

AACC Exhibition Order Form

www.aaccnet.org



Early Special

Reserve your 2005 exhibit space by January 31, 2005 and receive the Early Exhibit Rate discount off the regular exhibit price and have your company's name printed in the Registration Brochure, mailed to thousands in the grain-based food industry!

The exhibition fee includes one (1) table-top exhibit and one (1) exhibitor registration. Additional registrations are available at the exhibitor registration rate (see Rules and Regulations, item 2). Individual registration forms will be sent in a future mailing and must be completed for each person attending from the exhibiting company.

I.A. Company Information

Please provide information exactly as it should appear in the program book using upper and lowercase letters. Please print or type.

Company Name _____
Address _____
City _____ State or Province/Country _____ Zip/Postal Code _____
Telephone _____ Facsimile _____
Website _____

I.B. Program Book Listing

Please forward a 20-word description of your product or service for inclusion in the program book by June 27, 2005, to Rhonda Wilkie at exhibits@scisoc.org. Descriptions received after June 27, 2005, are not guaranteed inclusion in the program book.

2. Exhibit Contact Information

Person to receive further exhibit information.

Name _____ Title _____
E-mail _____

Please complete information below if address is different from above.

Company Name _____
Department/Division _____
Address _____
City _____ State or Province/Country _____ Zip/Postal Code _____
Telephone _____ Facsimile _____

3. Product Categories

Please check all products/services provided by your company.

Ingredients

- Acidulants - 105
- Anti-Caking Agents - 110
- Cocoa Products - 115
- Color - 120
- Conditioners & Emulsifiers - 125
- Dairy Products - 130
- Egg Products - 135
- Enzymes - 140
- Fiber - 145
- Flavors - 150
- Fruits - 155
- Grains - 160
- Gums - 165
- Leavening - 170
- Nuts - 175
- Oils - 180
- Salt - 185
- Soy-based Products - 190
- Spices, Herbs, & Seasonings - 195
- Starches - 200
- Sweeteners, Nonnutritive - 205
- Sweeteners, Nutritive - 210
- Vegetables - 215
- Vitamins, Minerals, Enrichment, Fortification - 220
- Yeast - 225

Instruments & Lab Products

- Instruments, Laboratory - 300
- Instruments, Online - 400
- Lab Products - 500
- Test Kits - 550
- Plant Machinery, Equipment, & Services**
- Contract Manufacturing - 610
- Extruders - 620
- Packaging - 640
- Plant Equipment - 650

Services & Education

- Analytical Testing - 700
- Certification - 710
- Product Formulation - 720
- Publications - 730
- Sensory Testing - 740
- Software - 750
- Training - 760

4. Exhibit Placement

Exhibit assignments are based on the following factors: AACC Corporate Membership, Advertising, Sponsorship, past exhibit participation, date of order receipt, and separation of competitors.

A. Please list your major competitors.

B. Other considerations:

5. Electricity

Due to the simplicity of the table-top format and associated restrictions, electricity is limited and must be pre-approved by AACC. See Rules and Regulations, item 3.

- I am requesting electricity for powering (check one below)
 - Instrument or equipment Laptop computer
 - Other, please explain proposed use.

You will be contacted by AACC staff and, if approved, will be given an electricity order form in the Exhibit Kit that mails in summer 2005.

6. Exhibition Reservation Fees

AACC Corporate Member: Early \$1200 USD Regular (after January 31, 2005) \$1400 USD
Nonmember: Early \$1400 USD Regular (after January 31, 2005) \$1700 USD

- Check here if you wish to be contacted for Annual Meeting Sponsorship opportunities.
- Check here if you wish to become a Corporate Member and receive your exhibit at a Corporate Member rate. Fill out and return the enclosed Corporate Membership form with your Exhibit Order Form.

7. Payment Information

A \$800 deposit must accompany all order forms to reserve exhibition space. Balance must be paid by May 13, 2005, to guarantee listing in the program book and website link. Confirmation will be mailed upon entry of orders.

- Payment in full is enclosed.
- \$800 deposit is enclosed. Balance due May 13, 2005.
- Check enclosed (payable to AACC)
- Charge my credit card (*This credit card will be automatically charged the remaining balance on May 13, 2005*):
 - Visa MasterCard American Express

Cardholder Name _____
Acct. # _____
Signature _____
Exp. Date _____

8. Important Payment Dates

Deadline for payment in full is **May 23, 2005**.
A full refund will be made for all space cancelled on or before **May 13, 2005**. A 50% refund will be made for all space cancelled after **May 13, 2005**. No refunds after **June 15, 2005**.

9. Contract Agreement

We have read, signed, and agree to abide and be bound by the terms, conditions, rules, and regulations.

Name (please print) _____
Signature _____
Company _____

- Check here if you would prefer a 10' x 10' booth exhibit. Depending on interest, we will contact you if booths become an option.

Onsite at the 2004 AACC/TIA Joint Meeting return to the Registration Desk, or mail to:
Rhonda Wilkie, Exhibit Sales Coordinator
American Association of Cereal Chemists
3340 Pilot Knob Road, St. Paul MN 55121 U.S.A.
Fax: +1.651.454.0766

Questions?
Contact AACC Headquarters
Rhonda Wilkie, +1.651.994.3820, rwilkie@scisoc.org or
Debby Woodard, +1.651.994.3817, dwoodard@scisoc.org
www.aaccnet.org

FOR OFFICE USE ONLY

Accepted for AACC by Rhonda Wilkie, Exhibit Sales Coordinator
Paid \$ _____ Date _____
Balance Due \$ _____ by May 13, 2005.
Paid in Full \$ _____ Date _____
Signature _____

2005 AACC Annual Meeting Exhibition Basic Rules & Regulations

1. CONTRACT

This application, properly executed by Applicant (Exhibitor) shall upon written acceptance by the **AMERICAN ASSOCIATION OF CEREAL CHEMISTS (AACC)** for the 2005 Annual Meeting of the American Association of Cereal Chemists (hereafter referred to as the 2005 AACC Annual Meeting) constitutes a valid and binding contract. The American Association of Cereal Chemists reserves the right to render all interpretations and to establish further regulations as may be deemed necessary for the general success of the exhibition. It is further agreed that the conditions, rules and regulations as herein stated and as outlined in the Exhibitor's manual are made a part hereof as though fully incorporated herein, and that said Exhibitor agrees to be bound by each and every one thereof.

2. TABLE-TOP EXHIBITS

One table-top exhibit is allowed per company, or one exhibit per independent operating division within a company. Each table-top exhibit includes one 6-foot exhibit table draped and skirted, two chairs, one wastebasket, carpeted space, and a company identification sign. Each table-top exhibit also includes one (1) free Exhibitor registration that offers entry to the three-day technical program, all committee meetings and non-ticketed events. Additional registrations may be purchased for \$400.00 prior to the Advance Registration date listed in the Registration Brochure, or \$450.00 after the Advance Registration date listed in the Registration Brochure.

3. ELECTRICITY

Due to the simplicity of the table-top format and associated display restrictions, use of electricity is limited and must be pre-approved by the American Association of Cereal Chemists. Appropriate uses include demonstrating equipment or powering laptops. Electricity is not allowed for food preparation or promotional purposes. If approved, the exhibiting company will receive an electrical order form in the Exhibit Services Manual and will contract directly with the electrical vendor for services. Payment for services will be the responsibility of the Exhibitor.

