



April 25 – 30
Honolulu, Hawai'i, USA

Invitation to Exhibit



Association for
Computing Machinery

chi2020.acm.org

The 38th Annual CHI Conference on Human Factors in Computing Systems



SIGCHI
special interest group: computer-human interaction

HCI'S IMPACT ON INDUSTRY AND THE CHI CONFERENCE CONNECTION

What is CHI?

CHI is the premier conference for human-computer interaction (HCI): the design, building and study of technologies to help people think, create and collaborate. Everything from the mouse to the smartphone has its roots in HCI!

HCI Impacts Revenue

HCI's impact on the technology industry has been enormous and is still growing. Leading companies have increased their success through the growing use of HCI methods to (1) avoid wasting precious investment money from failed deployments of inferior technologies and to (2) generate new revenue by identifying under-served needs and then to envision, design and test innovative products and services. Through rigorous beginning-to-end methods that combine concept design, design critique, cognitive analysis, performance experiments and more, HCI researchers assess whether technologies frustrate, thwart, and confound people, then design solutions that serve, engage and extend people's capabilities.

HCI Impacts Innovation

In addition to tremendous cost savings, the field of HCI has spawned billions of dollars of new revenue in innovative product and service categories. Everything from advances in mobile phones and graphical user interfaces to the Internet of Things and social media touches HCI, and many of the advances in today's systems can be traced back to papers and presentations at the CHI conference.

HCI Creates Business Advantage

As a concrete example of the bottom-line value of HCI, consider a recent US court decision (Apple Inc. v. Samsung Electronics Co., Ltd) that did not recognize infringement of 3 technology-based patents, but awarded a significant sum in damages for the infringement of 7 patents related to design and interaction. This ruling clearly illustrates that the court believes the HCI-related intellectual property created tremendous business advantage here.

The CHI Conference Connection

Since the development of the field, dozens of key HCI-generated products have been unveiled at the CHI conference prior to market deployment including multi-touch and 3D interaction, tangible interfaces, social networking, instant text messaging, personal health and elder care, fitness tracking, smart homes, internet of things, human-robot interaction and wearable devices. As the premier world-wide forum for the exchange of information on all aspects of human-computer interaction, the CHI conference is often the first public demonstration of such advanced technologies.

Each year, CHI sees thousands of the top researchers, scientists, and designers in the world attend to present their latest research, solve their hardest problems, learn new material and build their networks. 92% report it was "worth their time and money", a remarkable approval rating for an event of this size.

Top corporations, ranging from processor manufacturers (Intel), operating system vendors (Microsoft), laptop, tablet and smart-phone manufacturers (Samsung, Dell, Hewlett Packard, Apple), web service providers (Google, Naver, Yahoo, eBay, Amazon), telecommunication carriers (NTT Docomo, Verizon), automobile manufacturers (Toyota, Ford, Audi), as well as emerging companies and startups, send employees to the CHI conference to present and hear the world's most advanced innovations.

There are four reasons companies sponsor CHI, and many do this for a combination of these reasons:

1. To recruit the top HCI, UX and design talent, from entry level to CxO level positions at one of the most diverse technology conferences.
2. To learn from cutting-edge research and research communities addressing everything from smart cars to smart phones.
3. To showcase new corporate inventions and innovations. CHI is a great way to get the top decisions makers in HCI and UX to see your products and research, and incorporate them into their work.
4. To publicly support cutting edge, diverse, multinational and impactful research, education, science and design.

Please join us at the Hawai'i Convention Center in Honolulu, Hawai'i, USA as a CHI 2020 Sponsor. Mahalo!

CHI 2020 General Conference Chairs

Regina Bernhaupt
Eindhoven University of Technology, Netherlands

Florian 'Floyd' Mueller,
RMIT University, Melbourne, Australia

AN INVITATION TO EXHIBIT

CHI is the premiere worldwide forum for professionals interested in all aspects of human-computer interaction (HCI). The conference features work on the hardware and software engineering of interactive systems, the structure of communication between human and machine, characterization of the use and contexts of use for interactive systems, methodology of design, design artifacts and experiences, and future technologies.

