



February 21 -23, 2023

George R Brown Convention Center | Houston, TX USA  
houstexonline.com

<b>2023 EXHIBIT SPACE PRICING</b>		
	Early Bird Rate	Regular Rate
Up to 200 sq. ft.	\$33.00	\$38.00
201 – 500 sq. ft.	\$31.00	\$36.00
501 – 1,200 sq. ft.	\$29.00	\$34.00
1,201 & more	\$27.00	\$32.00

**EXHIBIT SPACE REQUEST FORM Return with contract by September 24**

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

Indicate your top 4 preferred booth locations by booth number. Show Management will assign space based on your company’s priority/seniority status. If your selections are taken by higher ranked exhibitors, Show Management will assign your company to the next available appropriate space based on the information you provide below. Show Management also reserves the right to make changes to the floor plan in the best interest of the show.

Booth Number	Dimensions	Square Feet	Comments
1. _____	_____ X _____	_____	_____
2. _____	_____ X _____	_____	_____
3. _____	_____ X _____	_____	_____
4. _____	_____ X _____	_____	_____

Please provide additional information to help Show Management select alternative booth space if the above noted spaces are not available.

\_\_\_\_\_  
\_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_ Phone \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**IMPORTANT! – Please return completed form and contract by Friday, September 24, 2021**  
**Email: [houstex@sme.org](mailto:houstex@sme.org)**

# Exhibit Space Contract

HOUSTEX | February 21-23, 2023  
George R. Brown Convention Center  
Houston, Texas



**Show Management Use Only:**  
Company Id #: \_\_\_\_\_  
Booth #: \_\_\_\_\_  
Size: \_\_\_\_\_  
Territory: \_\_\_\_\_

## ----- Company / Organization Information -----

Master Company Name: \_\_\_\_\_  
"Exhibiting As" Company Name: \_\_\_\_\_  
Address: \_\_\_\_\_ City/Prov/State/Zip/Country: \_\_\_\_\_  
Company Phone: \_\_\_\_\_ Company Email: \_\_\_\_\_ Company Website: \_\_\_\_\_

## ----- Exhibit Space Information -----

Booth Size (sq. ft.): \_\_\_\_\_ Rate (per sq. ft.): US\$ \_\_\_\_\_ Total Booth Cost: US\$ \_\_\_\_\_

## ----- Authorized Signature -----

**Privacy Policy Consent:** I consent to SME's collection and use of my personal identifiable information for the purposes outlined in HOUSTEX's Privacy Policy available at [www.houstexonline.com](http://www.houstexonline.com). I understand that I can withdraw consent at any time.

Exhibitor understands and agrees that the Exposition Terms and Conditions stated on both pages of this form, the Exposition Rules and Regulations (contained on the event website) and the payment terms stated on the initial invoice are part of this Contract. Having read this Contract, Exhibitor hereby agrees to all such terms, conditions, rules and regulations. An electronic copy of this Contract is binding. Each exhibit shall be pertinent to the technical area of the Exposition. Exhibits having only lay interest, or not a specific educational or technical interest as determined by Show Management at its sole discretion, may not be permitted.

- **Please sign and return the completed contract to:**  
SME -HOUSTEX Show Management  
1000 Town Center, Suite 1901, Southfield, MI 48075  
[www.houstex@sme.org](mailto:www.houstex@sme.org)
- **Signed contract must be returned to receive space.**
- **Space availability, size and location will be determined at the sole discretion of Show Management.**
- **For any questions regarding this agreement, please contact Show Management at (800) 733 3976 or [houstex@sme.org](mailto:houstex@sme.org)**

Signed for SME by:

Authorized Representative Signature \_\_\_\_\_ Date: \_\_\_\_\_  
Name: \_\_\_\_\_ Title: \_\_\_\_\_

Authorized SME Representative Signature \_\_\_\_\_ Date: \_\_\_\_\_  
Name: \_\_\_\_\_ Title: \_\_\_\_\_

## ----- Contact Information -----

### Primary Contact (Booth confirmation, Priority and Sales Materials)

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
City/Prov/State/Zip/Country: \_\_\_\_\_  
Phone/Ext: \_\_\_\_\_  
Cell/Mobile: \_\_\_\_\_  
Email: \_\_\_\_\_

