# Plant Biology 2025 Sponsorship and Exhibit Contract

**Parties:**
**Service Provider:**
American Society of Plant Biologists
15501 Monona Drive, Rockville, Maryland 20855
Contact: : Alison Bashian, Exhibits & Sponsorship Sales Manager, abashian@conferencemanagers.com
Jennifer Covington, ASPB Vice President, Membership & Meetings, jcovington@aspb,org

**Client:**
Company Name:_____
Company Mailing Address:
Contact Name and Email:_____

_____
Sponsorship Level: Exhibit Booth 10 X 20 Cost: $4450.00

Exhibit Booth Includes:

- 10 X 20 booth with pipe and drape
- Company ID sign on back drape
- Access to event mobile app that includes event attendee list
- Two (2) professional level conference registration (Value: $925 each)
- Ten (10) complimentary Exhibit Hall Only passes
- Company listing on the conference mobile app
- "We're Exhibiting" social media badge

See Addendum A for **EXHIBIT AND SPONSORSHIP RULES AND REGULATIONS.**

☐ **I have read the rules and regulations and will comply with them.**

**ASPB Binding Agreement:**

This Sponsorship and Exhibit Contract ("Contract") between the American Society of Plant Biologists, hereafter referred to as ASPB and the undersigned Sponsor ("Sponsor") or Exhibitor ("Exhibitor") becomes a legally binding agreement upon the Sponsor's or Exhibitor's signature. By signing below, the Sponsor or Exhibitor acknowledges that this Contract is binding and enforceable without the need for a countersignature from ASPB. ASPB's acceptance of this signed Contract by the Sponsor or Exhibitor, along with the corresponding payment of fees due, constitutes ASPB's full consent and agreement to the terms herein.

The Sponsor or Exhibitor agrees to all terms, conditions, and policies detailed in this Contract and any associated documents referenced. The Sponsor or Exhibitor's signature on this Contract indicates acceptance of these terms, waiving the requirement for ASPB's separate signature for binding effect.

Sponsor/Exhibitor Signature:

Client Signature: _____

Print Client Name: _____

Date: _____

**EXHIBIT AND SPONSORSHIP RULES AND REGULATIONS**
**2025 Plant Biology – July 26-30, 2025 - Milwaukee, Wisconsin**

## PART I: GENERAL GUIDELINES

### Show Management (CM Event Solutions)

The exhibition is organized and managed by the American Society of Plant Biologists (ASPB). ASPB has retained CM Event Solutions, 5500 Cherokee Ave, Suite 550, Alexandria, VA 22312, to perform all services related to Show Management. Any matters not covered in these Rules and Regulations are subject to the interpretation of, ASPB CEO, and ASPB CFO or their designee, and all exhibitors and sponsors must abide by their decisions. Exhibitors and sponsors must comply with the Wisconsin Center District policies and procedures. Show Management shall have full power to interpret, amend, and enforce these rules and regulations, provided any amendments, when made, are brought to the notice of exhibitors and sponsors. Each exhibitor and sponsor, for themself and their employees, agrees to abide by the foregoing rules and regulations and by any amendments or additions thereto in conformance with the preceding sentence.

### Rates, Deposits Cancellations and Refunds

Space will be rented in accordance with rates published in the prospectus and online exhibitor portal. Sponsorship deliverables are set forth in the Plant Biology 2025 Prospectus and included herein by reference. No application will be processed, or space assigned without full payment in U.S. funds. If the assigned space is not paid for in full, it may be reassigned at the discretion of Show Management. If an exhibitor cancels all or part of purchased booth space on or prior to March 21, 2025, ASPB will retain 50% of booth cost. Sponsorships that support a prize or travel for an ASPB member are nonrefundable. Any exhibitor/ sponsor who cancels all or part of purchased booth space or sponsorship after March 21, 2025, will not receive a refund, and ASPB will retain as liquidated damages all monies paid. In the event of a default by the exhibitor/ sponsor, as set forth in the previous sentence, the exhibitor/ sponsor shall forfeit as liquidated damages, the amount set forth above, regardless of whether or not the Show Management enters into a further lease for the space involved. In the event that fire, strike or other circumstances beyond the control of Show Management causes the exhibit to be cancelled, a full refund of the exhibit rental fees will be made, which is the limit and extent of ASPB's liability for such cancellation. All cancellation requests must be submitted in writing to the Plant Biology 2025 Exhibits Manager.