Conference Format

CHI 2020 is a four-day conference (Monday through Thursday). The conference is organized around papers, presentations, speakers and discussions on how to create better interactive experiences. As the foremost conference in its field, CHI 2020 continues to offer a wide-ranging program, supporting and facilitating the exchange of ideas within and between all of these communities.

Who Will Be at CHI 2020?

The CHI conference brings together people from multiple disciplines and a diversity of cultures to explore new ways to practice, develop and improve methods and systems in HCI, and to discuss ideas that lead to inspiration and innovation. Attendees come from all over the world, representing a myriad of application areas whose diverse perspectives influence each other. CHI 2020 is truly an opportunity to find the latest in research and design of the world's most innovative interactive technologies.

CHI attendees include computer scientists; visual, interaction, product and experience designers; human factors and ergonomics professionals; psychologists; social scientists; software developers; software/hardware architects; engineering, product and quality managers; educators and evaluators. These are the professionals who work at the heart of making systems and products usable.

CHI 2020 will be held at the Hawai'i Convention Center in Honolulu, Hawai'i, USA. CHI is a multicultural community made up of designers, researchers, and practitioners from highly diverse backgrounds. Together, they investigate and design new and creative ways for people to interact using technology.

If your organization supplies systems or products that involve users interacting with computer technology and the user aspects are important to the success of your product, then this conference will be of special interest to you. CHI 2020 is the place your organization needs to be to learn about leading-edge

research and imminent technologies. Last year's CHI conference in Glasgow, Scotland UK, was a highly successful conference with almost 4000 attendees. Previous conferences in Montréal, Canada (CHI 2018); Denver, Colorado USA (CHI 2017); San Jose, California USA (CHI 2016); and Seoul, Korea (CHI 2015), were also highly successful, hosting between 2500 and 3800 attendees from over 50 countries. Past CHI attendees have worked in the computer industry, education, research, telecommunications, government, finance and banking as well as many other areas. CHI 2020 is expected to be another highly successful conference, and we anticipate excellent attendance.

About Honolulu

Honolulu is on Oahu, an island of breath-taking beauty, where temperatures range from 71° to 81° F.

Oahu is home to some of the world's most beautiful beaches and famous surf competitions. Nearby Waikiki Beach, a favorite with Hawaiian royalty, is now known for its shops, restaurants, and vibrant nightlife. Snorkeling and scuba are popular as the sea abounds with colorful fish and marine life like dolphins and sea turtles. Hikers love the scenic trails, from the challenging Koko Crater Trail to the paved Makapu'u Point Lighthouse Trail, leading to a prime spot for whale watching. One of the most famous tourist spots is Pearl Harbor National Memorial, but also not to be missed are Iolani Palace and the Bishop Museum, both incredible sources of Hawaiian history and culture.

From the moment you arrive, you will experience what Hawaiians call the "spirit of aloha," or the hospitable, welcoming atmosphere that permeates the islands. The word aloha may be used for hello or goodbye, but it really represents a way of life that you will long to take home with you.



Bishop Museum is a world-renowned natural and cultural history museum, and an ideal place to learn about Hawaiian culture.

EXHIBITS PROGRAM



A beautiful, aerial view of Ala Wai Harbor, Waikiki, and Honolulu.

Exhibiting at CHI 2020

The CHI 2020 exhibits program is an opportunity for your organization to showcase its offerings to the broadest professional community of human-computer interaction (HCI) practitioners and researchers. By exhibiting at CHI 2020, you gain access to professionals in the HCI field with interests spanning the design, development, and evaluation of current human-computer interaction and future technologies. We invite providers of all HCI-related products, services, and experiences including:

- Interface development and prototyping tools
- Interface development and evaluation services
- Computer workstations and personal computers
- Input devices and interface hardware including adaptive interfaces
- Computer application software
- Software development environments/development tools
- Entertainment and media tools, applications, and technologies
- Communications tools, applications, and technologies
- Portable and embedded computer devices
- Computer-supported cooperative work systems
- Trade, technical, and educational publications
- Usability laboratories
- HCI training and education
- Interactive devices
- Telecommunications
- Tele-operations/robotics

Attendance

Past CHI Conferences have hosted up to 4000 participants from over 50 countries world wide. CHI 2020 is also expected to have excellent attendance.

Exhibitors presenting products and services will find thousands of eager users from corporate, education, entertainment, health care, government and research institutions. A one-time use of a registration list of postal addresses of “opted-in” participants may be requested 3 weeks prior to the conference or 3 weeks after the conference.

Monday Evening Exhibit Hall Grand Opening and Reception

CHI 2020 hosts a conference-wide reception on Monday evening from 17:30 to 20:00 (5:30 to 8:00 pm) in the exhibit hall during the grand opening of the exhibits. Sweet and savory offerings, and the company of friends and colleagues create this memorable evening. Networking is effortless at this gala event attended by all. Complimentary booths are included in Hero and Champion Sponsor Benefits.

Tuesday Evening Job Fair

To support recruiting, CHI 2020 features a Job Fair on Tuesday evening from 17:30 to 19:30 (5:30 to 7:30 pm). Recruiters renting booths can take additional advantage of this key event to meet qualified job candidates. CHI 2020 also facilitates the delivery of resumes from individuals to your designated contact and will help coordinate space for interviewing and hospitality events, if space is available. Confirmed recruiters are posted on the CHI 2020 web site.

ABOUT EXHIBITING AND RECRUITING AT CHI

Location of CHI 2020 Exhibits

CHI 2020 exhibits will be held in the Hawai'i Convention Center in Honolulu, Hawai'i, USA. This exhibit hall also includes other displays of interest. The exhibits area is configured to facilitate continuous interaction between exhibitors and attendees. Catered session breaks are also served daily here.

CHI 2020 also offers special opportunities for organizations wishing to recruit and exhibit booth space may also be rented for this purpose.

Exhibit/Recruiting Booth Fees

Exhibitors may choose either a standard location or a preferred location (on corners, near entrances or near high traffic areas) in the exhibit hall. Rental fees are:

	On or Before 5 January 2020	After 5 January 2020
Standard location	\$2400 USD	\$2700 USD
Preferred location	\$2900 USD	\$3200 USD

Space rental includes:

- 10 ft by 10 ft booth space (~3m by 3m)
- Pipe and Drape walls
- 1 Covered Table 6 ft (~2m)
- 2 Side Chairs
- 1 Wastebasket
- 1 full conference registration
- one-time use of registration list (postal addresses only of "opted-in" participants)

Internet access (WiFi or hard line), electricity, furniture, and other services are available for an additional fee through the conference booth/stand constructor.

Payment is due in full before booth assignment can be confirmed. Assignments are made on a "first come, first served" basis after Sponsor booths have been assigned.

Applying for Exhibit or Recruiting Space

To apply for space, please register online. Please keep a copy of your online registration receipt.

CHI 2020 Web Page

Exhibitors and recruiters renting booth space are offered the opportunity to have a company description posted on the CHI 2020 exhibits page, as well as a link to a home page.

Cancellation Policy

Cancellation requests must be submitted in writing to the Exhibit Director. Written requests received before 3 February 2020 will receive a refund of 50% of the total contract fee. No refunds will be made for cancellation requests after this date.

Space Assignments, Payments, Questions

For conference-related information and questions regarding the Exhibitor Application/Contract, payment, or booth/stand assignments, contact the Exhibits Director.

CHI 2020 Exhibits Director

Carol Klyver
ACM/CHI 2020 Exhibits
Foundations of Excellence
Pacifica, California, USA
Tel: +1 (650) 738-1200
Email: exhibit@chi2020.acm.org

Reduced Rates on Advertising

Conference advertising opportunities such as digital conference program ads are offered to Exhibitors at very reduced rates. These opportunities are limited and are available on a "first come, first served" basis. Special rates for Exhibitors are:

Digital Conference Program Ad Rates

\$1500 USD	Exhibitors
\$5000 USD	Other purchaser

The CHI 2020 Exhibit Director can provide details on availability and placement. Hero and Champion Sponsors receive additional discounts.

Recruiting Boards

Recruiting Boards offer another way to highlight your organization in order to attract top professionals. Recruiting boards may be rented for \$250 USD to post specific jobs. Board dimensions will be provided. Board rental without booth rental does not include a complimentary conference registration, or one-time use of the registration list of postal addresses of "opted-in" participants.

ABOUT EXHIBITING



A view of the unique roof architecture of the Hawai'i Convention Center, site of the CHI 2020 Conference.

Official Exhibition Services Contractor

All arrangements for exhibit material handling, display labor, additional furnishings, booth cleaning and electrical services must be made at the Exhibitor's expense via the official Exhibition Services Contractor.

Exhibit and Recruiting Booth Services Inquiries

The Exhibition Services Contractor can be contacted from **3 February 2020** for questions regarding services. The Exhibition Services Contractor will be announced on or before **15 January 2020**.

Exhibitor Services Kit

An Exhibitor Services Kit will be available to confirmed exhibitors no later than 60 days prior to the show. Detailed information on freight shipping and storage is included. Discount pricing is available by ordering early.

Set Up and Removal

The exhibit area will be available for set-up on **Monday, 27 April from 9:00 am to 5:00 pm**. All exhibits must be ready for the exhibit management walk through at **5:00 pm on Monday (one hour prior to opening of the hall)**. Exhibitor badges must be worn at all times during set up and dismantling. Exhibits may not be dismantled or removed until the close of the show. **All materials must be cleared from the Hall by 4:30 pm, Thursday, 30 April**. Equipment removal forms must be completed and returned to Hall Security for any equipment removed during the show and during dismantling.

Storage of Empty Packaging

The storage of empty packaging in the booths is strictly prohibited. Please arrange with the Exhibition Services Contractor to remove and store all properly labeled empty shipping cartons, and return them after the show closing. Information about this service will be in the Exhibitor Services Kit.

Booth Staffing

Exhibitors and recruiters are required to keep booths staffed by at least one attendant during all exhibit hours. Failure to do so may result in early removal of the exhibit at the exhibitor or recruiter's expense.

Customs Clearance

Please be aware that shipping to and from the conference requires customs clearance if your organization is outside of the country where the conference is held. The Exhibition Services Contractor may be contacted for information about customs broker services.

Advance Freight

The Exhibition Services Contractor will receive shipments to a designated advance warehouse one month prior to show installation. All freight handling for exhibit materials sent to the designated advance warehouse, as well as those unloaded at show site, must be **PREPAID** at the Exhibitor's expense. The rates will be published in the Exhibitor Services Kit.

CHI EXHIBIT/RECRUITING AREA FLOOR PLAN

Floor Plan
Coming Soon

ENTRANCE



Standard Booths

Preferred Booths

5 January 2020

Exhibitors confirmed by this date will qualify for a discounted exhibitor fee.

27 April 2020

Exhibit Set-up:

Monday (only) 09:00 hrs to 17:00 hrs

Management walk through 17:00 hrs

30 April 2020

Exhibit Removal:

Thursday noon to 16:30 hrs

27-30 April 2020

Monday

- Set Up 09:00 – 16:30 hrs
- Management walk through 16:30 hrs
- Grand Opening and Conference Reception 17:30 hrs* – 20:00 hrs
(*opens at 17:30, but you must be fully ready by 17:00)

Tuesday

- Exhibits Open 10:00 hrs – 18:00 hrs
- Job Fair (exhibitors may stay) 17:30 hrs – 19:30 hrs

Wednesday

- Exhibits Open 10:00 hrs – 17:30 hrs

Thursday

- Exhibits Open 10:00 hrs – 12:00 hrs
- Dismantling 12:00 hrs – 16:30 hrs

CHI 2020 extends its special thanks to the Hawai'i Visitors & Convention Bureau for the cover and other photos that appear here.

CONDITIONS OF CONTRACT TO EXHIBIT

1. Purpose of Exhibit

The main purposes of this exhibit are technical and educational. The exhibition staged in conjunction with the technical sessions is a vital element of the conference.

2. Terms of Booth Rental

Full payment of the exhibit rental fee must accompany the Application / Contract. Exhibitors submitting written requests for cancellation of booth space prior to 3 February 2020 will receive a refund of 50% of the total contract fee. No refunds will be made for cancellation requests received after this date.

3. Indemnity and Limitation of Liability

Neither the Association for Computing Machinery (ACM), nor Exhibit Management Company, nor the Hawai'i Convention Center, nor the city of Honolulu, nor any of their officers, agents, employees, or other representatives shall be held liable for, and they are hereby released from liability for, any damage, loss, harm or injury to the person or property of the Exhibitor or any of its officers, agents, employees or other representatives, resulting from theft, fire, water, accident or any other cause. The Exhibitor shall indemnify, defend and protect, ACM, the Exhibit Management Company, the Hawai'i Convention Center, and the city of Honolulu, from any and all claims, demands, suits, liability, damages, loss, costs, attorney's fees and expenses of whatever kind or nature, which might result from or arise out of any action or failure to act on the part of the Exhibitor or any of its officers, agents, employees or their representatives. It is the responsibility of the Exhibitor to maintain proper insurance coverage for its property and liability including the shipping of materials to and from the conference venue.

4. Assignment of Exhibit Space

ACM/CHI 2020 shall assign booth space to the Exhibitor for the period of the Exhibit (provided the Exhibit Building is made available to ACM/CHI 2020) in priority order based on receipt of a completed, signed Application / Contract accompanied by payment. Such assignment is made for the period of this Exhibit only and does not imply that the same or similar space be held or offered for future exhibits. Every effort will be made to respect the Exhibitor's booth preferences whenever possible, but ACM/CHI 2020's decision will be final. ACM/CHI 2020, in its sole discretion, reserves the right to make changes in booth assignments that it deems are in the overall best interest of the exhibit program. ACM/CHI 2020 reserves the right to withdraw its acceptance of this Application/ Contract if it determines in its sole discretion that the Exhibitor is not eligible to participate or the Exhibitor's product or services are not eligible to be displayed in this Exhibit.

5. Use of Exhibit Space

Exhibitor shall not assign to a third party its right hereunder to the Exhibit Space or any portion thereof without the prior written consent of ACM/CHI 2020, which it may withhold at its sole discretion. If such consent is given, the Exhibitor shall assume full responsibility for the conduct of the assignee and all its representatives, and the Exhibitor shall not charge its assignee more than a proportionate share of the exhibit fee based upon the amount of Exhibit Space assigned.

6. Exhibit Hours

ACM/CHI 2020 will establish exhibit hours and reserves the right to make changes. However, such changes will be made as far in advance of the exhibition as possible. Exhibitors are required to keep booths staffed by at least one attendant during all exhibit hours; failure to do so may result in removal of the Exhibit from the show

at the Exhibitor's expense. Exhibitors are required to be fully set up one hour prior to the start of the exhibit program and cannot dismantle until after the close of the exhibit program.