4. DISPLAY REGULATIONS

Displayed items must sit on the table, have measurements that do not exceed the table's dimensions, and be 36" (91.44 cm) or less in height.

a. PERMITTED AT TABLE-TOP EXHIBITS

- Educational sales literature
- Samples of ingredients, additives or food products
- Sales premiums, souvenirs, handouts, etc.
- Instruments and/or equipment (Self-supporting and set on the table; no water will be available)
- Table drapes

b. PROHIBITED AT TABLE-TOP EXHIBITORS

- No large display materials over 36" high or that exceed the 6 foot table dimensions. (Exceptions include instrumentation or equipment. Check with the AACC Exhibit Manager if in doubt). Standard name signs will be provided.
- No items may be displayed from the floor, e.g. floor easels and backdrops are not allowed.
- No electricity (except for pre-approved suppliers).
- Storage of boxes is not allowed behind tables.
- No solicitations, interviews and/or distribution of literature can be done outside the confines of the Exhibitor's individual table-top area.
No cooking or other food preparation.
The serving of alcoholic beverages by Exhibitors is prohibited.
- Audio presentations of speech or music are prohibited.

5. INSURANCE AND LIABILITY.

Insurance, if desired by table-top Exhibitors, must be obtained at their own cost and expense. The American Association of Cereal Chemists and their agents and employees assume no risk, and by the acceptance of this agreement the Exhibitor expressly releases them of and from any and all liability for any damage, injury or loss to any person or goods, from any cause whatsoever. All property shipped to and from the hotel, convention center or drayage firm by the Exhibitor for installation or display is the sole responsibility of

the Exhibitor. It is recommended that Exhibitors obtain adequate insurance coverage, at their own expense, for property loss or damage and liability for personal injury.

6. FLOOR PLAN

The American Association of Cereal Chemists reserves the right to rearrange the floor plan and/or relocate any exhibit. The Exhibit Manager of the 2005 AACC Annual Meeting has the right to enforce any and all portions of the terms and conditions.

7. ADMISSION

Entrance to the exhibition is by AACC name badge only. Each company that purchases a table-top exhibit is entitled to one (1) free registration; additional registrations may be purchased for \$400.00 prior to the Advance Registration date specified on the Registration Brochure and \$450.00 after that date. Each registration offers entry to the three-day technical program, all committee meetings and non-ticketed events.

8. EXHIBIT SHIPPING AND SET UP

Exhibit shipments CANNOT be received at the hotel or convention center prior to the set-up day due to storage and receiving limitations. C.O.D. shipments CANNOT be accepted anytime. Exhibitors must have their exhibits set up prior to the opening of the show. Move-in and move-out times for Exhibitors and the decorating company are strictly adhered to so additional rental charges are avoided.

9. HEALTH, FIRE, AND SAFETY

All exhibits or portions thereof must fully comply with applicable health, fire and safety regulations. No combustible decorations, such as crepe paper, tissue paper, cardboard or corrugated paper shall be used at any time. All materials and fluids which are flammable must be kept in safety containers. Open flames, butane gas, oxygen tanks, etc. are not allowed without the permission of the local Fire Prevention Bureau.

10. USE OF SPACE

The American Association of Cereal Chemists reserve the right to decline, prohibit or expel an exhibit which, in its judgment, is out of keeping with the character of the exhibition, this reservation being all inclusive as to person, things, printed matter, product, conduct, sound level, etc.

Distribution of advertising material and Exhibitor solicitation of any sort shall be restricted to the Exhibitor's table-top. Exhibitor's exhibit or product may not extend beyond the limits of the Exhibitor's exhibit, and part of any exhibit or product may not extend into any aisle. No Exhibitor shall so arrange their exhibit as to obscure or prejudice adjacent Exhibitors as per the opinion of the American Association of Cereal Chemists. No Exhibitor shall assign or sublet any part of his/her assigned space without prior written consent from the American Association of Cereal Chemists. "Sharing" of exhibit space by companies not corporately related by a common ownership is strictly prohibited. Any space not occupied by the time set for completion of installation of displays will be reassigned at the discretion of the American Association of Cereal Chemists. Deposits will be forfeited unless special arrangements have been approved by the American Association of Cereal Chemists.

Exhibitors must staff their table-tops at all times during the show hours. Failure to adhere to the rules specified herein will cause forfeiture of space. No refunds on space will be made.

Exhibitors may not offer or give attendees door prizes or other similar prizes in the exhibition space or adjacent area. Contests, lotteries, raffles, and games of chance are prohibited. All "giveaways" shall be of a nominal monetary value and in keeping with the nature of a scientific and professional meeting.

Failure to comply with the rules and regulations of this contract and as stated in the Exhibitor's manual will result in the alteration or removal of the table-top exhibit at the Exhibitor's expense. Rental fees for services and exhibit space are not refundable. Exhibitors shall be bound by all pertinent laws, codes and regulations of

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2005 AACC Annual Meeting Exhibition Basic Rules & Regulations (continued)

municipal or other authorities having jurisdiction over the exhibit facility or the conduct of said exhibit together with the rules and regulations of the owners and/or operators of the facility in which the exhibition is held.

In interpreting these terms and conditions, particular attention will be given to preserving the professional and educational nature of the exhibit.

11. LOSS, THEFT, DAMAGE, AND INJURY LIABILITY

The Exhibitor assumes all responsibility for any and all loss, theft and/or damage to Exhibitor's display, equipment and other property while on the Gaylord Palms Resort & Convention Center's premises, and hereby waives any and all claims and/or demands it may have against the Gaylord Palms Resort & Convention Center, its parent company and/or any of its affiliate companies arising from such loss, theft and/or damage. In addition, the Exhibitor agrees to defend (if requested by the Gaylord Palms Resort & Convention Center with counsel satisfactory to the Gaylord Palms Resort & Convention Center), indemnify and hold harmless the Gaylord Palms Resort & Convention Center and its respective parent, subsidiary and other related and affiliated companies from and against any and all liabilities, obligations, claims, damages, suites, costs, and expenses, including without limitation, attorneys' fees and costs, arising from directly or indirectly and/or in connection with the Exhibitor's occupancy and/or use of the exhibition premises or any part thereof and/or any act, error and/or omission of the Exhibitor or its employees, subcontractors and/or agents.

The American Association of Cereal Chemists assumes no liability for any loss, damage or injury to any property of the Exhibitor or to any of its officers, agents, employees or contractors, whether attributable to accident, fire, theft or any other cause whatsoever. While the exhibition may provide security guards, it is solely done as an accommodation to Exhibitors. The Exhibitor expressly agrees to defend, indemnify, and hold harmless AACC, their management, partners, owners, agents and employees from any and all claims, liabilities and losses; for injury to person (including death); or damage and/or loss to property arising in connection with Exhibitor's use of the exhibit space.

12. CANCELLATION/REFUND POLICY

Deadline for payment in full is May 13, 2005. A full refund will be made for all space cancelled on or before May 13, 2005. A 50% refund will be made for all space cancelled May 14 - June 15, 2005. No refunds will be offered after June 15, 2005. All cancelled space shall revert to the possession of the American Association of Cereal Chemists.

It is agreed that if the Exhibitor fails to comply in any respect with the terms of the agreement, the American Association of Cereal Chemists shall have the right, without notice, to sell or offer for sale the exhibit space covered by this contract. The Exhibitor shall be liable for any deficiency, loss or damage suffered by the exhibit by reason of the premises stated. The Exhibitor agrees to pay the exhibition for loss or damage upon demand, together with reasonable expenses and costs incurred by reason thereof.

It is further agreed that actual occupation of the exhibit space by an Exhibitor is of the essence thereof, and that should the Exhibitor be unable to occupy the exhibit space as herein provided, the American Association of Cereal Chemists is then expressly authorized to occupy or cause said space to be occupied in such manner as it may deem in the best interest of the event without any rebate or allowance whatsoever to the Exhibitor and without in any way releasing said Exhibitor from any liability hereunder, and said Exhibitor expressly agrees to pay the American Association of Cereal Chemists the full sum as herein set forth.

In the event the premises in which the 2005 AACC Annual Meeting is conducted shall become, in the sole discretion of the American Association of Cereal Chemists, unfit for occupancy, or substantially interfered with by reason of any cause or causes not reasonably within the control of the American Association of Cereal Chemists, this agreement may be terminated by the American Association of

Cereal Chemists. For this purpose, the term "cause or causes" shall include, but not limited to fire; flood; epidemic; earthquake; explosion or accident; embargo; inclement weather; governmental restraints; restraints or orders of civil defense or military authorities; acts of public enemy, riot, or civil disturbance; acts of terrorism; strike; lockout; boycott or other labor disturbances; inability to secure sufficient labor, technical, or other personnel; failure, impairment or lack of adequate transportation facilities; inability to obtain, condemnation, requisition or commandeering of necessary supplies or equipment; local state or federal law, ordinance, rule, order, decree or regulation, whether legislative, executive, or judicial and whether constitutional; or acts of God. Should the American Association of Cereal Chemists terminate this agreement pursuant to the provision of this paragraph the Exhibitor waives any and all claims for damages and agrees that the American Association of Cereal Chemists may, after computing the total amount of the 2005 AACC Annual Meeting's costs and expenses in connection with its preparation for and conducting of the Show, (including a reasonable reserve for claims and other contingencies), refund to the Exhibitor, as complete settlement of all said Exhibitor's claims and demands, an amount which bears the same relationship to the space rental fee paid by said Exhibitor as the total refundable amount computed above bears to the total amount of space rental fees paid by all Exhibitors.

13. AVAILABLE SERVICES

On behalf of the Exhibitors, the 2005 AACC Annual Meeting has designated official Exposition contractors to provide the following: drayage, cartage, furniture, signs, photographs, telephone services, etc.. Services of electricians, plumbers, carpenters and other labor, where allowed by the terms of this agreement, will be available and charged for at the prevailing rates. Contractors and rates will be listed in the Exhibitor Service Manual to be issued separately. The American Association of Cereal Chemists assumes no responsibility or liability for any of the services performed or materials delivered by the foregoing persons, parties, and organizations. Arrangements for these services and payments are to be made between Exhibitors and official Exposition Contractor. Rules and regulations for union labor are made by the local unions and these regulations may be changed at any time. Where union labor is required because of building or contract requirements, Exhibitor agrees to comply with the regulations.

14. CARE OF BUILDING, EQUIPMENT, AND FURNITURE

Nothing shall be posted on, or tacked, nailed, screwed, or otherwise attached to the columns, walls, floors, or other parts of the building or furniture without permission from proper building authority. Packing, unpacking, and assembly of exhibits shall be done only in designated areas and in conformity with directions of the Exhibits Manager, the convention center manager or their assistants. Anything necessary or proper for the protection of the building, equipment, or furniture will be at the expense of the Exhibitor. Exhibitors will be responsible for any damage to persons or property caused by reason of their exhibits, employees, agents or servants. Exhibitors agree to abide by all terms & conditions of Policies and Procedures as set for by the Gaylord Palms Resort & Convention Center.

15. INSTALLATION AND DISMANTLING

The specific requirements as to time for installation and dismantling of exhibits shall be set forth in the Exhibitors Service Manual supplied to each Exhibitor for this particular exhibition. Such requirements shall be binding.

16. COPYRIGHTS

Each Exhibitor will assume all costs arising from the use of patented, trademarked, franchised or copyrighted materials, devices, and/or dramatic rights used in or incorporated in the 2005 AACC Annual Meeting. Exhibitors agree to indemnify, defend and hold harmless the Tortilla Industry Association from any claims, damages or costs, including legal fees, which might arise from use of such material. This includes the acquiring of and compliance with A.S.C.A.P., B.M.I., licenses and copyrights.