

## Exhibition Policies

The WBCA reserves the right to order the removal of any materials or cease any activities deemed inappropriate for the exhibition. Please note the following:

- A. Exhibitors may not assign, sublet or apportion to others the whole or any part of the space allotted without prior written consent of the WBCA.
- B. The aisles are the property of the entire exhibition; they may not be obstructed at any time.
- C. All unscheduled exhibit demonstrations, discussion, or other activities such as the distribution of descriptive literature of any kind, must be confined to the exhibitor's own booth unless approved by the WBCA.
- D. Posting of notices and/or distribution of other materials to attendees by exhibitors is not allowed in any part of the convention hotels or convention center (outside assigned booth space).
- E. Children under the age of 16 are not allowed on the exhibit floor during move-in on Friday, April 2 or move-out on Sunday, April 4. Children are prohibited from being a part of booth staffing.
- F. The distribution of foods and/or beverages is prohibited unless authorized by the WBCA prior to the show.
- G. Helium-filled balloons are not allowed in the exhibit hall.
- H. Noise from electrical, audio-visual or live presentations must be kept to a level so as not to disturb other exhibitors or interfere with traffic flow.
- I. Exhibitors are prohibited from conducting any live or taped video or audio broadcasts from their booth space or from anywhere else in the convention center without expressed approval of the WBCA. Photographing or videotaping any booth other than your own is not allowed.
- K. All materials used in the exhibit area must be flameproof and fire-resistant to conform to local fire ordinances. No combustible decorations such as crepe paper, tissue paper, cardboard or corrugated paper is to be used at any time.
- L. Exhibitors will be held liable for any damage caused to property. No materials shall be posted, tacked, nailed, taped or otherwise affixed to ceilings, painted surfaces, fire sprinklers, columns, fabric or decorative walls.
- M. Hospitality suites, special parties, seminars or other exhibitor-sponsored events are not permitted at any time during the convention (Friday, April 2 through Tuesday, April 6). No space will be made available at any of the WBCA contracted hotels or convention center for private events unless requested through WBCA staff.

### Use of WBCA Name and Service Mark

The Women's Basketball Coaches Association (WBCA) Name and Service Mark is and has been duly registered with the United States Patent Office in Washington, D.C. Any unauthorized use of the WBCA Name (facsimile) and Service Mark (logo) without the expressed written consent of WBCA Chief Executive Officer Beth Bass is prohibited.

Anyone desiring to use the WBCA Name or Service Mark in promoting or marketing their goods or services should send a request to the WBCA, Beth Bass, CEO, 4646 Lawrenceville Hwy., Lilburn, Georgia 30047-3620. Assuming the request creates no conflict of interest with regard to other outstanding contracts the WBCA has with its corporate partners, the WBCA's Chief Executive Officer will grant the vendor a limited, non-exclusive license to use the WBCA Name and Service Mark for an agreed upon royalty payment.

Use of the NCAA mark or service mark must be approved by the NCAA.

### Insurance and Liability

All exhibitors shall maintain such insurance as the exhibitor deems advisable to protect against loss of or damage to their property and/or persons while at the Convention Center.

By submitting an Application and Contract for Exhibit Space, Exhibitor agrees to assume all responsibility for any loss, damage, or injury that each shall have or cause. The Exhibitor agrees to indemnify, hold harmless and defend the Women's Basketball Coaches Association, the city of San Antonio, the Henry B. Gonzalez Convention Center, the George E. Fern Company and each of their affiliates and subsidiaries, and each of their directors, members, officers, agents, employees, and representatives (each an "Indemnified Party"), from all claims, losses, liabilities, damages, actions, judgments, penalties, costs, and expenses (including attorney fees and costs) arising in, at, of or in connection with the Exhibitor's exhibit or the installation, maintenance, conduct, use, operation or removal of such exhibit or any part thereof, by Exhibitor or its officers, directors, employees, agents, representatives, invitees, or contractors. Such indemnification shall be effective regardless of any claim of negligence on the part of the any Indemnified Party.