7. Displays and Decorations

Merchandise, signs, decorations, or display fixtures shall not be pasted, taped, nailed, or tacked to walls. No exhibit, merchandise, or equipment shall be left in any aisle, but shall be confined to Exhibit space. No signs or advertising devices shall be displayed outside Exhibit space or projecting beyond limits of Exhibit space as to interfere with any neighboring Exhibit. Exhibits should not project beyond the space allotted or obstruct the view or interfere with traffic to other exhibits.

8. Union Labor

Exhibitor must comply with all union regulations applicable to installation, dismantling, and display of the Exhibits, as well as freight handling of exhibit materials.

9. Fire Regulations

Exhibitor shall not pack merchandise in paper, straw, excelsior or any other readily inflammable materials. All cartons stored in the Exhibit Building shall be emptied of contents. Exhibitor shall use no inflammable decorations or covering for display fixtures and all fabrics or other material used for decoration or covering shall be flameproof. If required by local law or ordinances, Exhibitor shall have on hand in its Exhibit space a notarized affidavit establishing that its display material has been treated during the last year by an approved chemical. All wiring devices and sockets shall be in good condition and meet the requirements of local law.

10. Booth and Equipment Services

Space rental includes those terms listed in this *Invitation to Exhibit*.

11. Storage and Packing Crates and Boxes

Exhibitor will not be permitted to store packing crates and boxes in the booth or the Exhibit Hall during Exhibit, but these, when properly marked, will be stored and returned, to the booth by service contractors. It is the Exhibitor's responsibility to mark and identify all crates and boxes. Crates and boxes not properly labeled may be destroyed. No trunks, cases, or packing material shall be brought into or out of the Exhibit space during exhibit hours. Exhibitor is responsible to make arrangements for or contract for the removal and/or return of empty packaging.

12. Contractor Services and Information

ACM/CHI 2020 has, in the best interest of the Exhibitor, selected certain firms to serve as the official contractors to provide necessary services to the Exhibitors. Complete information, instructions, and schedules of prices regarding drayage, labor for set-up and dismantling, electrical work, furniture, special cleaning services, etc., will be included in the Service Kit to be forwarded after booth assignment has been confirmed, but not sooner than 60 days prior to the show. An Exhibitor Service Center will be maintained on the Exhibit Floor to facilitate service requirements from the Exhibitor. ACM/CHI 2020 assumes no responsibility or liability for any of the services performed or materials delivered by the foregoing persons and parties.

13. Observance of Laws

Exhibitor shall abide by and observe all laws, rules, regulations, and ordinances of any applicable government authority and all rules of the Exhibit Building. It is understood that in addition to complying with the specific exhibition requirements of ACM/CHI 2020, Exhibitors are subject to the rules and regulations of the host facility.

CONDITIONS OF CONTRACT TO EXHIBIT

14. Insurance Information

ACM/CHI 2020 will endeavor to assist in the protection of exhibitors by providing 24-hour guard service. However, due to the tremendous value of exhibits, it is impractical and impossible to insure Exhibitors' equipment against loss, theft, damage, and breakage. Neither the Exhibit Building nor any of its employees nor representatives, nor any representative of ACM/CHI 2020, nor any subcontractor will be responsible for any injury, loss, or damage to the Exhibitor, the Exhibitor's employees, or property, however caused. In addition, the Exhibitor must assume responsibility for damage to the Exhibit Building property and indemnify and hold harmless the Exhibit Building from liability, which might ensue from any cause whatsoever, including accidents or injuries to Exhibitors, their guests, or employees. The Exhibitor must also assume responsibility for any accident, injury or property damage any person incurs while viewing his exhibit where such accident, injury, or property damage is caused by the negligence of the Exhibitor, agent, or employees. In view of the foregoing, Exhibitors are urged to place "extra territorial" and other coverage on equipment and exhibits, and arrange for extended public liability insurance with their regular insurance carrier, particularly if they are conducting experiments or demonstrations using heat or high voltage. ACM/CHI 2020 and the ACM/CHI 2020 Exhibits Management will cooperate fully but cannot assume responsibility for damage to Exhibitors' property or lost shipments, either coming into or going out of the premises, or for moving costs. Any damage due to inadequately packed property is Exhibitor's own responsibility. If Exhibit fails to arrive, Exhibitor will nevertheless be responsible for booth rent and no refund will be made. Exhibitors should carry insurance against such risks.

