space. Additional personnel may attend the Expo for an additional fee. Volunteers and/or Summit attendees are prohibited from working or monitoring booth space. Booth workers, models, demonstrators, etc. must be properly and modestly clothed at all times. Excessively revealing attire is prohibited.

WIFI CONNECTION: Wifi connection is complimentary and is for one personal device only. Hardware connections should be purchased for video streaming or other large bandwidth usage in the Expo Hall.

DEFAULT OCCUPANCY: An exhibitor failing to occupy contracted space prior to the opening of the Expo Hall will be charged the right to such space and STC has the right to use such defaulted exhibit space as it sees fit. Exhibitors who lose exhibit space as described herein are not relieved of the obligation of paying the full rental price for this space per this contract and no refunds will be issued.

RELOCATION OF EXHIBITS: Show Management reserves the right to alter locations of booths as shown on the official floor plan. Exhibitors whose booth sites are affected will be notified immediately.

GROUP MEETINGS / ENTERTAINMENT: Exhibitors may not hold group meetings or provide entertainment which will involve Summit & Expo attendees during STC official program hours. Activities and parties held outside of the hotel fall within this category and are strictly prohibited. Please refer to the schedule of events for details about STC official program hours or contact Show Management if you have questions.

CASH SALES AT THE HOTEL / EXPO HALL: Exhibitors may not make cash sales of any product or service at their booth.

DIRECT SALES: No retail sales are permitted within the Expo Hall at any time but orders may be taken for future delivery.

CONTESTS, DRAWINGS & LOTTERIES: All unusual promotional activities must be approved in writing by Show Management no later than 60 days prior to the opening of the Expo Hall.

LIVE ANIMALS: Live animals are strictly prohibited (exception: authorized service animals).

OPERATION of DISPLAYS: Show Management reserves the right to restrict the operation of, or exist completely, any exhibitor which, in its sole opinion, detracts from the general character of the Expo as a whole. This includes, but is not limited to, an exhibit which, because of noise, flashing lights, method of operation, display of unsuitable material, are determined by Show Management to be objectionable to the successful conduct of the Expo as a whole. The exhibitor will not displace STC or other exhibitors in marketing materials, displays, during the Expo, or any other STC related events. Use of so-called “barkers” or “pitchmen” is strictly prohibited. All demonstrations or other promotion activities must be confined to the limits of your booth space. Sufficient space must be provided within the exhibit space for the comfort and safety of persons watching demonstrations and other promotional activities. Each exhibitor is responsible for keeping the aisles near its exhibit space free of congestion caused by demonstration or promotions.

LITERATURE DISTRIBUTION: Distribution of circulars may be made only within the space assigned to the exhibitor distributing such materials. No advertising circulars, catalogs, folders, or devices shall be distributed by exhibitors in the aisles, meeting rooms, registration areas, lounges, or grounds of the host facility. Any removal expenses incurred by STC due to a violation of this rule will be billed to the offending exhibitor. Completion of this contract explicitly authorizes this charge. If you are found to be in violation of this rule, you will be notified in writing and via email before a charge is applied.

SOUND: Exhibits which include the operation of musical instruments, radios, sound projection equipment, public address systems, or any noisemaking machines must be conducted or arranged so that the resulting noise does not annoy, disturb, or interfere with adjacent exhibitors and their patrons, nor cause obstructions in the aisles. Operators of noisemaking exhibits must secure approval from STC before the Expo Hall opens.

COPYRIGHT LICENSING: Exhibitor is solely responsible for obtaining any required licenses to broadcast, perform, or display and copyrighted materials including but not limited to music, video, and other media. Exhibitor shall identify and hold harmless STC, WTG, and the Hyatt Regency (and staff) against cost, expense, or liability which may be incident to, arise out of or be caused by Exhibitor’s failure to obtain the required license.

CARE OF BUILDING & EQUIPMENT: Exhibitors or their agents shall not injure or deface any part of the Expo Hall, Hyatt Regency, building or facilities, booth, booth space, or booth contents, show equipment and decor. When such damage appears, the exhibitor is liable to the owner of the damaged property. STC, WTG, the Hyatt Regency, and General Services Contractor will not be held liable for any damages.

AMERICANS WITH DISABILITIES ACT: Exhibitors acknowledge their responsibilities under the Americans with Disabilities Act (hereinafter “ADA”) to make their booths accessible to handicapped persons. Exhibitor shall also identify and hold harmless STC, WTG, Hyatt Regency (and staff), and General Services Contractor against cost, expense, liability or damage which may be incident to, arise out of or be caused by Exhibitor’s failure to comply with the ADA.

LIABILITY: Exhibitor shall be fully responsible to pay for any and all damage to property owned by Hotel, Hyatt Corporation or their affiliates or any of their respective owners or managers, that results from the use or omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless, Hotel and Hyatt and their respective owners, managers, officers and directors, agents, employees, subsidiaries and affiliates, from any damages or claims arising from Exhibitor’s use of the property. Exhibitor’s liability shall include all losses, costs, damages, or occurrences to any person or persons, including the Exhibitors, its agents, employees, and business invitees.

INSURANCE: Exhibiting companies are responsible for insuring their own display/materials/personnel and associated equipment. Neither STC/WTG, its representatives, agents, nor the Hyatt Regency may be held responsible for damage to or loss/destruction of displays/materials. All claims for such loss, damage or personnel injury are hereby waived by the exhibiting company.

OTHER REGULATIONS: Any and all matters not specifically covered by the preceding rules and regulations shall be subject solely to the decision of Show Management.

ACCEPTANCE OF TERMS: The duly authorized representative of the above company, on behalf of said company, have read and agree to abide by the guidelines and regulations outlined in this contract including the provisions on liability and insurance, and the regulations detailed in the Exhibitor Service Kit. I have completed all sections of this form according to the instructions. I understand that violations of any of these regulations by my company are subject to such penalties as may be recommended by the Society for Technical Communication and/or its representative, The Walchli Tauber Group, including possible exclusion from future STC events, conferences and expos.

SHOW MANAGEMENT SHALL HAVE FULL POWER TO INTERPRET, AMEND, AND ENFORCE THESE RULES AND REGULATIONS, PROVIDED EXHIBITORS RECEIVE NOTICE OF ANY AMENDMENTS WHEN MADE. EACH EXHIBITOR AND ITS EMPLOYEES AGREE TO ABIDE BY THE FOREGOING RULES AND REGULATIONS ANY AND ALL AMENDMENTS OR ADDITIONS THERETO IN CONFORMANCE WITH THE PRECEDING SENTENCE. EXHIBITORS OR THEIR REPRESENTATIVES WHO FAIL TO OBSERVE THESE CONDITIONS OR WHO, IN THE OPINION OF SHOW MANAGEMENT, CONDUCT THEMSELVES UNETHICALLY MAY IMMEDIATELY BE DISMISSED FROM THE EXHIBIT HALL AREA WITHOUT REFUND OR OTHER APPEAL.

PLEASE INITIAL ACCEPTANCE HERE: