



## 2019 ALPHARETTA BUSINESS ASSOCIATION BUSINESS EXPO

# BUSINESS EXHIBITOR REGISTRATION AGREEMENT

Thank you for your interest in registering as an Exhibitor at the Alpharetta Business Association's (ABA) 2019 Business Expo. We are excited to showcase your business! If you have questions about being an Exhibitor at the Expo, please contact:

Diane Lasorda

Cell – 678-898-4645

[diane@alpharettabusinessassociation.com](mailto:diane@alpharettabusinessassociation.com)

Lara Dolan

Cell – 404-514-6533

[lara.dolan1969@gmail.com](mailto:lara.dolan1969@gmail.com)

### **DATE, TIMES, LOCATION**

**Date:** Friday, August 23, 2019

**Time:** 9:00 AM – 3:00 PM

- Tech Showcase 9-10 AM

- Expo – 10-3 PM

**Place:** Atlanta Marriott Alpharetta (“Hotel”)

5750 Windward Parkway, Alpharetta, GA 30005

**Vendor set up:** 8:00 AM - 10:00 AM

**Vendor cleanup/break down:** 3:00 PM – 5:30 PM

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### **Return the following documents to ABA to secure your registration:**

1. Signed Exhibitor Registration Agreement.
2. Payment via check or payment via credit card.
3. Signed Marriott Food and Beverage Waiver and Indemnification Agreement

Scan to Diane Lasorda

[diane@alpharettabusinessassociation.com](mailto:diane@alpharettabusinessassociation.com)

Mail to Diane Lasorda

ABA

11770 Haynes Bridge Road

Suite 205, Box 264

Alpharetta, GA 30009

**For additional materials (equipment, chairs, extension cords), complete the attached Hotel Vendor Form and return this form directly to the Hotel.**

On behalf of ABA, thank you again for your participation! We are looking forward to another successful Business Expo!

**FEES**

<b>ABA Members</b>	<b>\$279</b>
<b>Non-Members</b>	<b>\$399</b>
<b>Non-Profit</b>	<b>\$100</b>

The fee includes set up of a cloth-draped exhibitor table (6'x30") and a chair in the Hotel's Magnolia Ballroom where the Expo will take place. Additional materials and equipment, including additional chairs, extension cords, surge protectors, and pipe and draping behind or around the table, are available at an additional cost. If you would like to order these additional items, you may order them by completing the attached **Hotel Vendor Form**. Please submit the **Hotel Vendor Form** directly to the hotel.

In order to register as an Exhibitor at the Expo, please provide the information requested in the spaces below, sign, and mail this form with your check made payable to the "Alpharetta Business Association" to:

Alpharetta Business Association  
11770 Haynes Bridge Road, Suite 205-Box 264  
Alpharetta, GA 30009

For credit card payments, please contact Diane Lasorda.

**PLEASE NOTE: Confirmation of your registration includes this form, the Marriott Waiver and payment in full.**

## Business Exhibitor Registration Agreement

Please provide the following, required Exhibitor information:

Name of Exhibitor Company: \_\_\_\_\_

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

Contact Name and Title: \_\_\_\_\_

Contact Telephone Number: \_\_\_\_\_

Name and Contact Number for Day of Event \_\_\_\_\_

Email: \_\_\_\_\_

Facebook Page: \_\_\_\_\_

LinkedIn Profile: \_\_\_\_\_

Twitter Username: \_\_\_\_\_

How would you like for your company name to be listed on the printed Expo Guide?

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\_\_\_\_\_ **\$279 - I am an ABA member.**

\_\_\_\_\_ **\$399 - I am a Non-Member**

\_\_\_\_\_ **\$100 – I am a Non-Profit Organization.**

*All Exhibitors are required to sign the attached Marriott Food and Beverage Waiver and Indemnification Agreement. The completed Waiver must be submitted with your registration form.*

### **TERMS AND CONDITIONS APPLICABLE TO ALL EXHIBITORS**

In consideration of being an Exhibitor at the ABA's Expo, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Exhibitor agrees to all of the terms and conditions of this Exhibitor Agreement as follows:

1. Exhibitor agrees to be responsible for loading and unloading Exhibitor's materials, decorations and equipment from Exhibitor's own vehicle(s) and carrying those items to and from Exhibitor's Exhibitor tables.
2. Exhibitor agrees to arrange Exhibitor's materials, decorations and/or equipment on their Exhibitor tables by no later than 10:00 AM on August 23, 2019.
3. Exhibitor agrees to remove from and clear off of Exhibitor's table all materials, decorations and/or equipment and load them in Exhibitor's vehicle(s) by no later than 8:00 pm on August 23, 2019.
4. Exhibitor agrees to have at least one person managing their Exhibitor table from 10:30 AM – 3:00 PM on the day of the Expo on August 23, 2019
5. **Exhibitor agrees to NOT breakdown their booth until after 3:00 PM.**
6. Exhibitor is not permitted to hang signs or banners on Hotel's wall or ceiling. Exhibitor may display free-standing signs and banners on its Exhibitor table.
7. There will not be any storage space available at Hotel for displays, equipment, or other Exhibitor materials.

Complimentary parking is available in the Hotel parking lot. Overflow parking is available in the Marta parking lot across Windward Parkway. In the event that overflow parking becomes necessary, complimentary shuttle service will be provided to and from the overflow parking lot.

## Business Exhibitor Registration Agreement – Page Two

### LIMITATION OF LIABILITY

EXHIBITOR ASSUMES THE ENTIRE RESPONSIBILITY AND LIABILITY FOR ALL LOSSES, DAMAGES, COSTS, EXPENSES, LIABILITIES, CAUSES OF ACTION, INJURIES, AND CLAIMS OF ANY NATURE, INCLUDING REASONABLE ATTORNEYS' FEES, INCURRED BY EXHIBITOR AND ARISING OUT OF OR RELATING TO THE ABA EXPO, THIS AGREEMENT, OR EXHIBITOR'S ACTIVITIES ON THE HOTEL PREMISES AT ANY TIME ON AUGUST 23, 2019. THE ABA AND ITS DIRECTORS, OFFICERS, EMPLOYEES, AGENTS, SERVANTS, AND EXPO VOLUNTEERS SHALL NOT BE LIABLE FOR ANY DIRECT, INDIRECT, SPECIAL, EXEMPLARY, CONSEQUENTIAL OR INCIDENTAL DAMAGES OF ANY NATURE WHATSOEVER INCURRED BY EXHIBITOR AND ARISING OUT OF OR RELATING TO THE ABA EXPO, THIS AGREEMENT, OR EXHIBITOR'S ACTIVITIES ON THE HOTEL PREMISES AT ANY TIME ON AUGUST 23, 2019. INCLUDING DAMAGES FOR LOST PROFITS, LOSS OF GOODWILL, LOSS OF DATA OR OTHER INTANGIBLES, EVEN IF ADVISED OF THE POSSIBILITY OF SUCH DAMAGES.

### INDEMNIFICATION

EXHIBITOR AGREES TO INDEMNIFY, DEFEND, AND HOLD HARMLESS HOTEL, ITS OWNERS, ITS MANAGEMENT COMPANY AND THEIR RESPECTIVE AGENTS, SERVANTS AND EMPLOYEES FROM ANY AND ALL LOSSES, DAMAGES AND CLAIMS ARISING OUT OF OR RELATING TO EXHIBITOR'S ACTIVITIES ON THE HOTEL PREMISES AT ANY TIME ON AUGUST 23, 2019.

EXHIBITOR FURTHER AGREES TO INDEMNIFY, DEFEND, AND HOLD HARMLESS THE ABA, ITS DIRECTORS, OFFICERS, EMPLOYEES, AGENTS, SERVANTS, AND EXPO VOLUNTEERS FROM AND AGAINST ANY AND ALL COSTS, EXPENSES, CLAIMS, INJURIES, LIABILITIES, LOSSES, CAUSES OF ACTION AND DAMAGES OF ANY NATURE, INCLUDING REASONABLE ATTORNEYS' FEES, ARISING OUT OF OR RELATING TO EXHIBITOR'S ACTIVITIES ON THE HOTEL PREMISES AT ANY TIME ON AUGUST 23, 2019.

### GOVERNING LAW

THIS EXHIBITOR REGISTRATION AGREEMENT IS GOVERNED BY THE LAWS OF THE STATE OF GEORGIA.

### ARBITRATION CLAUSE

SHOULD A DISPUTE ARISE BETWEEN THE PARTIES TO THIS EXHIBITOR REGISTRATION AGREEMENT WHICH THE PARTIES ARE UNABLE TO RESOLVE, THE PARTIES AGREE TO SUBMIT THEIR DISPUTE TO BINDING ARBITRATION IN THE STATE OF GEORGIA BY A CERTIFIED ARBITRATOR FROM THE AMERICAN ARBITRATION ASSOCIATION.

**Please sign and date this Exhibitor Agreement below (required in order to register).  
Return this form to the attention of Diane Lasorda via scan to [diane@alpharettabusinessassociation.com](mailto:diane@alpharettabusinessassociation.com)  
or by mail: 11770 Haynes Bridge Road, Suite 205, Box 264, Alpharetta, GA 30009**

I have read the Exhibitor Registration Agreement, and I understand and agree to all of the terms and conditions set forth in the Exhibitor Agreement.

Accepted and Agreed to:

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

By: \_\_\_\_\_  
(Signature)

Its: \_\_\_\_\_  
(Title of Person Signing Registration Form on Company's Behalf)

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

**FOOD AND BEVERAGE WAIVER AND INDEMNIFICATION AGREEMENT**

**HOTEL POLICY**

It is the policy of this Hotel to discourage a Hotel patron ("Patron") from purchasing food/beverage and from using the Hotel facilities to prepare or to prepare and serve food/ beverage to Hotel guests. Improper handling of food/beverage may lead to food poisoning and other health hazards.

**WAIVER**

The undersigned Patron agrees to waive any claim for damages of any nature whatsoever and to release the Hotel, the Hotel owner, the Hotel Manager, Marriott International, Inc. and each of their respective subsidiaries, affiliates, officers, directors, employees and agents from any liability or responsibility whatsoever for any ill-effect, injury, or loss incurred by Patron or any third party including, but not limited to, all manner of actions, causes of action, suits, debts, damages, claims, demands, costs, losses and expenses of any type or kind whatsoever, arising from, connected with or related to the purchase of food and the preparation or serving of food to Hotel guests by persons other than Hotel employees.

**INDEMNIFICATION**

Patron agrees to indemnify, defend and hold harmless the Hotel, the Hotel owner, the Hotel Manager, Marriott International, Inc., and each of their respective subsidiaries, affiliates, officers, directors, employees and agents from and against all liability, claims, actions, causes of action, suits, demands, damages, judgments, costs, losses and expenses, including reasonable attorney's fees, to which any of the above-named parties may be subject, including, but not limited to, any claim for any injury to or the sickness or death of any person or persons, or for damages to property or otherwise, arising from, connected with or related to the purchase of food and the preparation or serving of food to Hotel guests by persons other than Hotel employees.

**INSURANCE**

Patron shall carry comprehensive general liability insurance including products liability and contractual liability for bodily injury or property damage with a combined single limit of not less than one million dollars (\$1,000,000.00) each occurrence. Such policy shall name the Hotel Manager and the Hotel owner as additional insured's. Patron shall provide the Hotel with a certificate of insurance evidencing such coverage prior to using the Hotel facilities to prepare or to prepare and serve food to Hotel guests.

**OPERATION OF BANQUET FACILITIES**

The Patron agrees that it, its employees and agents will follow the rules, directions and instructions of the Hotel banquet staff. In the event Patron damages any of the banquet equipment, Patron agrees to promptly pay for all costs of repair or replacement of the damaged banquet equipment.

**PATRON'S ACKNOWLEDGMENT**

Patron's signature below indicates that Patron has read and understood this Agreement and agrees to its contents. Patron also acknowledges that the person signing on behalf of Patron is authorized to bind Patron to the terms of this Agreement.

Signature: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Organization: \_\_\_\_\_  
Dated: \_\_\_\_\_

**Marriott Atlanta Alpharetta**

**Vendor Order Form**

We look forward to welcoming you to the Alpharetta Business Association Expo on August 23, 2019. The Event Services team at the Marriott look forward to making your event a success.

Please complete this form for any additional hotel services that you will need for the expo.

Please submit this on or before Friday, August 9th to [Colm.Reid@marriott.com](mailto:Colm.Reid@marriott.com)

**Indicate the quantity of the following items that you will need provided to you**

Power strip & Extension Cord \_\_\_\_\_ \$30.00 each

Easel Stand \_\_\_\_\_ \$10.00 each

Flip Chart Pad, Stand & Markers \_\_\_\_\_ \$70.00 each

**Please provide Credit Card Information for the services selected above**

Cardholder Name: \_\_\_\_\_

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

Type of Card: \_\_\_\_\_ Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Card Holder Signature: \_\_\_\_\_

I hereby authorize the Marriott Atlanta Alpharetta to guarantee the equipment requested above by charging the credit card provided on this form.

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

Organization: \_\_\_\_\_

Email: \_\_\_\_\_

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