### Billing/Invoice Contact (Receives Invoices)

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
City/Prov/State/Zip/Country: \_\_\_\_\_  
Phone/Ext: \_\_\_\_\_  
Cell/Mobile: \_\_\_\_\_  
Email: \_\_\_\_\_

### Booth Logistics Contact (Manuals, Newsletters, Guest Passes)

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
City/Prov/State/Zip/Country: \_\_\_\_\_  
Phone/Ext: \_\_\_\_\_  
Cell/Mobile: \_\_\_\_\_  
Email: \_\_\_\_\_

### Marketing Contact (Advertising, Marketing, Sponsorship)

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
City/Prov/State/Zip/Country: \_\_\_\_\_  
Phone/Ext: \_\_\_\_\_  
Cell/Mobile: \_\_\_\_\_  
Email: \_\_\_\_\_

## EXHIBITION TERMS AND CONDITIONS

1. **APPROVED EXHIBITORS** – Only Exhibitors that have contracted with The Society of Manufacturing Engineers ("SME") and any other show sponsor(s) (collectively "Show Management") for the specific Show identified on side one of this document will be permitted to display or to demonstrate its products, processes, or services at the Show.
2. **DEFINITIONS** – As used herein:  
 The "Contract" means the Exhibition Space Contract including the exhibit space Regulations and the provisions incorporated in the initial payment invoice.  
 The "Exhibitor" means any person or company exhibiting in the Show, its representatives, agents, employees, and contractors at the Show.  
 The "Rules" means any and all provisions contained herein, the Exhibition Rules and Regulations and the payment terms stated on the initial invoice.  
 The "Show" means the event described on side one of this document.  
 The "Venue" means the facility where the Show will be held.
3. **RESTRICTIONS** – Show Management may, at its sole discretion, prohibit, restrict and/or evict exhibits which are, in the opinion of Show Management, objectionable for any reason including, but not limited to, danger, noise, vibration, glaring or flashing lights, safety and method of operation, objects on display and/or method of display. Show Management may also prohibit, restrict, and/or evict any exhibit which may detract from the general character of the show or which violates any term of this Contract. Show Management may further restrict, prohibit and/or evict any exhibit with objectionable persons, things, conduct, printed matter or anything else Show Management judges to be objectionable including, but not limited to balloons, peanuts, popcorn, coffee, or anything taken beyond the confines of Exhibitor's assigned space. In the event of such prohibition, restriction, or eviction, Show Management shall not be liable for any refunds of rental or other expenses. If Exhibitor fails to comply in any respect with the terms and conditions of this Contract, including the Exhibition Rules and Regulations, Show Management shall have the right, without notice to Exhibitor, to rent or offer for rent Exhibitor's space, or to use such space in any other manner. Exhibitor shall remain liable for the full amount specified by this Contract.
4. **ASSIGNMENT OF SPACE** – Show Management reserves the right to assign space, to rearrange the floor plan and/or to relocate any exhibit to further the best interest of the Show. Show Management will assign space guided by Exhibitors' priorities, by the exhibit's requirements and by the choice of locations. If Show Management should relocate Exhibitor, any lower space rate difference shall be refunded but higher rate differences shall not be imposed. Within seven (7) days of official notice of space reassignment and/or relocation by Show Management, it is the duty of the Exhibitor to notify Show Management in writing if the reassigned/relocated space is not acceptable for any reason.
5. **RENTAL OF SPACE** – Rented space includes an 8' high drape backwall and 36" high drape side rails (excluding island exhibits). Any and all other equipment or materials required by Exhibitor must be provided by Exhibitor at Exhibitor's own expense.
6. **PAYMENT AND CANCELLATION BY EXHIBITOR** – Make all cheques payable in US currency to the "Society of Manufacturing Engineers." Transfer of funds is available through: Bank of America, 500 Griswold Street, Guardian Building BC, Detroit, MI 48226, Account #:6810-83728-3, Routing # 026009593, Transfers of funds from foreign companies must include the following Swift code: BOFAUS3N. Wire transfer fees are the sole responsibility of the exhibitor.  
  