# Women's Basketball Coaches Association 2010 National Convention

San Antonio, Texas  
Exhibition Dates: April 3 - 4, 2010

## Exhibitor Prospectus



### Important Dates

September 8, 2009 – 2010 WBCA National Convention  
registration and housing opens

September 30, 2009 – End of early-bird exhibitor registration

January 5, 2010 – Cancellation deadline to receive any refunds

February 1, 2010 – Deadline for exhibitors to submit badge  
names, coupon advertisement, mailing list order form  
and giveaway and/or drawing descriptions

### On-site schedule (tentative)

Move-in – Friday, April 2 8 a.m. – 5 p.m.

Show hours –

Saturday, April 3 8:30 a.m. – 5 p.m.

Sunday, April 4 9:30 a.m. – 5 p.m.

Move-out – Sunday, April 4 5 – 10 p.m.

### Questions?

Contact the WBCA Exhibition Staff at:

Women's Basketball Coaches Association  
4646 Lawrenceville Highway  
Lilburn, Georgia 30047  
770.279.8027  
770.279.8473 Fax  
[www.wbca.org](http://www.wbca.org)

## Booth Fees

10' X 10' booth includes:

- Pipe and drape
- Five (5) badges per 10' X 10' space
- Identification sign
- Listing in the convention program

### Allied Member Rate:

\$850 (received on or before Sept. 30, 2009)

\$950 (received on or after Oct. 1, 2009)

### Non-member Rate:

\$1050 (received on or before Sept. 30, 2009)

\$1150 (received on or after Oct. 1, 2009)

Full payment of booth fees must be made with the application. WBCA staff will not approve applications, apply discounts or assign booth space until these are received.

## Allied Membership

Allied member companies who register as an exhibitor may:

- Request one (1) complimentary rental of convention registrants' mailing information;
- Submit one promotional advertisement in the Exhibit Hall Coupon Book, which is provided to all registrants;
- Purchase a maximum of two (2) tickets to the NCAA Women's Final Four.

The cost of WBCA Allied Membership is \$220 per year and includes a subscription to the association's bimonthly magazine Coaching Women's Basketball (CWB).

*Nonmembers may purchase a mailing list or an advertisement in the Exhibit Hall Coupon Book.*

## Exhibit Services Contractor

The official service contractor for the WBCA National Convention is George Fern Company ([www.georgefern.com](http://www.georgefern.com)). An online exhibitor service kit will be available in January 2010; a notice will be mailed to all exhibitors and posted on [www.wbca.org](http://www.wbca.org).

All exhibitor materials and displays shipped into and out of the Convention Center must be arranged with George Fern Company.

Please note that booths are not carpeted, therefore, in an effort to maintain an attractive and professional environment, we require all exhibiting companies to either rent or provide carpeting for their booth.

## Booth Assignment

In the event that your preferred spaces have been assigned previously, the WBCA reserves the right to allocate spaces as equitably as possible. Assignments are first-come, first serve, based on the order in which completed contracts (including payment) are received. Exhibitors will be notified of booth locations no later than January 15, 2010.

## Cancellation Policy

The WBCA must receive a written notice of cancellation or reduction of space, and the following refunds policies apply per each 10' X 10" booth:

- **Prior to October 1, 2009** – refund less a \$100 administrative fee
- **Prior to January 5, 2010** – refund less a \$500 administrative fee
- **After January 5, 2010** – no refunds issued

## Merchandise Sales

Exhibitors who sell merchandise from the show floor must have the appropriate seller's permit and licenses. It is the sole responsibility of the exhibitor, not the WBCA, to obtain the required permits and licenses, if required, and to properly collect and remit any sales taxes. Additionally, if required, the payment of any merchandising fees associated with the convention center or other event management is the responsibility of the exhibitor and not the WBCA.

## Security

The WBCA does provide security within the exhibit hall on Saturday and Sunday, however, the security service does not guarantee against loss or theft. Furthermore, the WBCA is not liable for exhibitors' property. If additional security is needed for your booth, please contact the WBCA.

## Booth Installation, Removal and Storage

All booths must be fully installed by 8 a.m. on April 3. Space not occupied by 8:15 a.m. will be forfeited by the exhibitor unless arrangements for delayed occupancy have been made in writing to the WBCA. Exhibits should be staffed throughout show hours.

