

# CCA Convention 2016

September 20-22, 2016

Washington State Convention Center – Seattle, WA



CCA represents over 100 carrier company members, whose licensed areas covers more than 95 percent of the nation. Founded in 1992 by nine rural and regional wireless carriers as a carrier centric organization, CCA has grown to become the nation's leading association for competitive wireless providers serving all areas of the United States. Headquartered in Washington, DC, CCA advocates on behalf of our members' interests and works to educate policymakers on the key issues that impact our members' ability to compete, survive, and thrive.

## **Why CCA?**

CCA is the premier advocacy organization for competitive wireless carriers and stakeholders. CCA uses advocacy leadership, education, and networking opportunities to help competitive carriers grow and thrive in the wireless industry and hosts two major trade shows per year.

CCA's Mobile Carriers Show brings together more carriers than any other trade show event and is the best venue for meeting and networking with the decision makers of carrier companies. Carrier CEOs and high-level executives walk the exhibit hall, meet with vendors and attend the numerous educational sessions.

CCA's Mobile Carriers Show provides the ideal meeting place for the competitive carriers and wireless stakeholders to come together under one roof for networking, educational and business opportunities.

Competitive Carriers Association

805 15th St. NW, Suite 401

Washington, DC 20005

Phone: (800) 722-1872

# Contents

Content Area	Page
CCA Contact List	3
Official Show Contractor List	4
Exhibitor Timeline	5
Exhibits Overview	6
Exhibitor Appointed Contractor	7
Registration	9
Housing	10
Ancillary Events	12
Marketing Opportunities	13
Sponsorship Opportunities	15
Exhibiting Rules & Regulations	25

# Contact List

What is the Purpose?	Who to Contact?
Exhibiting- Booth location, Service Kit, EACs, Rules & Regulations	CCA Events Team Events@ccamobile.org 202.449.9866
Registration	Maggie Belnap mbelnap@ccamobile.org 202.827.6208
Housing	<a href="http://www.cca-convention.org">http://www.cca-convention.org</a>
Any Other Questions	Ildiko Rozembersky <a href="mailto:irozembersky@ccamobile.org">irozembersky@ccamobile.org</a> 202.888.1043

# Official Contractor List

Contractor	Company
General Service Contractor	Freeman
Catering	Washington State Convention Center
Electrical	Washington State Convention Center
Telecommunications	Washington State Convention Center
Internet	Washington State Convention Center
Audio Visual	SmartSource
Utilities (Water, Gas)	Washington State Convention Center
Floral	

# EXHIBIT HALL HOURS

- **Tuesday, September 20**
  - Exhibitor Move-In 7:00 A.M. – 12:00 P.M.
  - Hall Open 3:15 P.M. – 6:15 P.M.
- **Wednesday, September 21**
  - Hall Open 12:00 P.M. – 2:00 P.M.
  - Hall Open 4:30 P.M. – 6:30 P.M.
  - Move-Out 6:30 P.M. – 8:30 P.M.

## IMPORTANT EXHIBITOR DATES

### July 2016

- July 15th – August 12<sup>th</sup> : 50% refund with notice of cancellation

### August 2016

- Early Bird Deadline/ No refunds: August 12, 2016

### September 2016

- **CCA Annual Convention 2016 Seattle, WA September 20-22, 2016**

# EXHIBIT PRICING

CCA2016 offers you an opportunity to showcase your products, services and company message to key decision-makers & stakeholders in the Telecom industry. Exhibiting at the conference provides you valuable access to leaders in the field, as well as the opportunity for one-on-one interactions that you won't find at any other show.

## Booth Fees

### CCA Member Booth

- \$28.50/ sq. ft. before August 12, 2016
- \$29.50/ sq. ft. after August 12, 2016

### Non-Member Booth

- \$51.00/ sq. ft. before August 12, 2016
  - \$52.00/ sq. ft. after August 12, 2016
- **10'x10', 10'x20' and 20'x20' available**

Contact the CCA Events Team at [Events@ccamobile.org](mailto:Events@ccamobile.org) for availability and pricing.