 Exhibit space payments shall be made according to the schedule set forth in the initial invoice sent by Show Management. Show Management reserves the right, in its sole discretion, to reassign or cancel contracted exhibit space if Exhibitor fails to adhere to the payment schedule set forth in the initial invoice. Forfeiture will be assessed on rental fees or deposits that were made prior to the reassignment or cancellation. In order to cover work and service performed and as payment of liquidated damages, Exhibitor agrees that if it cancels or reduces its exhibit space hereunder, it shall pay a percentage of the total invoice as follows:
 

Forfeiture Amount	Date of Cancellation/Reduction
10% of total space rental	12 months advance of the Show
40% of total space rental	9 months in advance of the Show
70% of total space rental	6 months in advance of the Show
100% of total space rental	3 months or less in advance of the Show
7. **USE OF EXHIBIT SPACE** – Exhibitor shall not assign, sublet, or share any part of his space. However, an Exhibitor may use his space to exhibit any eligible products: (i) manufactured or sold in his own name, (ii) manufactured or sold by any company controlled by or under common control with Exhibitor, (iii) manufactured by a joint venture in which he participates, or (iv) produced pursuant to his manufacturing license. Exhibitor shall not exhibit, offer for sale, give as a premium, or furnish literature about any other products or services except where Show Management determines that such activities are required for the proper demonstration or operation of Exhibitor's displays. In any case, identification of such articles or services shall be limited to the regular nameplate, imprint, or other identification, which is standard practice appears normally on the articles or in connection with the services. Exhibitor shall not permit persons other than its own representatives (including those of any corporate affiliate, joint venture partner or licensee), representatives of SME, or of officially designated labor or service sources to use its booth for any purpose.
8. **USE OF COMMON/PUBLIC SPACE** – No demonstration, promotion, or advertising shall be permitted outside of Exhibitor's assigned exhibit space. Exhibitor shall not distribute any materials, including but not limited to, samples, souvenirs, or advertising materials outside of the Exhibitor's contracted-for exhibit space. No Exhibitor shall, in any other way, occupy or use the facilities for any purpose inconsistent with this Contract.
9. **LOSS, THEFT OR DAMAGE** – Show Management provides limited perimeter guard security but shall not be liable or responsible for any loss, theft, or damage to the property of Exhibitor, its employees or representatives. Further, Show Management will not be liable for damage or injury to persons or property during the term of this Contract, from any cause whatsoever, by reason of the use or occupancy of the exhibit space by Exhibitor, its employees, representatives or assigns. Exhibitor acknowledges that certain activities at the Show, especially during set-up and tear-down of the show, can be dangerous, and Exhibitor, on behalf of itself and each member of its exhibit staff, assumes such risk and waives any liability on the part of Show Management and assumes all liability for such risk. Exhibitor's materials fail to arrive, or if for causes beyond its control, Exhibitor is prevented from using its space, Exhibitor is nevertheless responsible for its space rental. Exhibitor shall carry special insurance, for a minimum of \$2,000,000 Commercial General Liability, to protect all exhibit materials against damage, theft or other loss, and liability insurance against injury to persons and the property of others, including, but not limited to, Show Management.
10. **COMPLIANCE WITH LAWS** – Exhibitor assumes all responsibility for compliance with all pertinent laws, ordinances, regulations, and codes of duly authorized local, provincial, and federal governing bodies including, but not limited to, fire, safety, environmental and health laws, regulations, ordinances or codes, together with the rules and regulations of Show Management and the operators and/or owners of the property wherein the Show is held.
11. **UNIONS AND CONTRACTORS** – Exhibitor shall employ labor only from sources officially designated by Show Management for the installation, maintenance and dismantling of its exhibit, and shall use only the service organizations officially designated by Show Management for all services in connection with the installation, maintenance, cleaning and dismantling of exhibits and in connection with the operation of projection devices. Exhibitor agrees to abide by and comply with all rules and regulations imposed by local unions having arrangements with the Venue or with authorized contractors engaged by Show Management. Exhibitor must request Show Management's authorization to use an Exhibitor-appointed contractor no later than forty-five (45) days prior to the first scheduled installation date for the Show. Show Management shall have the right, but not the obligation, to resolve disputes or disagreements between Exhibitor(s), or between Exhibitor(s) and official contractors or labor organizations. In the event of such dispute, any action or decision by Show Management intended to resolve the dispute shall be binding on the Exhibitor(s).
