



NATIONAL  
COMMUNICATION  
ASSOCIATION

RENEWAL  
&  
TRANSFORMATION

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EXHIBITOR  
PROSPECTUS

# Welcome

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It is our sincere privilege to invite you to exhibit at the NCA 107th Annual Convention, November 18 - 21, 2021 in Seattle, Washington!

In 2021 we are excited to present to you Seattle, Washington. With everything from unrivaled natural beauty and world-class attractions to major sports teams, a thriving arts and culture scene, and beyond, there's always something to do in Seattle. Whether you're a family looking for budget-friendly finds or a seasoned traveler on the hunt for the latest Instagram-worthy vista, the Emerald City has you covered. While here, you can meet artisan makers, shop indie boutiques and designer fashions, admire priceless works of art, sing your heart out at a karaoke club, explore like a local in the city's diverse neighborhoods, and enjoy nature—all without ever having to leave the city. No matter what you're looking for, the perfect adventure awaits.

We are excited to bring you our experience of more than 100 years working with thousands of members from academic departments all over the nation. Every year, The NCA Annual Convention brings together more than 4,500 Communication professionals in the greatest cities in the country. This year NCA Annual Convention will deliver:

- Access to over 4,500 academics, educators, administrators, and students
- Key decision makers
- Recognition in a variety of outlets
- Exposure through company listing in the printed, app and online program
- Company listing on the NCA convention website
- Access to convention pre-registration mailing list

## Exhibit Hall Information

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### Convention Dates

Thursday, November 18 – Sunday, November 21, 2021

### Exhibit Hall Location

Washington State Convention Center  
705 Pike St.  
Seattle, WA 98101



The exhibit hall will be located in The Washington State Convention Center, Hall 4B

### Exhibit Hall Hours

Thursday, November 18 12 Noon – 4:00 p.m.  
Friday, November 19 9:00 a.m. – 4:00 p.m.  
Saturday, November 20 9:00 a.m. – 12:30 p.m.

### Official Decorating Company

Shephard Information Coming Soon



## Visiting Seattle

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### Seattle: The Center of Ideas and Industry

This is a city of constant transformation and innovation—a place where health care and technology fuel each other, where everyone is welcome to come as they are, and where a passionate fan culture permeates everything from our sports teams to our craft beer to our indie record labels. Start-up pioneers can take inspiration from our ever-present entrepreneurial

spirit. Educators are able to renew their passion in a city that's zealous about learning. Government officials can draw from Seattle's inclusive policies to find new ways of uniting with the community. This is what makes Seattle the center of ideas, industry, and connections. We're excited to show you what our city is all about.

### Connecting with Clients:

With more than 950 wineries, Washington is the second-largest producer of premium wine in the country. From 2009 to 2016, more than 40 percent of the state's wines ranked by Wine Spectator scored 90 points or higher, the highest such percentage in the nation. Visit the state's first winery, **Chateau Ste. Michelle**, or you can also source cov-eted reds from Walla Walla's many stunning vintners, like Cabernet Sauvignon from **Leonetti Cellar**, or create a celebratory atmosphere with exquisite bubbles from **Treveri Cellars**.





# Exhibit Application

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Applications and payments must be received by Friday, August 6, 2021 to be listed in the convention program book, convention app and online. After August 6, applications will still be accepted based availability and exhibitors will be listed on the convention website only.

For updated Seattle Covid Policies and Information, please see [Visit Seattle Travel Advisory](#)

**Contact Information**

Primary Contact \_\_\_\_\_ Title \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ E-mail \_\_\_\_\_  
 Website \_\_\_\_\_

**Booth Selection**

Please list your booth preferences. Exhibit space is limited and will be assigned on a first paid, first served basis after convention sponsors have selected booth space. Booth space will not be reserved until payment is received. If booth choice is not available, booths will be assigned based on best location available. NCA reserves the right to change or modify booth selections and/or floor plan as needed.

