



# 2021 EXHIBIT SPACE CONTRACT

11-13 May 2021 • San Jose Convention Center • San Jose, California, USA

Return signed contract with deposit to: CLEO Exhibits, c/o OSA, 2010 Massachusetts Ave., NW, Washington, DC 20036 USA  
Tel: +1.202.416.1988 Fax: +1.202.416.1408 Email: CLEOsales@osa.org

## 1 COMPANY INFORMATION

We are a first-time exhibitor.

Company Name: \_\_\_\_\_

Division of /  Subsidiary of: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province \_\_\_\_\_ ZIP/Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

Tel: \_\_\_\_\_ URL: \_\_\_\_\_

## 2 PRIMARY LOGISTICS CONTACT — to receive all logistics information pertaining to exhibit

Name: \_\_\_\_\_ Job Title: \_\_\_\_\_

Email: (main mode of communication—print clearly): \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Skype ID: \_\_\_\_\_

## 3 BILLING CONTACT — please complete only if different from primary contact

Name: \_\_\_\_\_ Job Title: \_\_\_\_\_

Email: (main mode of communication—print clearly): \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Skype ID: \_\_\_\_\_

## 4 EXHIBIT SPACE — Booths include standard drapery, one identification sign, one technical badge and technical program per 100 sq. ft. occupied, and unlimited exhibit staff badges.

**Booth Dimensions in Ft. (W x L)**      **Total Sq. Ft. x Price**      **# of Exposed Corners**  
( \_\_\_\_\_ x \_\_\_\_\_ = \_\_\_\_\_ sq. ft.)      \_\_\_\_\_ sq. ft. x \$30.00 + ( \_\_\_\_\_ x \$220 ) = \$ \_\_\_\_\_

Select Booth #	1st Choice #	2nd Choice #	3rd Choice #

Subtotal: = \$ \_\_\_\_\_

## 5 ADVERTISING AND SPONSORSHIP OPPORTUNITIES

Digital Booth Upgrade       Gold - \$495       Silver - \$295      = \$ \_\_\_\_\_

Logo Placement on Company Profile in CLEO Mobile App       \$500      = \$ \_\_\_\_\_

Please have the CLEO Sales Team contact me regarding other Sponsorship and Advertising opportunities      **Total: = \$ \_\_\_\_\_**

**6 CONTRACT AUTHORIZATION** — By signing below, with or without appropriate payment, this contract shall become a legally binding contract. The individual signing this document represents that he/she is duly authorized to execute this binding contract on behalf of the exhibitor. By signing this agreement, Exhibitor agrees to abide by and be bound to this Contract, CLEO Management's rules and regulations, any additional rules and regulations published by CLEO Management, and the following documents (which are hereby incorporated by reference as part of this Contract) as they may be amended by CLEO Management from time to time: CLEO Exhibitor Service Manual (inclusive), CLEO Online Exhibitor Service Center (inclusive), CLEO Code of Conduct (available at cleoconference.org/codeofconduct), and the CLEO Privacy Policy (available at cleoconference.org/privacy-policy/).

A deposit equal to one half (50%) of the space rental fee is due when you sign this application. This payment is non-refundable. A signed contract obligates the Exhibitor to pay the deposit; after 30 October 2020 the exhibitor is obligated to pay 100% of the contracted amount. Defaults in payment may result in reassignment of space or cancellation. See cancellation clause on the back of this form.

Authorized Representative Signature: X \_\_\_\_\_ Date: \_\_\_\_\_

Authorized Representative Name (Please print.) \_\_\_\_\_

## 7 PAYMENT — Make checks payable (in US Dollars, drawn on a US bank) to OSA, mail checks to OSA Exhibits, 2010 Massachusetts Avenue, NW, Washington, DC 20036, USA.

Wire Transfer - (ACH payments are not accepted), direct funds to: Bank of America, 1501 Pennsylvania Ave. NW, Washington, DC 20013 USA; ABA# 0260-0959-3; Beneficiary, The Optical Society; Acct.#20-867-84-287; SWIFT, BOFAUS3N. Please incorporate any bank fees associated with your wire transfer, to include a \$25 processing fee by Bank of America, as remitter is responsible for these fees.