12. **COPYRIGHTS, LICENSED AND PATENTED MATERIAL** – Exhibitor assumes all responsibility for the use of any and all copyrighted, licensed, or patented materials including, but not limited to, music, video, or printed matter which may be protected under the laws of United States of America. Exhibitor is solely responsible for securing any and all appropriate rights to use such materials and for the payment of any and all royalties, license fees or other amounts associated with the use of such materials.
13. **ADVERTISING AND PROMOTION** – Show Management reserves the right to use Exhibitor's name in any advertising, promotion or marketing associated with the exhibition. Show Management does not, however, guarantee Exhibitor inclusion in such materials. Show Management shall also have the right to take photographs of Exhibitor's booth space, exhibit and personnel during, before or after the open hours of the Show and use such photographs for any legal purpose.
14. **RIGHT TO CHANGE LOCATION, DATES, AND/OR RULES** – Show Management retains the right to change the Exhibition location, dates, duration and/or rules upon notice to Exhibitor. Any such change shall be incorporated and made part of this Contract.
15. **CANCELLATION BY MANAGEMENT** – Show Management retains the rights to cancel the Show and/or the Exhibit with no liability to Exhibitor other than a refund of any paid space rental fees, for any reason beyond its control including, but not limited to, flood, fire, earthquake, terroristic threats or acts, riot or other civil unrest, national or regional emergencies, labor disputes, acts of government, outbreaks of disease, or acts of God.
16. **INDEMNIFICATION** – Exhibitor agrees to indemnify and hold and save Show Management whole and harmless from and against any and all claims, charges, complaints, liability, losses, demands, actions, damages, expenses, judgments, settlements and/or costs of any nature whatsoever which shall result, directly or indirectly, wholly or in part, by any act, omission, negligence, or conduct of Exhibitor or Exhibitor's employees, representatives, agents, servants, contractors, patrons, guests, licensees, invitees, or assigns, at or related to the Show, including, but not limited to, any such costs in connection with a violation of any laws or regulations, any off-site activities, any dangerous or hazardous materials, any damage, injury, or loss to persons and/or property and any costs, including lawyers' fees, incurred by Show Management in connection with the enforcement of this Contract. Exhibitor covenants and agrees that if Show Management is made a party to any litigation commenced by or against Exhibitor or relating to this Contract or the exhibit space rented hereunder, then Exhibitor shall pay all costs and expenses, including lawyers' fees and court costs, incurred by or imposed upon Show Management.
17. **GOVERNING LAW** – This Contract shall be construed in accordance with and governed by the internal laws of the Province of Ontario, not including the laws applied to conflicts of laws.
18. **SEVERABILITY** – If any provision of this Contract (or any portion thereof) or the application of any such provision (or any portion thereof) to any party or circumstance shall be held invalid, illegal or unenforceable in any respect by a court of competent jurisdiction, such invalidity, illegality or unenforceability shall not affect any other provision hereof (or the remaining portion thereof) or the application of such provision to any other persons or circumstances.
19. **NO REPRESENTATIONS OR WARRANTIES; ENTIRE AGREEMENT** – Show Management makes no representations or warranties, express or implied, regarding the number, quality or character of persons who will attend the Show or regarding any other matters. This Contract, specifically incorporating the initial invoice and Exhibition Rules and Regulations referenced herein, embodies the entire agreement and understanding of the parties hereto in respect of the subject matter contained herein. Exhibitor agrees to comply with all provisions incorporated in this Contract including the Exhibition Rules and Regulations and provisions of the initial invoice. This Contract supersedes all prior agreements and understandings between the parties with respect to the subject matter. Please contact SME at (800) 733 3976 with any questions regarding this agreement.

Initial: