

**ASSOCIATION OF SCIENCE-TECHNOLOGY CENTERS**  
2020 ASTC ANNUAL CONFERENCE

**Exhibitor and Advertiser Rules & Regulations**  
*ASTC 2020 Annual Conference*

**Terms and Conditions**

“ASTC,” as used herein, refers to the Association of Science-Technology Centers Incorporated, a Maryland nonprofit corporation. ASTC may also be referred to as “show management” in reference to certain activities. The word “Exhibitor” refers to the sponsoring or exhibiting organization named on this contract. The word “Advertiser” refers to any organization placing an advertisement in an ASTC print or digital property, whether paid, in trade, or as part of a larger Exhibitor or Sponsor agreement. The 2020 ASTC Annual Conference (“Conference”) will take place in Pittsburgh, PA at the David L. Lawrence Convention Center, 1000 Fort Duquesne Boulevard, Pittsburgh, Pennsylvania, 15222, and the Carnegie Science Center and surrounding properties (collectively the “Venue” or “Venues”) on October 17, 2020 to October 20, 2020. In general, ASTC reserves the right to reject, omit, or cancel any sponsor, exhibitor, or advertiser agreement that it feels is not in the best interest of ASTC or its membership.

**SPECIAL 2020 CANCELTION POLICY**

As of March 15, ASTC has updated its standard exhibitor cancellation policy in response to the COVID-19 crisis. ASTC is waiving all liability and refunding all fees for cancellations that take place after March 15, 2020 for the ASTC 2020 Exhibit Hall in Pittsburgh, Pennsylvania, October 17-20. ASTC will also offering exhibitors flexible payment schedules if requested by exhibitors. If you have any questions, or require special accommodation in 2020, please send an email to [kellieS@astc.org](mailto:kellieS@astc.org) or [conference@astc.org](mailto:conference@astc.org).

**General Conduct of Exhibitors**

Exhibitors must confine all materials and activities to their contracted booth space. All of the following practices are expressly prohibited: promotion of products or services other than those manufactured or regularly distributed by Exhibitor, use of strolling entertainment or activities outside of contracted booth space, distribution of samples or advertising materials in any area outside of contracted booth space, excessive noise that interferes with other exhibitors, storage or use of flammable or explosive materials or any substance prohibited by local laws or insurance carriers, use of materials with strong odors, solicitation of business by anyone other than representatives of Exhibitor, and promotion of any activities that draw ASTC registrants away from the Exhibit Hall during exhibit hours.

**Liability and Insurance**

Exhibitor agrees to assume all liability for loss or damage of any property of Exhibitor which Exhibitor may suffer during installation or removal or during the Conference and Exhibit Hall if by reason of burglary, fire, accident, or any destructive cause. Exhibitor also expressly agrees to indemnify and hold harmless ASTC; the Exhibit Hall services contractor; the Convention Center; and all officers, employees, and agents of ASTC from any and all claims, liabilities, losses, damages, and expenses that may ensue from accidents, injuries, fire, theft, or any other cause. Exhibitor shall, at its own expense, secure and maintain throughout the period of the Conference and Exhibit Hall, inclusive of move-in and move-out days, commercial liability insurance with limits not less than \$1,000,000 USD and sufficient to cover all activities and to meet all requirements of the Venue and the Exhibit Hall services contractor. Exhibitor shall provide ASTC with an insurance certificate naming ASTC as an Additional Insured under Exhibitor’s general liability insurance policy.

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Although security guards will be provided, no guarantee of security is implied. Exhibitor retains sole responsibility for its own exhibit materials. In the event the Exhibit Hall is canceled, the liability of ASTC shall be limited to the money paid by Exhibitor as exhibit booth rental, less a proportionate share of all expenses incurred by ASTC as related to the Exhibit Hall.

**Ad Submission Details**

- Advertising content must adhere to the general guidelines and expectations set forth in Section A of the Sponsorship Agreement
- Insertion orders must be confirmed in writing by the space closing date listed in the prospectus. Orders received after space reservation deadline will not be published for that issue. Verbal or electronic mail orders, without contracts, are not acceptable.
- No advertisement cancellations or changes in insertion orders will be accepted after the space reservation closing dates.
- Cancellations must be received in writing prior to the space closing date.
- Any advertiser canceling advertisements after the closing date must pay the full space charge.
- Artwork must arrive by specified art closing dates.
- Previous artwork will be repeated if new artwork is not received by the closing date.
- Artwork should be high resolution (300 dpi) PDF.
- Artwork must be submitted to publications@astc.org.
- ASTC cannot guarantee accurate color reproduction if a Standard of Web Offset Printing (SWOP) standard proof is not supplied.
- ASTC, or their contracted printers, will not edit, design, or alter any advertiser-submitted ad. Ads must be resubmitted if advertisers wish to have an ad altered in any manner.
- The word “advertisement” will be placed with copy which, in the publisher’s opinion, resembles editorial matter. Publisher reserves the right to determine ad placement, although every effort will be made to fulfill ad placement requests.
- No conditions, printed or otherwise, appearing on the space order, billing instructions, or copy instructions that conflict with the publisher’s stated policy will be binding on the publisher.
- Advertisers and agencies assume liability for content of advertisements and assume responsibility for any claims therefore made against the publisher.

**Exhibit Hall Service Contractor**

The official Exhibit Hall services contractor is selected by ASTC. If an Exhibitor-Appointed Contractor (EAC) is employed, the Exhibitor must notify ASTC and the Exhibit Hall services contractor no later than 45 days prior to the conference with the approximate number of regular and/or supervisory employees working the exhibit area during installation and dismantling. The exhibitor shall provide evidence that the EAC has the proper certificates of insurance and complies with all rules and regulations for EACs set forth by the Exhibit Hall services contractor.

**Exhibit Booth Height and Configuration**

In-line exhibits must be no higher than 8 feet in the back and 4 feet on each side, unless written approval is granted by ASTC. The back 5 feet may be occupied up to a height of 8 feet. Island booths, 20’ x 20’ and larger may not exceed 16’ in height. If the ceiling height of Exhibit Hall is at least 30 feet. No walls, partitions, decorations, or other obstructions may be erected that in any way interfere with the view of another exhibitor. Exhibitors requesting permission for additional booth height, for any type of covering over any portion of the top of their booth, or for the use of any nonstandard booth display materials must submit a detailed sketch or layout (showing the booth in both plan and elevation views, including all dimensions) to ASTC at least 90 days prior

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to the ASTC Annual Conference. Inline booths requesting additional booth height will be assigned space along the perimeter area of the Exhibit Hall. All exhibit booth regulations will be enforced at the discretion of show management.

**Booth Construction/Covered Booths/Decorations**

- All decorative and construction materials must be noncombustible, flame-resistive, or treated with a flame-retardant solution.
- All curtains, drapes, carpets, and decorative materials must be made with noncombustible or flame-resistive materials.
- All booths that are completely enclosed must have within the enclosed area a smoke detector that can be heard outside of the enclosed area.

**Display Vehicles**

- Vehicles may be allowed in the Venue for display purposes provided they meet the following requirements:
  - Fueling or fuel removal is PROHIBITED.
  - Vehicles are prohibited from being moved during an event without prior approval.
  - Natural gas-powered vehicles must have the tank purged before entering.
- Exhibitors demonstrating or exhibiting a mechanized or motorized part powered by either propellant or electrical system must have prior written approval of the City Fire Department's Public Assembly Officer. Approval must be secured through show management not less than 30 days prior to decorator move-in.
- Exhibitors requesting demonstration of, or exhibiting, a moving vehicle, must provide show management with full written details of the proposed demonstration not less than 30 days prior to decorator move-in. After review by Venue management, the request will be forwarded to the City Fire Department's Public Assembly Officer for review and approval. Show management will provide the exhibitor with the decision of Center management and the City Fire Department's Public Assembly Officer.
- Gasoline-powered vehicles on display must have fuel maintained at 1/4 tank or 5 gallons, whichever is less. Fuel tank caps must be locked or taped shut. Battery cables must be disconnected, and the connecting leads wrapped with electrical tape. Gasoline and diesel-fueled material handling equipment may not be stored overnight in Venue.

**Access by Minors**

Children under the age of eighteen (18) are not permitted on the exhibit floor during installation or dismantling, unless show management has given permission for minors to be present on the exhibit floor. Please ensure that all hired contractors and others servicing the event comply with this guideline.

**Free Item "Giveaways"**

Exhibitors may give away free items to event attendees, with the exception of firearms and other weapons, helium-filled balloons, stickers, or decals. Exhibitors must seek and obtain pre-approval from ASTC and the Venue to ensure compliance with all rules and regulations. Food and beverage sample items are restricted by the Venue as follows:

- Exhibitors may provide "bite-size" food samples of their individual brand-name products. Approved sample sizes are two (2) ounces or less.
- The serving of generic products (i.e., frozen yogurt, ice cream, popcorn, cookies, coffee, bottled water, etc.) by exhibitors for the purpose of drawing attention to their booth is

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permitted only when the product being served is purchased from the exclusive in-house concessionaire.

**Installation/Dismantling**

Exhibit booth installation and dismantling must be performed within the applicable union guidelines in effect at the Convention Center. Exhibitors will have access to the Exhibit Hall for set-up from 8:00 a.m. to 5:00 p.m. on Friday, October 16, 2020; all exhibits must be set up and ready for show by 10:30 a.m. on Saturday, October 17, 2020. ASTC reserves the right to reassign any space not installed at that time and to do so without obligation to refund exhibit fees or provide other exhibit space. No booth or display may be dismantled before show closing on Sunday, October 18, 2020. All exhibits must be completely dismantled by noon on Monday, October 19, 2020. Final times are subject to change and may be updated in subsequent exhibitor materials and communications.

**Electric**

All electrical outlets will be installed on the floor at the draped back wall of in-line and peninsula booths. All island booths require labor unless all electrical outlets are installed at one location at ASTC's discretion. Distribution and connection of outlets are chargeable on a time and material basis. To determine if you need electrical labor, please refer to the following list of services:

- All under-carpet distribution of electrical wiring.
- All facility distribution of electrical wiring, including coaxial cable, fiber optics, twisted pair, etc., and the distribution of same from product to booth and from booth to booth.
- All motor and equipment hook-ups requiring hard wiring connections.
- Installation and/or repair of electrical fixtures.
- Installation of electrical motors and electrical apparatus to be energized.

**Unions and Labor Requirements**

Exhibitor must comply with all labor rules, regulations, and requirements of the country, state, city, and Venues where the Conference is taking place (in 2020, this is David L. Lawrence Convention Center, 1000 Fort Duquesne Boulevard, Pittsburgh, Pennsylvania, 15222). Specifically, Exhibitor may be required to hire and utilize union labor supplied through the Venue and the Exhibit Hall services contractor.

**Exclusion**

ASTC reserves the right to refuse any applicant for exhibit space and the right to restrict or evict any exhibitor that, in the opinion of ASTC, detracts from the general character of the Exhibit Hall. This reservation applies to displays, printed matter, promotional materials, noise, personal conduct, and method of operation. In the event of such restrictions or eviction, ASTC will not be liable for any refunds or other exhibit expenses. Through the general terms and conditions for the conference, ASTC members or vendors who sell products and services to the science center and museum community are not allowed to conduct or solicit business in the Convention Center or any ASTC conference hotels unless they have purchased exhibit booth space or sponsored an official event at the Conference. Violation of this policy may result in ASTC's refusal to accept any and all registrations and future registrations.

**Subletting of Space**

Exhibitor shall not assign, sublet, or apportion the whole or any part of the space allotted without the prior written consent of ASTC.

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**Hospitality Suites, Private Parties, Meeting Room Requests**

ASTC has reserved meeting space, suites, and private areas in the Conference Venues and surrounding locations and may make these available to sponsors and exhibitors as availability permits. Please contact [conference@astc.org](mailto:conference@astc.org) for more information.

**Please consider your carbon footprint as you prepare your booth.**