***An additional \$500 will be charged for island booth configurations.***

	<b>Prime Booth (Red)</b>	<b>Premium Booth (Blue)</b>	<b>Standard Booth (White)</b>
Discounted Early Bird Rate (Applies to all applications received before June 1, 2021)	\$2,350 per booth	\$1,950 per booth \$1,500 per booth* *Non-Profit/University Press	\$1,750 per booth \$1,100 per booth* *Non-Profit/University Press
Regular Rate	\$2,400 per booth	\$2,000 per booth \$1,550 per booth* *Non-Profit/University Press	\$1,800 per booth \$1,150 per booth* *Non-Profit/University Press

**Number of Booths:** \_\_\_\_\_  
 Choice 1 \_\_\_\_\_  
 Choice 2 \_\_\_\_\_  
 Choice 3 \_\_\_\_\_

**Convention Mailing List**

\_\_\_\_\_ Mailing List \$1,500

List contains approximately 3,000 pre-registered attendee names and mailing address information. Mailing list is provided in Excel format and is a single-use list for convention related information/promotion purposes only.

Grand Total: \_\_\_\_\_

**Payment Information**

Following you application submission, you will be provided with information on how to remit payment online.

**Acknowledgement**

By submitting this exhibition application and contract, I request space in the NCA 107th Annual Convention exhibit hall. I agree to pay NCA in accordance with the terms and conditions outlined herein and understand that, once accepted by NCA, this document, including the rules and regulations printed in this brochure, constitute a valid and binding contract between my organization and NCA. I agree to comply with all instructions, Rules and Regulations set out herein. I, the duly authorized representative for the above-named company on behalf of said company subscribe and agree to all terms and conditions, authorizations, and covenants contained in this Exhibition Application and the Rules and Regulations set out on the attached pages.

Title: \_\_\_\_\_ Printed Name: \_\_\_\_\_  
Signature \_\_\_\_\_ Date \_\_\_\_\_

**Return Exhibit Application to NCA Exhibits:**

1. **Via Email:** [acoleman@natcom.org](mailto:acoleman@natcom.org)
2. **Via Mail:** NCA Exhibits  
1765 N Street, NW, Washington, DC 20036  
Phone: 202-534-1106 Fax: 202-464-4600

# Rules and Regulations

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A set of rules and regulations govern exhibits, displays, and presentations in connection with the National Communication Association Annual Convention. Exhibitors must follow the rules and regulations set forth in this contract or NCA may exercise any rights or remedies (including, without limitation, terminating this contract and rejecting future exhibit requests). The floor plan contains all booth dimensions, which are accurate to the best of NCA's knowledge. NCA assumes no responsibility for such measurements however, plans are subject to Fire Marshall approval.

## Application Deadline

Exhibit space is limited and will be assigned on a first paid, first served basis after convention sponsors have selected booth space. Payment must accompany application to be considered. Applications for exhibit space must be received no later than August 6, 2021 to be listed in the convention program book. NCA reserves the right to accept or reject any application.

## Set-up and Removal

The exhibit area will be available for set-up from 3:00 p.m. – 7:00 p.m. on Wednesday, November 17 and again 7:00 a.m. – 11:30 a.m. on Thursday, November 18th. Set-up of exhibits must be completed by 11:30 a.m. on November 18th. **Exhibit materials may not be removed before 12:30 p.m., Saturday, November 20<sup>th</sup>. No exhibit may be erected after the exhibit hall opens nor may be dismantled before the official closing time.** It is the responsibility of the exhibitor to see that all materials are delivered to the official decorating company or the hotel shipping center. Should there be failure to remove the exhibit; the removal will be arranged by NCA at the expense of the exhibitor.

Exhibitor shall submit in writing, thirty (30) days in advance of the first move--in date a list of service companies providing a service to the exhibitors other than the official decorator, Shepard. Exhibitor shall be responsible for said companies to be properly licensed and insured prior to entering the exhibit hall. Service companies shall provide a copy of their business license and certificate of liability insurance in the amount of at least one million (\$1,000,000) dollars to NCA at least ten (10) days in advance of exhibitor's move-in date.

## Furnishings and Space

Furniture, carpeting, draping, accessories, signs, electrical outlets, etc. must be arranged through Shepard Exposition Services at the sole expense of the exhibitor. A standard booth is 10' x 10' with 8' high draped back wall and 3' high side walls. Please note the exhibit hall is carpeted.

## Acceptability of Exhibits

All exhibits shall be to serve the interest of NCA and shall be operated in a way that will not detract from other exhibits or the convention as a whole. NCA reserves the right to restrict exhibits which detract from the general character of the display or convention. This includes persons, things, conduct, printed materials, or anything of a character which may detract from the exhibit or convention. NCA reserves the right to deny exhibit space to any potential exhibitor if NCA determines that the content or intention of the exhibitor is inconsistent with the goals and objectives of NCA. NCA reserves the right to require the immediate withdrawal of an exhibitor which NCA believes to be injurious to the purpose of NCA.

NCA is not liable for any refunds of rentals or other exhibition expenses. No exhibit will be permitted which violates any municipal, state, or Federal laws, rules and regulations, including safety codes. Exhibitor is responsible for compliance with all applicable municipal, state, or Federal laws, rules and regulations, including safety codes.

Acceptance of an exhibit application does not imply an endorsement of the exhibitor or exhibitor's products or services.

Display boards and other high exhibits shall not be placed in such a manner as to interfere with other exhibits. No exhibit shall extend beyond the official floor plan dimensions or an aisle. Verbal announcements, phonograph or tape recordings, radios, closed circuit, or videotape TV, sound-slide presentations, motion picture, or other attention-getting devices are prohibited if objectionable to NCA or adjacent exhibitors. All demonstrations, interviews, or other activities must be confined to the limits of the exhibition booth.

## Use of Exhibit Space

**A. Assignment and Sublease** – Exhibitors shall not assign, sublet, permit others to occupy or share the whole or part of their exhibit space without written consent of NCA. No person, firm or organization that has not contracted with NCA for space will be permitted to display or demonstrate any products, processes or services, to solicit orders, wear identification other than that of the contracting exhibitor without NCA prior written consent, or to distribute advertising or other materials at the convention. Any infringement of this regulation will result in prompt removal of the offending person from the convention and other actions in NCA's discretion.

**B. Prohibited Activities** – No activities are permitted in any exhibit space that are contrary to law or the rules of the convention, or which will disturb exhibitors in the immediate area. Exhibitors must remain within their own exhibit space in distributing literature, product samples or other materials. The aisles may not be used for this purpose. Exhibitors may not serve or dispense food or beverages of any type from their exhibit space without prior written approval of NCA.

**C. Safety Precautions** – All construction material must conform to standard safety practices. All display material and decorations must be flame retardant. No combustible decorations, such as crepe or tissue paper, may be used at any time. All packaging containers and materials are to be

removed from the floor and may not be stored under tables or behind displays. All electrical equipment must be in good operating condition and must meet the requirements of all local safety codes. Displays are subject to inspection and approval for safety by the Exhibit Facility, NCA Exhibit Manager and by the local fire department.

### **Unions**

In order to conform to union contract rules and regulations, it may necessary that all exhibitors use qualified union personnel for the various services required for installation and dismantling of exhibits and for material handling within the show. It is the responsibility of all exhibitors to be aware of and abide by all local union laws when applicable.

### **Food and Beverage Functions**

NCA requires that exhibitor hospitality activities not compete with any event scheduled by NCA. NCA must be notified in writing thirty (30) day in advance of any food and beverage functions scheduled by exhibitors. It is the exhibitor's responsibility to receive approval from NCA to avoid cancellation or modification of any food or beverage functions. NCA has the right to deny or modify any function as necessary. The exhibitor is responsible for any expense or charges that may occur due to cancellation or modification. If in doubt regarding scheduling an in-booth event or hospitality activity, contact the NCA Convention Manager for final determination.