15. Hospitality Events

Hospitality space may be available in designated conference hotels and the Exhibit Building. All hospitality suite functions are required to be registered with the Exhibit Director and cannot conflict with any of the conference courses, plenary sessions, technical sessions, or general receptions. Hospitality space is made available first to conference sponsors and then on a "first come, first served" basis to Exhibitors. Please contact the CHI 2020 Exhibit Director for further information on reserving hospitality space.

16. Cancellation or Termination of Exhibit

If, because of war, fire, strike, Exhibit facility construction or renovation project, government regulation, public catastrophe, Act of God, public enemy, or other cause beyond the control of ACM/CHI 2020, the Exhibition or any part thereof is prevented from being held, is canceled by ACM/CHI 2020, or the Exhibit Space becomes unavailable, ACM/CHI 2020, in its sole discretion, shall determine and refund to the Exhibitor its proportionate share of the balance of the aggregate exhibit fees received which remain after deducting expenses incurred by ACM/CHI 2020 and reasonable compensation to ACM/CHI 2020. In no case shall the amount of refund to Exhibitor exceed the amount of exhibit fee paid.

17. Exhibitor Cancellation

Cancellation of any portion of this Application/Contract by the Exhibitor will be accepted only at the discretion of ACM/CHI 2020 and then only based upon the following refund policy. Prior to 3 February 2020, fifty percent (50%) of the total contract fee will be refunded. After 3 February 2020 no refunds will be given unless space is resold. If the space is resold, fifty percent (50%) of the total contract fee will be refunded. Except as the Exhibitor's rental obligation may be reduced as set forth in the preceding sentence, the Exhibitor is responsible for total booth rental irrespective of the reason for the cancellation by Exhibitor or because of the failure of an Exhibit to arrive for any reason.

18. Exhibitor Conduct

Exhibitor and its representatives shall not congregate or solicit trade in the aisles. The prior written consent of ACM/CHI 2020 is required for the employment or use of any live model, demonstrator, solicitor, or device for the mechanical reproduction of sound. Such employment or use shall be confined to Exhibit Space. ACM/CHI 2020, in its sole and absolute discretion, may withdraw its consent at any time, in which event Exhibitor shall terminate such activity immediately. All promotional plans must be submitted to ACM/CHI 2020 for approval. Distribution of pamphlets, brochures, or any advertising matter must be confined to the Exhibit Space. Exhibitor is prohibited from bringing alcoholic beverages into the Exhibit Area. Exhibitor shall refrain from any action that will distract attendees from attendance at the Exhibit during open hours. Exhibitor shall not lead attendees from one Exhibit Space to another or to elevators or escalators. Exhibitor or any of its representatives shall not conduct itself in a manner offensive to standards of decency or good taste.

19. Photographs

No photographs shall be taken without prior consent of ACM/CHI 2020 and the Exhibitors involved.

20. Registration Lists

ACM/CHI 2020 will provide a one-time use registration list of "opted in" participants (postal addresses only) to Exhibitor, if requested by Exhibitor on the Application/Contract. A list is available 3 weeks prior to the conference or 3 weeks after it. Exhibitor must indicate which list is preferred on the Application/Contract. It is understood that the list is postal addresses only for a single use. Exhibitor agrees not to sell, lend or give lists to any parties outside of Exhibitor's organization.

21. Insurance Requirements

All exhibitors participating in the CHI 2020 Exhibition are required to obtain a general public liability insurance in the amount of one million dollars (\$1,000,000 USD) per occurrence. ACM/CHI 2020 and Convention Center shall be named as additional insureds on the general liability policy. Such insurance maintained by the exhibitor must be issued by an insurance company with an A.M. Best rating of A- or higher and shall include coverage of the indemnification obligations of the exhibitor under these rules and regulations. Each exhibitor is also required to carry workers compensation protecting employees in accordance with the laws of the state or province in which the exhibition is being held. Nothing in this paragraph shall limit the amount of liability an exhibitor may be responsible for.

22. Agreement to Conditions of Contract to Exhibit

Exhibitor agrees to observe and abide by the foregoing Conditions of Contract to Exhibit and by such additional Conditions of Contract made by ACM/CHI 2020 from time to time for the efficient or safe operation of the Exhibit including, but not limited to, those contained in this contract. In addition to ACM/CHI 2020's right to close an Exhibit and withdraw its acceptance of this Application/Contract, ACM/CHI 2020, in its sole judgment, may refuse to consider for participation in future Exhibits an Exhibitor who violates or fails to abide by all such Conditions of Contract to Exhibit set forth in the Application/Contract. There is no other agreement or warranty between the Exhibitor and ACM/CHI 2020 except as set forth in this document. The rights of ACM/CHI 2020 under this contract shall not be deemed waived except as specifically stated in writing and signed by an authorized representative of ACM/CHI 2020.

EXHIBIT SPACE APPLICATION/CONTRACT

Agreement: Exhibitor hereby requests space at the ACM/CHI 2020 Conference and Exhibition to be held at the Hawai'i Convention Center in Honolulu, Hawai'i, USA, from 27–30 April 2020. Acceptance of this Application/Contract by ACM/CHI 2020 converts it to a full contract for exhibits, and shall be considered a binding agreement between the Exhibitor and ACM/CHI 2020. Exhibitor accepts all terms and conditions and rules for exhibiting as outlined in the attached Conditions of Contract to Exhibit.

Signature of Authorized Representative: _____

Printed Name of Authorized Signature: _____

Title: _____ Date: _____

Company Name: _____

Company Name on Exhibit (if different than above): _____

Address: _____

City: _____ State: _____

Postal Code: _____ Country: _____

Telephone: _____ Fax: _____

Email: _____ Website: _____

Please follow the instructions for returning this signed agreement when you register online at:

<http://www.cvent.com/d/6hqz47/4W>

You may use the work area here to calculate your fees before registering online.

BOOTH/STAND PREFERENCE AND

ON OR BEFORE 5 January 2020

RENTAL FEE

The rental fee is \$3200 USD (preferred space) or \$2700 USD (standard space) per 10ft X 10ft booth/stand (about 3m X 3m). Space rental, a booth identification sign, 24-hour security, and one complimentary conference registration are included in this fee. Payment is due with this Application/Contract.

Standard Booth (\$2400 USD payment per booth): ☐ booth(s) x \$2400 USD = \$

Preferred Booth (\$2900 USD payment per booth): ☐ booth(s) x \$2900 USD = \$

Recruiting Board (\$250 USD per space): ☐ board(s) x \$250 USD = \$

AFTER 5 January 2020

Standard Booth (\$2700 USD payment per booth): ☐ booth(s) x \$2700 USD = \$

Preferred Booth (\$3200 USD payment per booth): ☐ booth(s) x \$3200 USD = \$

Recruiting Board (\$250 USD per space): ☐ board(s) x \$250 USD = \$

Digital Conference Program Ad

Digital Conference Program Ad (\$1500 USD per page): ☐ ad(s) x \$1500 USD = \$

Total number of booths requested:

Total \$

Booth Number Choices

(available once floor plan is posted)

1st choice 2nd choice

3rd choice 4th choice

PAYMENT

Payment is due with the Application/Contract. Payment by credit card is preferred. If paying by check, make checks payable to ACM/CHI 2020 Exhibits. Checks must be in US dollars payable through a US bank. Payment may also be made by bank (wire) transfer. Contact the Exhibit Director for instructions if you wish to pay by bank transfer.