



(For Office Use Only)	
Sq. ft. _____	Amt. due \$ _____
Space Assigned: _____	Date: _____
Deposit \$ _____	Date: _____
Payment \$ _____	Date: _____
Sales Contact: _____	
www.iconexpo.org • info@iconexpo.org	

EXHIBIT SPACE APPLICATION & CONTRACT

Las Vegas Convention Center • Las Vegas, NV • March 22 -26, 2011

Instructions: Complete all information items below, sign and return it with your payment to Icon Expo, 13750 Sunrise Valley Drive, Herndon, VA 20171-4662. A fully executed duplication will be returned for your file. Questions? Please contact Icon Sales at 877-627-3976 or 703-713-1900, or email to info@iconexpo.org. To fax information or questions to Icon Expo Show Management, fax (703) 713-1910.

EXHIBITOR INFORMATION – List company name EXACTLY as you wish it to appear on all lists, mailings, promotional materials, etc.

Company Name: _____ Indicate Country location of Corporate Headquarters: _____

Mailing Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____ Country: _____

Street Address (If PO Box is used above): _____

City: _____ State/Province: _____ Zip/Postal Code: _____ Country: _____

Telephone: _____ Fax: _____ Website Address: _____

PRIMARY CONTACT PERSON REGARDING SHOW INFORMATION

Mr. Ms. _____ First Name: _____ Last Name: _____ Title: _____

Mailing Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____ Country: _____

Street Address (If PO Box is used above): _____

City: _____ State/Province: _____ Zip/Postal Code: _____ Country: _____

Telephone: _____ Fax: _____ Direct Email: _____

MARKETING/PR CONTACT REGARDING SHOW INFORMATION

Mr. Ms. _____ First Name: _____ Last Name: _____ Title: _____

Email: _____

Icon Expo agrees to permit Exhibitor to use and occupy the space hereinafter designated as the rental hereinafter provided for the purpose of displaying in the Icon Expo Pavilion at CONEXPO-CON/AGG 2011 Trade Show to be held March 22 through March 26, 2011.

BOOTH RENTAL FEE. "Early Bird" fee is \$21 per square foot for **Members** and \$26 per square foot for **Non-Member** on or before June 30, 2010. After June 30, 2010 the fee is \$24 for **Members** and \$32 for **Non-Members**. Please refer to Membership Affiliation below. Minimum of 100 square feet is required.

SPACE/STAND SELECTION (Indoor Only). Booth size requested _____ feet (Depth) by _____ feet (Width). Note: "end-cap" booths are not permitted. On or before June 30, 2010: \$21 or \$26 per sq. ft (See above). = \$ _____ After June 30, 2010: \$24 per sq. ft or \$32 per sq. ft (See above) = \$ _____

SPACE PREFERENCES (indicate booth numbers in order of preference).

1. _____ 2. _____ 3. _____ 4. _____ 5. _____ 6. _____ 7. _____ 8. _____

SPECIAL REQUESTS. (List competitors that you do NOT wish to be near, and/or exhibitors that you DO want to be near). Show Management will do its best to accommodate these requests on a case-by-case basis.

Near: _____

Not Near: _____

PAYMENT SCHEDULE & INFORMATION

Exhibit Space Payment Information

A deposit of 50% of the total cost of the exhibit space requested is required with this application and will be applied to the cost of the space assigned. Applications are not valid without the required deposit. Applications received on or after September 26, 2010 must be accompanied by 100 % payment of the exhibit space cost.

Payment Calculations

\$ _____ Exhibit Space Deposit
 \$ 99 Online Exhibitor Directory Listing (\$99)
 \$ _____ Equipment Data Associates (\$295) - **OPTIONAL**
 \$ _____ **Grand Total Enclosed**

Online Exhibitor Directory Listing (\$99) - MANDATORY

Includes complete company contact information, company logo, product category listing(s), and document sharing. For more information and listing upgrade options, contact the Exhibit Sales Department at 877-627-3976.

Equipment Data Associates (EDA) (\$295) – OPTIONAL

Obtain the financed buying history by company through the service EDA provides. EDA's market intelligence provides unmatched access to the detailed purchasing history of equipment buyers.