All exhibits must remain intact until the close of the show on April 4 at 5 p.m. Early teardown may result in penalties, including but not limited to loss of membership and/or refusal of future booth space.

All materials and displays must be removed no later than Noon on Monday, April 5. The WBCA and George Fern Company are unable to store display material and/or show merchandise (i.e. drayage). At the conclusion of the show, all related equipment, crates, etc., must be removed from the premises. Any property not removed from the premises by this time shall be considered abandoned property and may be disposed of accordingly. The WBCA and the Convention Center Authority shall not be liable for any damage to or loss of such property which occurs during the course of such removal, storage, delivery or disposal. The exhibitor shall pay to the WBCA costs incurred in effecting such removal, storage, delivery or disposal of said property and restoring the center.

## Display Regulations

**A. Line of Sight Exhibit** – Signs, displays, products and fixtures for all exhibit configurations located within an area 5' from the aisle and 10' from a neighboring exhibit can be no more than 4' high. Hanging signs are permitted for island booths only and any expenses are the responsibility of the exhibitor.

**B. Standard Linear Exhibit** – Linear exhibits are 10' deep. They may be offered in 10', 20', 30' or 40' widths. To ensure visibility for all exhibitors, the following conditions apply:

Height: Exhibits up to 30' in width are permitted a maximum height of 8'3" for any sign, display, product or fixture. Any sign, display, product or fixture exceeding 4' in height must be set back at least 5' from the aisle or be at least 10' from any neighboring exhibit.

Dimensions: Width of exhibit space shown on the official floor plan is measured from the center of the side rails and depth is the overall measurement from the face of the front post to the back of the rear post. Exhibit structures must be constructed to allow 3" for each side rail and 9" for utility service access at the rear (therefore, a 10' X 20' exhibit space has 9'3" X 19'6" usable space).

**C. Perimeter Wall Exhibit** – Perimeter wall exhibits are located on an outside perimeter wall of the floor plan. They are offered in 10', 20', 30' or 40' widths. To ensure visibility for all exhibitors, the following conditions apply:

Height: Exhibits up to 20' in width are permitted a maximum height of 12' for any sign, display, product or fixture. Any sign, display, product, or fixture exceeding 4' in height must be set back at least 5' from the aisle. Exhibits of 30' or 40' in width are permitted a maximum height of 12' for any sign, display, product, or fixture. Any sign, display, product, or fixture exceeding 4' in height must be set back at least 5' from the aisle and be at least 10' from any neighboring exhibit.

Dimensions: width of exhibit space shown on the official show floor plan is measured from the face of the front post to the back of the rear post. Exhibit structures must be constructed to allow 3" for each side rail and 9" for utility services access at the rear (therefore, a 10' X 20' exhibit space has 9'3" X 19' 6" usable space).

**D. Peninsula Exhibit** – A peninsula exhibit is created when two or more adjoining 10' X 10' exhibit spaces are placed at the end of an aisle with an aisle on three sides. To ensure visibility for all exhibitors, the following conditions apply:

Height: The maximum height permitted for any sign, display, product, or fixture within the exhibit is 12'. Any sign, display, product, or fixture exceeding 4' in height must be set back at least 5' from the aisle and back wall, utilizing the center of the booth. If the booth width is over 10', any sign, display, product, or fixture within the exhibit must be at least 10' from any neighboring exhibit. Any portion of the exhibit bordering or viewed from another exhibitor's space must have the backside of that portion finished, and the exhibit must be designed to be accessible from all three aisles.

Dimensions: Exhibit structures must be constructed to allow 9" for utility service access at the rear (therefore, a 20' X 30' exhibit space has 29'3" usable space from the front to back wall).

**E. Island Exhibit** – An island exhibit is surrounded by aisles on all four sides and consists of 10' X 10' spaces.

Height: The maximum height for any sign, display, product, or fixture within the exhibit is 16'. Since there are no adjacent exhibitors, signs, and displays up to 16' in height may be located anywhere within the exhibit. However, no part of the exhibit may hang over or outside the exhibit perimeters.