### Payment

Payment is due within 30 days of signing this document. In the event any remaining balance for the booth(s) / sponsorship engaged by the exhibitor/sponsor has not been received by ASPB on or prior April 24, 2025, ASPB reserves the right to cancel this contract without liability. In such event, ASPB shall retain the amount paid by such exhibitor, as a forfeited deposit. ASPB reserves the right to refuse admittance of the exhibits or materials to the exhibit hall or sponsorship benefits until all fees owed are paid in full and received prior to the conference.

### Personnel

All exhibitors and sponsors must wear official Plant Biology 2025 name badges and ribbons for exhibit hall admission. Exhibitors will be admitted to the exhibit hall 30 minutes before show opening each day.

All exhibitors, sponsors and attendees will be required to leave the floor within 15 minutes after the show closes each day. Exhibitors needing to work in the exhibit hall during non-show hours must obtain permission from show management. Each exhibit must be fully operational and staffed during the open exhibit hours as defined in the Exhibitor Services Manual. Booths should be manned by company specialists who are qualified to discuss details of their company's products or services.
Distribution of advertising material and souvenirs must be confined to the exhibitor's booth or ASPB designated areas. Canvassing or distribution of advertising material or souvenirs in the exhibit hall by representatives of non-exhibiting firms is strictly forbidden.

**Conduct**

All exhibits and sponsors will serve the interest of the ASPB members and will be operated in a way that will not detract from other exhibits, the exhibition, sponsors, or the meeting. The Show Management reserves the right to request the immediate withdrawal of any exhibit or sponsor that ASPB believes to be injurious to the purpose of ASPB. Management reserves the right to refuse to admit and eject from the exhibit building any objectionable or undesirable person or persons. The use of sideshow tactics or other undignified methods considered by ASPB to be objectionable are expressly prohibited in the exhibition area and in any meeting room.

**Handout Materials**

Distribution of advertising material and souvenirs must be confined to the exhibitor's booth or ASPB designated area. Canvassing or distribution of advertising material or souvenirs in the exhibit hall by representatives of non-exhibiting firms is strictly forbidden. Promotional giveaways and exhibitor prize raffles will be permitted. All materials and prizes must have prior approval by ASPB. All hand-out materials are expected to be of a professional nature.

ASPB reserves the right to disallow any material that they believe to be inappropriate. Send samples to abashian@conferencemanagers.com or Plant Biology 2025 Exhibits Manager, 5500 Cherokee Ave., Suite 550, Alexandria, VA 22312. No Helium balloons or adhesive-backed decals are to be used or given away.

**Solicitation**

No persons will be permitted in the convention center or exhibit hall for the purpose of soliciting advertising without the express written permission of ASPB.

**Trademarks**

ASPB will be held harmless for any trademark, tradename, copyright, or patent infringement on any printed materials belonging to or distributed by any exhibitor. Use of the Wisconsin Center District logo, design, trademark, tradename, patent, copyrighted work or symbol must be approved in writing by the Wisconsin Center District.

**Photography**

Each exhibitor has control over the space it has rented and may prevent those considered its competitors from gaining access to or photographing its exhibit. The taking of pictures, other than by the official photographer, is expressly prohibited during setup, dismantling and non-exhibit hours, and cameras will not be allowed on the exhibit floor during these times. Only the exhibitor may grant permission to have its exhibit photographed, or an audio presentation taped, during exhibit hours. No exhibitor shall deny

any reasonable request for permission to photograph the exhibit from outside the perimeter of the booth.

**List Publication**

The list of Plant Biology exhibitors and sponsors, in whole or in part, shall not be published other than in the official show or society publications, apps or websites.

**Facility Use**

All public function space in the Wisconsin Center District is controlled by ASPB. No function space will be released to exhibiting firms or to other commercial firms for social functions without the permission of Show Management. Good taste and conformity to the purposes of the meeting must prevail. Showing equipment or product presentations to registered members or guests of the Wisconsin Center District by exhibiting firms other than on the exhibit floor during the stated hours is expressly prohibited. Exhibitors/ Sponsors may not use the convention center to distribute literature, gifts, etc. to attendees.

**Violations**

Violation of any of these Rules and Regulations by the exhibitor or his or her employees or agents shall at the option of ASPB forfeit the exhibitor's right to occupy space and such exhibitor shall forfeit to ASPB all monies paid or due. Upon evidence of violation, ASPB may take possession of the space occupied by the exhibitor and may remove all persons and goods at the exhibitor's risk. The exhibitor shall pay all expenses and damages that ASPB may incur thereby.

**Severability**

All agreements and covenants contained herein are severable, and in the event any of them shall be held to be invalid by any competent court, this agreement shall be interpreted as if such invalid agreements or covenants were not contained herein.

The terms of this agreement shall be interpreted according to the laws of Maryland, USA. This contract may be amended only by written agreement by the parties to this Agreement.

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## PART II: EXHIBITOR GUIDELINES

### Contractor for Exhibitor Services

Freeman, 11 Canal Center Plaza, Suite 100, Alexandria, VA 22314, has been designated as the official contractor and will provide all services in the exhibit area. Complete information, instructions, show hours and schedule of prices regarding shipping, drayage, labor for installation and dismantling, electrical service, furniture, etc., will be included in the Exhibitor Services Manual to be forwarded from Show Management. An exhibitors' service center will be maintained during applicable hours to facilitate services requested for additional needs of exhibitors. Under no circumstances will ASPB, Wisconsin Center District, or the City of Wisconsin assume responsibilities for loss or damage to goods consigned to the official contractor. Advance shipments of exhibit material must be made to the official contractor as specified in the Exhibitor Services Manual. Should any shipments not be made as specified in the manual, they will be removed by the official contractor and stored until the hall is ready to accept materials for the exhibition and all costs involved will be charged to the exhibiting company. Exhibitors are responsible for the information provided in the Exhibitor Services Manual.

### Assignment of Booth Space

Booths are assigned on a first-come, first-served basis.

### Installation and Dismantling of Exhibits

Show Management reserves the right to fix the time for the installation of a booth prior to the show's opening and for its removal after the conclusion of the show. Under no circumstances will the addition to or removal of any portion of an exhibit be permitted during show hours. Late installation or early dismantlement of an exhibit may result in the loss of exhibit privileges for future shows. Exhibitors are expected to make travel arrangements in accordance with the schedule in the Exhibitor Services Manual. Each exhibitor will complete arrangements for removal of his or her material from the Wisconsin Center District in accordance with the instructions provided in the Exhibitor Services Manual. No one under the age of 18 will be permitted on the exhibit floor during installation and dismantle hours and only with the direct supervision of an adult during exhibit hours. Failure to occupy exhibit space by the time specified in the Exhibitor Services Manual will result in forfeiture of space by the exhibitor and their space may be resold, reassigned or used by the Show Management without refund.

### Failure to Occupy Space

Space not occupied by 8 am on July 27, 2025, will be forfeited by exhibitors and their space may be resold, reassigned, or used by show management without refund.

**Arrangement of Exhibits**

Any portion of an exhibit that obstructs the view, interferes with the privileges of other exhibitors, extends beyond the designated booth space or for any reason becomes objectionable, must be immediately modified or removed by the exhibitor. The Show Management reserves the right to inspect the quality of the appearance of each booth prior to show opening. If necessary, masking drape will be placed to cover unsightly wires, unfinished back walls, etc., at the exhibitor's expense.

**Booth Design**

Each exhibitor will be provided online access to the official Exhibitor Services Manual. The Exhibitor Services Manual describes the type and arrangement of exhibit space, and the standard equipment provided by Show Management for booth construction. All booth spaces must be arranged and constructed in accordance with the guidelines, provisions, and limitations contained in the Exhibitor Services Manual. In the sole opinion of Show Management, any exhibit that fails to conform to the Exhibitor Services Manual guidelines or the provisions set forth herein, such exhibit will be prohibited from functioning at any time during the exhibition. Each exhibitor is responsible for keeping the aisles near its exhibit space free of congestion caused by demonstrations or other promotions. All demonstrations or other promotional activities must be confined to the limits of the exhibit space. Sufficient space must be provided within the exhibit space for the comfort and safety of people watching demonstrations and other promotional activities. Linear displays should not exceed 8' in height. Exhibiting companies are responsible for furnishing, carpeting and cleaning their booths. All exhibits must comply with the public accommodation provisions of the Americans with Disabilities Act of 1991 (ADA). Any exhibit with raised flooring must be ramped.

**Subleasing of Space**

Exhibitors may not assign, share, sublet or apportion to others the whole or any part of the space allocated, and may not display goods or services other than those manufactured or regularly distributed by them.

**Sound Devices, Lighting and Other Presentation Devices**

Public address, sound-producing or amplification devices that project sound must be kept at a conversational level and must not interfere with other exhibitors. Any form of attention-getting devices or presentations must be terminated when crowds obstruct aisles or infringe upon another exhibitor's display. ASPB reserves the right to restrict the use of glaring lights or objectionable lighting effects. Live music, whether vocal or instrumental, is prohibited.

**Fire, Safety, and Health**

The exhibitor assumes all responsibility for compliance with local, city and state ordinances and regulations covering fire, safety and health. All exhibit equipment and materials must be located within the booth. Only fireproof materials may be used in displays and the exhibitor must take all necessary fire precautions. No combustible material will be stored in or around exhibit booths.

**Labor**

Rules and regulations for union labor are made by the local unions and may change at any time. Where union labor is required because of building or contractor requirements, it will be necessary for the exhibitor to comply with these regulations. Information regarding specific regulations that are applicable may be obtained from the official contractor. Displays, painters, carpenters, electricians, and other skilled labor can be arranged through the official contractor at established rates. Labor order forms will be included in the Exhibitor Services Manual.

**Storage**

The exhibitor should make arrangements with the official contractor for storage of packing boxes and crates during the exhibition. Show Management assumes no responsibility for damage or loss of packing boxes or crates.

**Food and Beverage**

Exhibitor distribution of food and beverages for consumption in the building must be approved in advance by ASPB and must be in compliance with the rules and regulations of the Wisconsin Center District. All food and beverages must be purchased through the official show catering company as listed in the Exhibitor Services Manual.

**Liability and Security**

ASPB makes no warranty, expressed or implied, that security measures will avert or prevent occurrences which may result in loss or damage. Each exhibitor must make provisions for the safeguarding of their own goods, materials, equipment and display at all times. ASPB will not be liable for loss or damage to the property of exhibitors or their representatives or employees from theft, fire, accident, or other causes. ASPB will not be liable for injury to exhibitors or their employees or for damage to property in their custody, owned or controlled by them, which claims for damages, injury, etc., may be incident to or arise from, or be in any way connected with their use or occupation of display space, and exhibitors will indemnify and hold harmless against such claim. The exhibitor understands that neither ASPB nor the Wisconsin Center District maintain insurance covering the exhibitor's property or liability claims against the exhibitor and it is the sole responsibility of the exhibitor to obtain such insurance. The exhibitor assumes responsibility and agrees to indemnify and defend ASPB and the Wisconsin Center District and

their respective employees and agents against any claims or expenses arising out of the negligent use of the exhibition premises and shall indemnify, defend, and hold harmless ASPB and the Wisconsin Center District, its owners, managers, officers, directors, affiliates, subsidiaries, agents, servants and employees from any and all such losses, damages and claims. The exhibitor assumes all liability for any damage to the facility's floor, walls, lighting fixtures, etc. because of exhibitor's negligence. The exhibitor will abide by and observe all laws, rules, regulations and ordinances of any governmental authority and of the contracted facility. The exhibitor will pay and save ASPB, its Board, members, staff, and representatives, the city of Milwaukee, and the Wisconsin Center District from any and all damages, loss or liability of any kind whatsoever resulting from injuries to persons or property occurring within the Wisconsin Center District or property adjacent thereto occasioned by any act, neglect or wrongdoing of the exhibitor or any of its officers, agents, representatives, guests or employees, invitees or other persons permitted by the exhibitor upon the premises, and the exhibitor will at its own cost and expense defend and protect ASPB, the City of Milwaukee and the Wisconsin Center District against any and all such claims or demands.

**Insurance**

Each exhibitor shall be responsible for securing and maintaining the following insurance coverage at the exhibitor's expense: (a) Workman's compensation insurance coverage for exhibitor's employees which shall be in compliance with the laws of the City of Milwaukee; (b) Commercial general liability insurance with policy limits of $1,000,000 for combined single limit coverage to include: comprehensive form, premises/operations, contractual, broad form property damage and products/completed operations, providing for terms of coverage to be effective from on or before July 26, 2025 through June 29, 2025, which shall include exhibitor's move in and move out. Such insurance shall cover any and all damage or injury to any and all persons arising out of such person's attendance at the exhibitor's exhibit during the term of the Plant Biology 2025 Annual Meeting. (c) Other insurance: each exhibitor acknowledges that it is responsible for obtaining any additional insurance coverage solely at its own expense, in such amounts as it deems appropriate to comply with its obligations hereunder and for its own protection.