Make all checks payable to Icon Expo 2011. Payments must be made in U.S. dollars with a check or bank draft payable through a U.S. bank. **Credit cards are not accepted.** The deposit along with a copy of this application should be sent to: **Icon Expo 2011, 13750 Sunrise Valley Dr., Herndon, VA 20171.**

Membership Affiliation: (Check all that apply) NCMA ICPI CSI ESCSI PCA NON-Member

METHOD OF PAYMENT (50% DEPOSIT DUE WITH APPLICATION TO RESERVE BOOTH). Balance is due no later than September 26, 2010. After September 26, 2010, 100% of total fee must accompany this application.

Check. All checks payable in U.S. Funds to "Icon Expo"
Credit Card (please check): <input type="checkbox"/> MC <input type="checkbox"/> AMEX <input type="checkbox"/> VISA <input type="checkbox"/> DISCOVER <input type="checkbox"/> Wire Transfer
Credit Card # _____
Expiration Date: _____ Security Code: _____
Name on card (please print): _____
Signature and Date: _____

Product Categories

Concrete Masonry Products/Services Hardscape Products/Services Cast Stone Products/Services Education
 Concrete Masonry Equipment/Machinery Hardscape Equipment/Machinery Cast Stone Equipment/Machinery Erosion Control/Revetment
 Geosynthetics Marketing/Publications Testing & Inspection Other _____

ACCEPTANCE – We the undersigned, hereby apply for a license to use Icon Expo Pavilion exhibit space within the CONEXPO-CON/AGG 2011 show. We understand that upon acceptance, this application becomes a contract upon terms and condition mutually agreed to by the parties. In making this application, we agree to exhibit under and comply with the Icon Expo and CONEXPO-CON/AGG 2011 Rules and Regulations and any amendments thereto, and the terms in all space assignment documents sent to us, all of which are made a part of this agreement.

Exhibitor Signature: _____ Title: _____ Date: _____

Accepted by Show Management: _____ Date: _____

Icon Expo is produced in cooperation with affiliated industry groups and partners: National Concrete Masonry Association (NCMA), the Interlocking Concrete Pavement Institute (ICPI), the Cast Stone Institute (CSI), the Portland Cement Association (PCA) and the Expanded Shale Clay & Slate Institute (ESCSI)

The International Concrete Exposition (“Icon Expo”) Rules and Regulations

1. Definitions. The following defined terms are used throughout the Rules and Regulations:

Exposition: Icon Expo to be held at the Las Vegas Convention Center, Las Vegas, NV March 22-26, 2011.

Icon Expo Management: The National Concrete Masonry Association, Inc. manages and is responsible for the Exposition.

Exhibiting Firm: any manufacturer, distributor, or other entity that has a counter signed contract to attend and exhibit at the Exposition. The term shall include all employees, agents, and other persons acting on behalf of the Exhibiting Firm at the Exposition.

Rules and Regulations: the Rules and Regulations, CONEXPO-CON/AGG Rules and Regulations, together with the contract executed by each Exhibiting Firm with respect to its participation in the Exposition.

2. Authority and Interpretation. The Rules and Regulations are part of the contract between the Exhibiting Firm and Icon Expo Management. Icon Expo Management shall have the authority to interpret and enforce the Rules and Regulations. All matters not covered by the Rules and Regulations are subject to the decision of Icon Expo Management, and all decisions made by Icon Expo Management concerning the Rules and Regulations shall be as binding on all parties as the Rules and Regulations themselves. Any Exhibiting Firm that fails to observe the requirements and obligations set out in the Rules and Regulations may be excluded from the current Exposition without refund and, in the sole discretion of Icon Expo Management, from future expositions. The Exhibiting Firm agrees to abide by all rules and regulations set forth in this contract, the 2011 Icon Expo Exhibitor Service Manual, and in the CONEXPO-CON/AGG Rules and Regulations. CONEXPO-CON/AGG Rules and Regulations do not replace the Icon Expo Rules and Regulations.

Complete CONEXPO-CON/AGG Rules & Regulations are available at: <http://www.conexpoconagg.com/Exhibitor/RulesRegs/>, and incorporated herein by reference.

3. Variations. All requests for variations in the Rules and Regulations must be received in writing by Icon Expo Management and CONEXPO-CON/AGG Show Management at least 60 days prior to the beginning of the Exposition. Variations will not be permitted without the prior written approval of Icon Expo Management. Sketches and/or engineering drawings illustrating the variation request should accompany such requests when appropriate. Any variations in booth configuration not expressly approved by Show Management that adversely affect other exhibitors is strictly prohibited.

