

EXHIBITOR TERMS

1. Booths will be assigned on a first-come, first-served basis. Gold Sponsors have priority in booth locations and can bump those exhibitors already registered up until a week prior to the Expo. Those bumped will be assigned their second or third booth choices to the extent possible.
2. If subletting your booth to one or more additional companies, you must purchase a minimum of two booth spaces. SBE Chapter 22 will include those additional companies in online and printed directories.
3. Booth areas will be marked and separated at their sides with 3' high pipe and drape. The back of each booth will be eight-foot high pipe and drape.
4. Booth spaces may be combined side-by-side, back to back, or in other configurations. Call for more information.
5. If required, each booth will be provided with an eight foot table with white linen. Additional drapes, tables, risers, signage and other booth decorations may be arranged with Northeast Decorating at exhibitors' expense. The room is carpeted.
6. Booth side elements higher than four feet shall not extend beyond five feet depth to avoid blocking adjacent booths.
7. Exhibitors are to keep exhibits within set boundaries in fairness to other exhibitors, and to comply with fire regulations.
8. Each booth will be provided with 120-volt, 500 watt, electrical service if requested. Arrangements can be made for special service, such as 240 volts or higher wattage, at exhibitor expense.
9. Free Wired Internet service is available and must be requested 10 days or more in advance of the Expo. Free WiFi is available in the event area.
10. SBE Chapter 22 reserves the right to limit the number of booths assigned to any single exhibitor and to make all booth assignments. No booth reservation is firm until Chapter 22 receives full payment. Confirmations will be sent by e-mail or postal service.
11. **Hotel rooms will be available at special convention rate of \$179/night plus applicable taxes for a standard room. For reservations call 315-474-2424 or [click here to reserve online](#).** Be sure to mention the SBE Chapter 22 Conference if you call. Marriott Downtown will not hold this block of rooms beyond August 17. You will not receive the discount rate if you book through a 3rd party such as hotels.com, booking.com, kayak.com, AAA, and we will not receive room credits which would otherwise help reduce our costs.
12. **Marriott Downtown will not accept shipments over 50 pounds or shipments prior to show week.** Deliveries arriving at the hotel before 9/16 will be refused. Exhibitors must arrange for drayage for deliveries over 50 pounds or shipments before 9/16. The show decorator can provide drayage.

EXHIBITOR CANCELLATION AND REFUND POLICY:

Cancellations must be made in writing and sent to SBE Chapter 22, Inc., at the address or fax number listed for applications. Reductions in exhibit space will be treated as a cancellation for that portion of the reserved space, and subject to the terms of the cancellation policy.

- Cancellations between July 1 and July 31 are refundable at 75% of fees paid.
- Cancellations between August 1 and August 22 are refundable at 50% of fees paid.
- Cancellations after August 22 are non-refundable (fees may be applied as a sponsorship).

EXHIBIT RESTRICTIONS AND CONDITIONS

1. Signs or other articles may not be fastened to the exhibit hall walls, fixtures or ceilings. Use of any attachment methods which could harm the floor are prohibited as well. Pipe and drape hangers are available at no additional cost.
2. Exhibitor agrees to protect, indemnify, save and keep harmless SBE Chapter 22, Inc., Marriott Hotels and its property owners, Northeast Decorating, and each of their employees, directors, officers and agents from and against all costs, losses, expenses or liabilities to third parties arising from any act or omission of the exhibitor or its representatives in connection with the exhibitor's participation in the Broadcast & Technology Expo.
3. SBE will provide security for the exhibit hall during hours deemed necessary. Exhibitors agree to hold harmless SBE Chapter 22, Inc., Marriott Hotels or Northeast Decorating from any claims resulting from missing or damaged equipment. SBE Chapter 22, Inc. makes no representation regarding adequacy of security measures. Insurance coverage of exhibitors' equipment is the sole responsibility of the exhibitor.

PUBLICITY

Exhibitors are urged to provide a print-ready vector graphic logo for inclusion on the Expo web site, SBE22.org. Chapter 22 will mail promotional material to members, station managers, chief engineers, schools, production houses, houses of worship and other interested people and groups. Additional copies of the SBE promotional material for mailing by exhibitors are available upon request. SBE will also send promotional material to exhibitor-provided lists. Forward names and addresses to Tom McNicholl tmcnicholl@wktv.com

CHAPTER 22 CONTACTS

Booth Applications: Gary Hartman 315 446-8667; fax 315 218-7537; g.hartman@twcny.rr.com

Sponsorships & Expo Chair: Tom McNicholl 315 768-2285; tmcnicholl@wktv.com

Technical Papers: Alan Jurison 315-362-7259; AlanJurison@iHeartMedia.com

Web Site: sbe22.org

DECORATOR, DRAYAGE: Northeast Decorating, Susan Brewer, 315 471-9989, suzi@nede.net