### **Photographs**

Any photography taken by NCA may be used in publicizing NCA and NCA events, including the convention. Exhibitor consents to the use of such photography, including photography that contains images or likenesses of Exhibitor and its employees and representatives.

### **Cancellation**

If it is necessary for an exhibitor to withdraw from the convention, the exhibitor must notify NCA in writing. Refunds will be made according to the following schedule:

- One hundred percent of exhibit fee, less an administrative charge of 10% of the fee, if cancellation notice is received on or before September 3, 2021.
- Fifty percent of exhibit fee if cancellation notice is received after September 3, but on or before October 18, 2021.
- No refund will be issued if cancellation notice is received after October 18, 2021.
- COVID Cancellation procedures: potential changes from an in-person format to hybrid or all virtual may happen depending on the state of the pandemic. If this should occur, exhibitors can cancel within 30 days of this format change with no penalty.

### **No-Shows**

If the exhibitor fails to install a product or display in assigned space, fails to staff the space, fails to pay the rent, or fails to comply with any other provision of this agreement, NCA shall have the right without notice to the exhibitor to take possession of said space and lease said space or any part thereof to such parties and upon such terms and conditions as it may deem proper. No refund will be issued for no-shows.

### **Security**

The exhibit hall will be locked each day following completion of scheduled hours. Security will be provided when the exhibit hall is closed. It is understood that security offers no guarantee against theft, pilferage, robbery, vandalism, or any loss or damage to property or premises. Exhibitors should rely upon their own insurance to cover losses. Any exhibitor requiring special booth security shall contact NCA for approval and arrangements.

### **Damage to Exhibit Facilities**

The exhibitor must surrender the space occupied in the same condition it was at the commencement of occupation. The exhibitor or an agent of the exhibitor shall not injure or deface the walls, columns or floors of the hotel, the booth or equipment, or furniture of the booth. When such damage occurs, the exhibitor will be responsible for paying any and all damages.

### **Liability**

Exhibitor is fully responsible and liable for any claims, liabilities, losses, damages or expenses relating to or arising from any injury to any person, or any loss of or damage to property where such an injury, loss, or damage is incident to, arises out of, or is any way connected with Exhibitor's attendance or participation in the convention or breach of this Contract. Exhibitor agrees that neither the Exhibit Facility nor NCA (nor any NCA officer, director, employee, volunteer or representative) shall be liable for any claims, losses, damages, death, injuries or liability which may be sustained to any property or by any person who may be on the premises occupied by or assigned to Exhibitor, including, but not limited to, any agent, employee, representative or guest of Exhibitor, or any other person or entity.

Exhibitor agrees that it will defend, hold harmless and indemnify the Exhibit Facility, NCA and NCA's officers, directors, employees, volunteers and representatives from any and all claims, including without limitation third party infringement claims, losses, damages, death, injuries, costs, expenses and liabilities (including without limitation, reasonable attorneys' fees and costs) whether to property, person or otherwise, that arise in whole or in part, directly or indirectly, from the acts, omissions, negligence, or willful misconduct or breach of this Contract by Exhibitor, or its agents, employees, representatives, patrons, guests or invitees.

NCA hereby disclaims all warranties of any nature, express, implied or otherwise, or arising from trade or custom, including any implied warranties of merchantability, non-infringement, results, quality, or fitness for a particular purpose. To the fullest extent permitted by applicable laws, the parties agree that the total liability of NCA to exhibitor under or related to this contract or related to exhibitor's presence or exhibition at the convention, whether in contract, tort or otherwise, shall be limited to the amount of the exhibitor's fees paid to NCA under this contract.

To the fullest extent permitted by applicable laws, in no event shall NCA be liable, whether in contract, tort or otherwise, for any indirect, consequential, exemplary, punitive or special damages or awards, even if advised of the possibility of such damages.

NCA cannot assume responsibility for the safety of the property of the exhibitor, its officers, or employees from theft, damage by fire, accident, or other causes. In all cases, occupants wishing to insure their property must do so at their own expense. It is especially recommended that all occupants have representatives in attendance at all times when the exhibits are open and especially when exhibits are being set-up or dismantled, to protect against loss.

### **Insurance**

Neither NCA nor the Exhibit Facility maintains insurance covering Exhibitor's property. Exhibitors and individual Installation and Dismantling companies must carry Comprehensive General Liability coverage of at least \$1,000,000 per occurrence, \$2,000,000 in the aggregate, for bodily injury, property damage, personal injury/advertising loss and Statutory Workmen's Compensation with Employer's Liability at the applicable state limits. NCA and the exhibit facility owner shall be additional insureds under the policies and must be listed on the insurance certificate. Each exhibitor is responsible for obtaining, for its protection and entirely at its expense, such property insurance for its exhibit and display materials as the exhibitor deems appropriate. Any policy providing such property insurance must contain an expense waiver by the Exhibitor's insurance company of any right of subrogation as to any claims against NCA, its officers, directors, agents, or employees. All agents or representatives performing services at the exhibit facility directly for an exhibitor other than the exhibitor's employees must provide NCA with original certificates of insurance.

### **Licenses**

Exhibitor agrees to comply with all federal, state and local laws and ordinances for any activities conducted in association or as part of the convention. It is the responsibility of Exhibitor to obtain all necessary licenses from (i) any governmental entity having jurisdiction over the convention, all necessary business, exhibition, or other licenses for Exhibitor's participation in the convention, and (ii) any licensing organization authorized to license the performance of copyrighted music performed on behalf of Exhibitor. Exhibitors using music in their booth,

either live or mechanical, must provide NCA with a copy of the Exhibitor's Licensing Agreement with ASCAP, BMI or other such licensing organization.

### **Remedies**

In the event Exhibitor breaches this agreement (including, without limitation, by engaging or planning to engage in conduct prohibited hereby), the parties agree that NCA may avail itself of any and all legal and equitable remedies including, but not limited to, recovering damages, seeking injunctive relief, terminating this agreement, revoking Exhibitor priority points, removing Exhibitor and its attendees and employees from the convention and/or barring Exhibitor from attending future conventions. NCA shall be entitled to recover from Exhibitor at all costs and expenses, including attorneys' fees incurred by NCA in enforcing this contract and the terms and conditions.

### **Governing Law and Forum**

This Contract shall be construed and administered in accordance with the laws of the District of Columbia, excluding its conflicts of law principles. The parties hereto agree and stipulate that this Contract shall be deemed to have been entered into by both parties in the District of Columbia. Any claim or cause of action arising out of or connected with this Contract shall be brought exclusively in either the local or federal courts of the District of Columbia, and the parties hereto consent to submit to the personal jurisdiction of such courts, and waive all objections to such jurisdiction and venue. EACH PARTY HERETO HEREBY WAIVES ITS RIGHTS TO A JURY TRIAL OF ANY CLAIM OR CAUSE OF ACTION BASED UPON OR ARISING OUT OF THIS CONTRACT OR THE SUBJECT MATTER HEREOF.

### **Force Majeure**

In the event that the Exhibit Facility or any part thereof is unavailable for all or part of the convention as a result of any strike, lockout, labor dispute, inability to obtain labor or materials, act of God, governmental restriction, regulation, intervention or control (including revocation of any license or permit necessary for the convention), civil disturbance or commotion, enemy or hostile governmental action, sabotage, fire or other casualty, or any other condition beyond the reasonable control of NCA, or should NCA decide in the exercise of its reasonable discretion to cancel, postpone or re-site the convention, or reduce the installation time, convention time, or move-out time, NCA shall not be liable to Exhibitor for any damage or loss, direct or indirect, arising out of any such occurrence, and Exhibitor will be charged for space during the period it was or could have been occupied by the Exhibitor. Exhibitor hereby waives any claim against NCA, its directors, officers, agents or employees for losses or damages which may arise in consequence if such inability to occupy assigned space, its sole claim against NCA being for a refund of rent paid for the period it was prevented from using the space.