4. Type of Exhibit. Exhibits will be limited to the display and description of materials, equipment, or services used in the manufacture, marketing, sale or enhancement of manufactured concrete products. Icon Expo Management reserves the right, in its sole discretion, to decline, prohibit, or order alterations to any exhibit that does not meet with this classification. Exhibits are permitted only in the official exhibit area assigned to the Exhibiting Firm. The Exhibiting Firm may not display or advertise within its exhibit space equipment, products or services bearing the names or logos of any company, dealer, or distributor other, than that of the Exhibiting Firm; provided, however, that Exhibiting Firms are permitted to promote the dealers and distributors of their respective manufactured products so long as such promotion conforms to the Rules and Regulations. Exhibiting Firms shall not display or distribute any material containing negative remarks about competitors or comparison with other products, materials, or services. Solicitation by non-exhibiting companies is strictly prohibited. Exhibitors are asked to report any incidents to Show Management immediately.

5. Staffing of Exhibit Space. Booths should be staffed by technical specialists qualified to discuss the Exhibiting Firm’s products or services in the area of concrete or masonry technology. Representatives of Exhibiting Firms should be in their booths no fewer than 15 minutes before the day’s opening and remain in their booths throughout the official hours of the Exposition. Any models or demonstrators must be properly clothed and dressed in good taste at all times.

6. Allocation of Space. Icon Expo Management reserves the right to assign all exhibition space. In the event two or more Exhibiting Firms desire the same space, the Exhibiting Firm with the higher “priority points” will receive first consideration during the initial booth placement process. In the event it becomes necessary prior to the Exposition to adjust the configuration of the exposition hall for any reason Icon Expo Management will notify each Exhibiting Firm and make every effort to accommodate each Exhibiting Firm in an equal or better booth location.

7. Uses of Exhibit Space. Each exhibit and all marketing activities shall be enclosed entirely within the floor-space and height limits allocated and shall not interfere with the light, space, or view of any other exhibit. All demonstrations of products, equipment or promotional activities must be approved by Icon Expo Management and CONEXPO-CON/AGG Show Management in writing no fewer than 60 days prior to the beginning of the Exposition. Demonstration Approval forms will be available in the exhibitor service manual or may be obtained by contacting Icon Expo Show Management at any time. Demonstrations, presentations and Sampling (hereafter “demonstrations”) must be conducted far enough within the booth so that crowds that gather are contained within the limits of the booth. Spectators are not permitted to stand in the aisle to watch such demonstrations. If a demonstration results in spectators in the aisle or in neighboring booths, Icon Expo Management may request modification or elimination of the demonstration. Displays of any kind, including products, advertising or promotional signs or literature, will not be permitted in other exhibit spaces or public areas such as aisles, entranceways, lounges, approaches, corridors, hospitality rooms, restrooms, meeting rooms or other areas of the exposition hall or surrounding areas of the exposition hall or of the hotel property, including parking lots and other outdoor spaces. Marketing opportunities are available and must be approved by Icon Expo Management.

8. Insurance

Exhibitors must provide Show Management with a Certificate of Insurance for workers' compensation and employers' liability, comprehensive general liability and automobile liability insurance. The workers' compensation and employers' liability insurance must provide a minimum limit of \$500,000 and meet the requirements established by the State in which the exhibition is being held. Comprehensive general liability coverage must provide at least \$1 million/\$2 million in coverage and shall name Exhibition Management, the Exhibition Sponsors, the LCVCA, and the General Contractor as additional insureds. Automobile liability should include all owned, non-owned and hired vehicles with limits of \$500,000 bodily injury and \$500,000 property damage liability. Show Management must receive the Certificate of Insurance no later than 30 days prior to the commencement of installation. The Certificate of Insurance can be mailed or faxed to Show Management at: **13750 Sunrise Valley Drive, Herndon, VA 20171 or 703-713-1910.**

9. No Subletting. No Exhibiting Firm shall assign, sublet, or apportion the whole or part of its allotted exhibit space.

10. Restrictions. Icon Expo Management reserves the right to restrict or exclude exhibits that, in the reasonable judgment of Icon Expo Management, detract from or are out of keeping with the character of the Exposition as a whole. Reasons for restriction or exclusion might include, but are not limited to noise, method of operation, type of product or creation of safety hazards. Only exhibiting companies of the Exposition are allowed to solicit on the show floor.

11. Compliance. Each Exhibiting Firm agrees to comply with all federal, state and local laws and ordinances applicable to the space lease, including but not limited to all building, fire and life safety codes and mandates, and also with such rules and regulations as may be deemed necessary by the exposition facility and Icon Expo Management. Each Exhibiting Firm agrees to abide by all agreements made among any unions or other labor groups utilized at the Exposition.

12. Indemnification. Each Exhibiting Firm agrees to indemnify and hold harmless Icon Expo Management, its Sponsoring Organizations, Association of Equipment Manufacturers, CONEXPO-CON/AGG and the LCVCA, and all of their employees, directors, volunteers, guests, invitees and attendees from and against any and all damages, losses, liabilities, judgments and expenses (including attorney fees and court costs) arising directly or indirectly from (i) any actions or failure to act by the Exhibiting Firm related to its participation in the Exposition, including but not limited to setting-up, exhibiting at the Exposition, and disassembling its exhibit; (ii) any violations by the Exhibiting Firm of any terms of these Rules and Regulations, or (iii) any action or actions required to be taken by Icon Expo Management to enforce the terms of these Rules and Regulations as against the Exhibiting Firm.

13. Cancellation of Exposition. Should any contingency interrupt or prevent the holding of the Exposition, Icon Expo Management shall inform each Exhibiting Firm in writing and refund such portion of the amount paid for the exhibit space as Icon Expo Management shall determine to be equitable after deducting amounts necessary to cover expenses of the Exposition. In the event of fire, natural disaster or terrorism, exhibitors will hold Icon Expo and its sponsoring organizations harmless for any loss or damages.

14. Cancellation or Reduction of Exhibit Space. Cancellations or reductions in booth space by Exhibiting Firms must be submitted in writing and must be received by Icon Expo Management on or before the dates outlined below to receive any refund. In the event of cancellation or reduction (other than because of re-configuration of the exhibit hall as described in paragraph 6 above or cancellation of the Exposition as described in paragraph 25 above), the Exhibiting Firm will be charged a cancellation fee in the amount indicated below and thereupon will be refunded the amount previously paid after deduction of the cancellation fee:

DATE OF CANCELLATION	CANCELLATION FEE
On or before 11/30/10	30% of Space Fee
From 12/01/10- to 01/15/11	60% of Space Fee
After 01/15/10	100% of Space Fee (no refund)

Cancellation fees will be imposed regardless of whether the exhibit space is resold. Failure to occupy the contracted exhibit space does not relieve the Exhibiting Firm from its obligations pursuant to the Rules and Regulations. If any exhibit space is not occupied by the first day of the Exposition, Icon Expo Management may possess such space for such purposes as it may see fit and may relet the space in its sole discretion. Requests for reductions in exhibit space will be treated as cancellations of the space not used, with the applicable cancellation fee indicated above applied pro-rata to the fees related to the unused space. Exhibitors with any unpaid booth balance will not be allowed to occupy exhibit space until payment is made. Exhibiting Firm is responsible for any costs associated with maintaining the continuity and integrity of the show which may be adversely caused by a reduction in booth space.

15. Exhibitor Service Manual. An exhibitor service manual covering services and prices for shipping, warehousing, setting up and dismantling, move-in and move-out days, exhibit display rules, and regulations will be sent to each exhibitor. Any additional rules & regulations will be furnished to each exhibiting firm by show management prior to the show.

16. Acknowledgement. By signing this agreement, the Exhibiting Firm agrees to abide by all rules and regulations set forth in this contract, the 2011 Icon Expo Exhibitor Service Manual, and in the CONEXPO-CON/AGG Rules & Regulations. CONEXPO-CON/AGG Rules & Regulations do not replace the Icon Expo Rules & Regulations. Icon Expo Rules and Regulations only pertain to the Icon Expo Pavilion. **Complete CONEXPO-CON/AGG Rules & Regulations are available at:** <http://www.conexpoconagg.com/Exhibitor/RulesRegs/>