You may also pay by credit card:  Visa     M/C     Diners     AmEx

Amount: \_\_\_\_\_ Card No: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ CVV#: \_\_\_\_\_

Print Name (as it appears on card): \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_

### CLEO MANAGEMENT USE ONLY

Booth #: \_\_\_\_\_

Dimensions: \_\_\_\_\_

# Of Corners: \_\_\_\_\_

Total Sq. Ft: \_\_\_\_\_

Cost Of Booth: \_\_\_\_\_

Date Received: \_\_\_\_\_

Mgmt. Signature: \_\_\_\_\_

Deposit Paid: \_\_\_\_\_

Balance Due: \_\_\_\_\_

# CLEO 2021 EXHIBITION RULES & REGULATIONS Read Carefully — Avoid Misunderstandings

The Conference on Lasers and Electro Optics (CLEO) is an unincorporated association which operates as agent and on behalf of The Optical Society (OSA) and the Institute of Electrical and Electronics Engineers, Inc. (IEEE), for its Photonics Society (collectively referred to as the “Sponsors” of the CLEO Conference). Below, the term “Convention Center” refers to San Jose Convention Center and “Operator” refers to City of San Jose, a municipal corporation. The term “CLEO Management” refers to OSA in its capacity as manager of CLEO.

CLEO Management reserves the rights, in its sole reasonable discretion, to: (i) amend CLEO rules and regulations at any time; (ii) grant or deny its consent; and (iii) apply, interpret, and enforce these rules. Any point not specifically covered in these rules is subject to the decision of CLEO Management, whose decision shall be final.

**ACCEPTANCE AND ASSIGNMENT OF SPACE:** This Contract shall be deemed accepted by CLEO Management upon space assignment. CLEO Management maintains Priority Points for each Exhibitor based on past CLEO participation and total dollars spent by Exhibitor at CLEO 2020. Initial space assignment will begin in May 2020 and will be based on Priority Points. Remaining space will be assigned to non-CLEO 2020 exhibitors on a first come, first served basis. Although CLEO Management will attempt to fulfill Exhibitor’s space request, exhibit space will be assigned by CLEO Management in its discretion and its decision shall be final. However CLEO Management reserves the right to revise the exhibition floor plan and/or reassign space assignments at any time without notice to Exhibitor.

**PAYMENTS:** Exhibitors must make payments as shown in the Cost of Exhibit Space section on the front of this form. Exhibitors not paid in full may not move in, retrieve badges, or receive delivery of freight until full payment is made. CLEO Management may charge late fees of 1.5% per month (18% per year) for past due accounts. Exhibitors with accounts more than 90 days past due will lose all Priority Points and be prohibited from participating in OSA managed events until all accounts are satisfied.

**CANCELLATIONS:** This Contract may be cancelled by Exhibitor by giving written notice to CLEO Management, subject to the following fees:

- On or before 30 October 2020 - 50% of the full contracted space rental fee
- After 30 October 2020 - 100% of the full contracted space rental fee

These fees apply in the event of Exhibitor cancellation or failure to participate for any reason whatsoever. Cancellation fees will NOT be applied to any other past, current, or future charges incurred by Exhibitor and are non-transferable. Exhibitor will not receive a credit from any revenue later generated by reuse of the reserved space by CLEO Management. Exhibitor shall also forfeit all exhibitor privileges, including but not limited to: Priority Points for CLEO 2020 booth selection; hotel rooms reserved via the Exhibitor Housing Block; exhibit Technical and Booth Personnel badges; access to press room and press conference slots; and access to sponsorships and advertising opportunities, as well as removal of company listing from the Exhibit Buyers’ Guide and Web site.

**UPSIZING:** At any time after signing the original Contract, Exhibitor may enter into a new contract for larger space, subject to availability.

**DOWNSIZING:** The amount of space reserved may be reduced by Exhibitor by giving written notice to CLEO Management, subject to the following payments, which may be applied against the reduced space:

- On or before 30 October 2020 - 50% of the original Contract price. Any overage will not be refunded.
- After 30 October 2020 - 100% of the original Contract price. Payment in excess of the cost of the new space is nonrefundable.

**MERGERS AND ACQUISITIONS:** Exhibitor’s obligations under this agreement, including payment obligations, may not be waived or assigned to a third party without the prior written permission of CLEO Management. For the avoidance of doubt, in the event that Exhibitor acquires, is acquired by or merges with a third party, Exhibitor shall remain liable for full payment of fees under this agreement, regardless of whether the third party has entered into its own exhibit space agreement.

**ARRANGEMENT OF EXHIBITS:** CLEO Management follows International Association of Exhibitions and Events (IAEE) Guidelines. Booths include standard drapery, one identification sign, one technical digest, one technical badge per 100 square feet occupied, unlimited Exhibitor personnel badges, and one complimentary editorial listing. The floor space for all booths must be carpeted or in some other way professionally covered, with the cost for this covering being the responsibility of the Exhibitor. If such floor covering has not been arranged by the Exhibitor prior to the conclusion of move-in, CLEO Management reserves the right to order carpeting at Exhibitor’s expense. Exhibitors choosing to build double-decker booths must notify CLEO management 60-days prior to the event. If CLEO Management determines, at its sole discretion, that there are any rate plan or space assignment errors or discrepancies, the Exhibitor will be notified and any such errors or discrepancies will be reconciled.

**LOGO USAGE:** Exhibitor agrees to provide CLEO Management with a limited, revocable, non-exclusive, nontransferable, worldwide, royalty-free license to use, distribute, display, make derivative works from and copy the trademarks and logos of Exhibitor for promotional and marketing purposes related to CLEO 2021.

**SERVICES:** CLEO Management has designated official exhibition contractors as outlined in the Exhibitor’s manual. Services for these and other contractors will be available and charged at the then-current rates by the contractor directly to Exhibitor. CLEO Management and its Sponsors assume no responsibility or liability for such contractors. Exhibitors wishing to use Exhibitor Appointed Contractors (EACs) for non-exclusive services must follow proper application procedures, as outlined in the Exhibitor Service Manual. Exhibitor must use qualified union personnel for material handling, installing and dismantling exhibits, and other services as required by the Convention Center’s rules and regulations. Applicable union regulations for the Convention Center will be provided in the Exhibitor Manual.

**COMPLIANCE WITH LAWS, RULES, AND SAFETY PRECAUTIONS:** Exhibitor is responsible for compliance with all federal, state, and local laws, regulations, orders, and requirements applicable to Exhibitor’s participation in the CLEO Conference, as well as all Convention Center and CLEO Management rules and regulations. Exhibitor is responsible for obtaining any licenses and permits necessary for its exhibition. Exhibitor shall take all necessary measures to safeguard persons and property in the Convention Center from any hazards associated with Exhibitor’s exhibit equipment. Exhibitor shall comply with applicable industry safety standards, including but not limited to the following: Center for Devices and Radiological Health’s Federal Laser Product Performance Standard (21CFR1040), the American National Standards Institute (ANSI) Standard Z-136.1-2007 on Safe Use of Lasers (or, alternatively, the American Conference on Governmental Industrial Hygienists (ACGIH) Guide for Control of Laser Hazards) in the operation of all coherent sources during the CLEO Conference. A copy of OSA’s “Guidelines for a Safe Exhibit” is available upon request. Exhibitor agrees that it will immediately remedy any condition of its exhibit space if notified by CLEO Management that the space is unsatisfactory for any reason. Exhibitor’s failure to do so may result in cancellation of Exhibitor’s space.

**INSTALLATION AND DISMANTLING:** Exhibitor will not be allowed to set up, nor will freight or furnishings be delivered to Exhibitor’s booth until CLEO Management receives the full space rental fee payment. Exhibitors must comply with all move-in and move-out requirements as set forth in the Exhibitor Service Manual.

Exhibitor agrees that if CLEO Management should receive, handle, or have in its care or custody Exhibitor’s property of any kind, CLEO Management is authorized to act solely for the accommodation of Exhibitor, and CLEO Management shall not be liable for any loss, damage, or injury to such property.

**RESTRICTIONS:** Exhibitor’s activities shall be restricted to Exhibitor’s booth space only. CLEO Management reserves the right to restrict, reject, prohibit, or eject any exhibit, in whole or in part, which becomes objectionable due to noise, safety hazards, or other reasons. CLEO Management reserves the right to deny access to or eject any person whose behavior becomes objectionable. In any such event, no refunds will be issued. Sanctions for noncompliance with CLEO Management’s rules and regulations may result in forfeiture of all fees paid and ineligibility to exhibit at or attend any future CLEO Conference.

**SUBLEASING SPACE:** Exhibitor shall not, without advance written approval by CLEO Management, assign or sublet this Contract, in whole or in part, nor exhibit any products or services other than those manufactured or handled in Exhibitor’s normal course of business, nor permit any third party to solicit business in Exhibitor’s space. Multiple-company sharing of exhibit space shall require advance written permission from CLEO Management.

**COMPETING EVENTS:** Exhibitor shall not conduct any competing event of more than 50 people during official CLEO Conference hours.

**CALIFORNIA EXHIBITS:** Exhibitors engaged in selling activities must possess a valid California seller’s permit (unless exempt from such requirement under California law). CLEO Management may be required to provide a list of Exhibitors and their seller’s permit status to the California Board of Equalization. Upon request, Exhibitor must promptly (within 10 business days) provide CLEO Management with its seller’s permit number (or reason for exemption).

**ADVERTISING MATTER:** CLEO Management reserves the right to prohibit distribution of souvenirs, advertising matter, or any other materials. Distribution from anywhere other than within Exhibitor’s booth is forbidden.

**MUSIC:** Exhibitor must be prepared to provide proof of Broadcast Music Industry (BMI), American Society of Composers & Performers (ASCAP), Society of European Stage Authors and Composers (SESAC), or other appropriate licenses for Exhibitor’s use of music, including in video presentations. Exhibitors using such music agree to indemnify and hold harmless the Sponsors against any claims, liability or damages resulting from their use of such music.

**FOOD AND ALCOHOL:** Team San Jose is the exclusive provider of food, beverage, and catering services within the Convention Center. Any Exhibitor offering alcoholic beverages at any event held in conjunction with the CLEO Conference must (i) carry a minimum of two million dollars (\$2,000,000.00) in liquor liability insurance during the event and (ii) comply with all Convention Center and Operator rules and requirements as well as the CLEO Management alcohol policy, which may be obtained from CLEO Management upon request.

**AMERICANS WITH DISABILITIES ACT (ADA):** Exhibitor is solely responsible for ensuring that its booth fully complies with the ADA.

**BOOTH PERSONNEL:** Exhibitor must have staff present at booth during all open exhibition hours. Exhibitor personnel shall conduct themselves in a professional manner at all times. All booth personnel must be dressed appropriately to conduct business. Inappropriate attire includes, but is not limited to, sexually suggestive or obscene outfits or costumes unrelated to the topic of the meeting.

**PHOTOGRAPHY AND VIDEO RECORDING:** Neither photography nor video recording are permitted in the Convention Center without CLEO Management’s express, prior written consent. Sanctions for noncompliance may include the seizure and destruction of film or electronic storage devices.

**SOUND LEVELS:** Sound levels of presentations must be kept at or below 85 decibels and not interfere with surrounding exhibits.

**CHILDREN:** In the interest of safety, no person under 18 years of age will be allowed on the show floor during set-up and tear-down hours. During open exhibit hours, children 12 years old and under must be accompanied by a supervising adult at all times. Parents of younger children may request an exemption from CLEO Management in the event of extraordinary circumstances. Parents or guardians must agree to abide by CLEO Management’s rules regarding children and to be responsible for the child and assume all responsibility for damage to exhibits and equipment. Strollers are not allowed on the show floor at any time.

**FORCE MAJEURE:** CLEO Management may suspend or terminate this Contract without penalty in the event the Convention Center becomes unavailable, is destroyed or damaged, or if it becomes inadvisable, impracticable, illegal, or impossible to hold the CLEO Conference as scheduled due to any event beyond the control of CLEO Management, including but not limited to the following: strike; lockout; injunction; emergency; Act of God; fire; flood; earthquake; other types of natural disaster; pandemic; epidemic; labor dispute; any law, ordinance, rule or regulation which becomes effective after the date of the execution of this Agreement which may adversely affect attendance or the ability to hold the event; Act of war or terror; curtailment of local, national, or international transportation facilities with a significant impact on domestic and/or international travel; and economic factors which make it impractical for CLEO Management to hold the Exhibit as scheduled or otherwise perform its obligations hereunder (including the unavailability or inadequacy of any convention center, headquarters, hotel(s), or necessary expansion space). In such an event, Exhibitor hereby waives any and all damages and claims for damages and agrees that the sole liability of CLEO Management and the Sponsors of the CLEO Conference shall be to refund to Exhibitor all payments made for exhibit space, less a proportionate share of all expenses incurred and committed by CLEO Management, such as, but not limited to, advertising, convention center fees, etc., to the extent any monies remain after payment of such expenses.

**INSURANCE:** Exhibitor shall carry adequate insurance to protect itself against bodily injury (including death) and property damage claims arising from Exhibitor’s participation in the CLEO Conference, including but not limited to (i) worker’s compensation as required by law and (ii) commercial general liability insurance in such amounts as are adequate, but in no event less than one million U.S. dollars (\$1,000,000.00) combined single limit for both bodily injury and property damage. Said insurance shall name the CLEO Conference and each of the Sponsors, including their respective members, officers, directors, agents and employees (collectively the “CLEO Parties”) as additional insureds, shall contain an endorsement that such policy shall remain in full force and effect notwithstanding that the insured has waived its right of action against any party prior to the occurrence of a loss, and shall require the insurer to waive all rights of subrogation against the Parties. Further, said insurance shall include a provision for notification to CLEO Management at least thirty (30) days prior to cancellation. Exhibitor shall furnish CLEO Management with a Certificate of Insurance verifying such coverage 30 days prior to the exhibition.

**DISCLAIMER OF WARRANTIES:** The express terms of this Agreement are in lieu of all warranties, conditions, undertakings, terms and obligations implied by statute, common law, trade usage, course of dealing or otherwise, including but not limited to any implied warranties of merchantability or fitness for any particular purpose, all of which are hereby excluded to the fullest extent permitted by law.

**DAMAGE TO CONVENTION CENTER:** Exhibitor shall be solely responsible for any and all damage to the Convention Center caused by Exhibitor, its contractors, any company attending pursuant to an Additional Listing Contract or their respective officers, directors, employees, representatives, servants, agents, invitees, licensees, or subcontractors.

**INDEMNIFICATION:** Exhibitor agrees to defend, indemnify, and hold harmless the CLEO Parties, the Convention Center, the Operator, and their respective officers, directors, employees, and agents from and against any and all claims, demands, actions, causes of action, penalties, judgments and liabilities (including court costs and reasonable attorney’s fees) based upon or arising out of any act, omission, negligence, misconduct or breach of any material condition of this Contract by Exhibitor, its contractors, any company attending pursuant to an Additional Listing Contract or their respective officers, directors, employees, representatives, servants, agents, invitees, licensees, or subcontractors (collectively “Exhibitor Parties”).

**LIMITATION OF LIABILITY:** Exhibitor agrees that the liability of the CLEO Parties under this agreement shall not exceed the amount of space rental fees paid by Exhibitor. In no event shall the CLEO Parties be liable for any indirect, consequential, punitive, or incidental damages, even if advised of the possibility of such damages. To the extent allowed by law, no claim may be brought against the CLEO Parties beyond one (1) year of the conclusion of the CLEO Conference.

**WAIVER:** Exhibitor acknowledges that the CLEO Parties, Convention Center, and Operator do not carry insurance coverage for Exhibitor’s property. Exhibitor is solely responsible for the security of its property and the property of others under

its control. Exhibitor agrees to bear all risk of any bodily injury (including death) or property damage or loss which the Exhibitor Parties might sustain as a result of Exhibitor’s participation in the CLEO Conference. Exhibitor hereby waives any and all rights of recovery, refund, or compensation for bodily injury (including death) or property damage against the CLEO Parties, the Convention Center, the Operator, and their respective officers, directors, employees, and agents based upon or arising out of Exhibitor’s participation in the CLEO Conference, except such losses as may be the result of the sole gross negligence or willful misconduct of the aforementioned parties.

**LAWS:** This Contract shall be exclusively governed by, and construed and enforced in accordance with, the laws of the state of New York without reference to its choice of law doctrine. Exhibitor agrees that the sole jurisdiction and venue for any litigation arising from or relating to this Contract shall be an appropriate federal or state court located in the District of Columbia. Exhibitor hereby waives trial by jury in any action, proceeding, or counterclaim brought by or against the CLEO Parties with respect to this Contract. The CLEO Parties shall be entitled to recover from Exhibitor all costs (including attorney’s fees) from any suit brought by the CLEO Parties to enforce their rights herein.

**NOTICES:** Exhibitor agrees to notify CLEO Management immediately if it (i) becomes insolvent; (ii) files or anticipates filing a petition for voluntary bankruptcy, reorganization, insolvency or similar action; (iii) if Exhibitor has filed against it an involuntary petition in bankruptcy or a receiver or trustee is appointed to take possession of Exhibitor’s property; or (iv) dissolution of Exhibitor voluntarily, involuntarily or by operation of law.

**GENERAL:** The parties are independent contractors with respect to each other, and nothing herein shall create any association, partnership, joint venture or agency relationship between the parties. Neither party has any right nor authority, to assume or to create any obligation or responsibility on behalf of the other party except as otherwise provided herein. The parties agree that all rights and obligations provided in this Agreement which do not expressly terminate pursuant to this Agreement shall survive beyond the term of this Contract and shall remain in full force and effect in perpetuity. This Contract represents the entire agreement of the parties and supersedes any other understanding of the parties concerning the subject matter herein. This Contract may be modified only with signed written consent of CLEO Management. The waiver of a breach of any of the terms hereof or of any default hereunder shall not be deemed a waiver of any subsequent breach or default, whether of the same or similar nature, and shall not in any way affect the other terms hereof. No waiver or modification shall be valid or binding unless in writing and signed by the waiving party. All provisions of this Contract shall be severable and no provision shall be affected by the invalidity of any other provision to the extent that such invalidity does not also render such other provision invalid. All notices required under this Contract shall be considered given when deposited in the U.S. mail, certified, return receipt requested, addressed to the respective parties as listed on the first page of this Contract.