### Booth fees include:

- (1) One line booth ID sign
- (1) 6' skirted table
- (2) Chairs
- (1) Wastebasket
- (2) Complimentary exhibit hall registration per 10'x10' booth space
- A complete listing in the CCA2016 program (deadlines apply)
- Listing and link to company website from the CCA2016 website

# Exhibitor Appointed Contractor (EAC)



## **What is an EAC?**

An Exhibitor Appointed Contractor (EAC) is defined as any service contractor that is not an official service provider for the Trade Show. Examples include: set-up/ tear-down, I&D contractors, audio-visual, floral, etc. Refer to the Official Contractor list.

Exhibitors intending to utilize an EAC to assist them during the Show must submit the attached form by August 12, 2016 as well as a copy of their General Liability Insurance Certificate, with minimum coverage limits as described the Insurance information. CCA must also be named as an additional insured on this insurance certificate.

No EAC will be allowed to work on the show floor without providing CCA with their Certificate of Insurance.

EAC's must check in with Ildiko Rozembersky, Director of Events, on-site to obtain a badge to have access to the Trade Show floor during move-in and move-out. These can be obtained at the registration desk.

# EAC Notification Form

## Due August 12, 2016

If your company plans to use a firm other than the official service contractors as designated by CCA Show Management, please complete this form and return with contractor's insurance certificate by August 12, 2016 to:

CCA Show Management  
805 15th St. NW, Suite 401 Washington, D.C. 20005  
E-mail: [Events@ccamobile.org](mailto:Events@ccamobile.org)

### PLEASE PRINT

Exhibiting Company Name: \_\_\_\_\_

Booth # \_\_\_\_\_ Exhibitor Contact at Show: \_\_\_\_\_ Phone: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

Exhibitor Appointed Contractor: \_\_\_\_\_ EAC Contact: \_\_\_\_\_

Address of EAC: \_\_\_\_\_ Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Type of services to be performed: \_\_\_\_\_

Inform your Exhibitor Appointed Contractor that they must send a copy of their General Liability Insurance Certificate to CCA no later than August 12, 2016 or they will not be permitted to service your exhibit. Limits of required coverage are the same as for exhibitors, and are detailed in the Contract Terms and Insurance information included here. **It is the responsibility of the exhibitor to see that each representative of an Exhibitor Appointed Contractor abides by the official rules and regulations of this event.**



# Exhibitor Registration



Don't forget to register the representatives from your company that will be attending CCA2016!

You will be able to access registration and additional information through the CCA2016 website. The Events Manager will handle the complimentary registrations.

## **Exhibitor Registration Pricing**

(Beyond complimentary allotment)

- \$695 per Exhibitor

# Housing Information



Please visit <http://www.cca-convention.org/> for full details.

CCA2016 features a room block and negotiated rate at the Sheraton Seattle.

Sheraton Seattle Hotel  
1400 Sixth Ave.  
Seattle, WA 98101

**Make Your Reservation Now!**

We are now accepting hotel reservations for CCA2016 via our housing reservation page through our website: <http://www.cca-convention.org/> . Be sure to book your room while supplies last to ensure availability at the CCA2016 group rate.

# Unauthorized Housing Vendors

As an attendee at CCA2016, you may be contacted by phone or email by outside housing companies to secure hotel reservations for the conference. The intent is to convince you that the offer is made on CCA or CCA's behalf, or that the soliciting company is a viable alternative to going directly to the hotel. These companies are not affiliated or working in partnership with CCA, and reservations made through these companies for our meeting cannot be guaranteed.

CCA has contracted directly with the Sheraton Seattle Hotel and they are the only official representatives that can guarantee your reservation. Making your reservation in the CCA room block also enables us to fulfill our contracts with the hotels and helps ensure that CCA2016 is a success. Please contact [Events@ccamobile.org](mailto:Events@ccamobile.org) with any questions.

## How It Works

This practice (called - room poaching) is carried out by third-party companies that act as travel agencies, wholesalers or destination management companies to solicit registrants for room reservations. The poacher might inform registrants that the hotel room block is sold out, and that if you do not book with them immediately, you may not get a room. Additional deceptive tactics include distributing forms or promotional materials that appear to be issued by CCA.

Room poachers make it more difficult for us to meet our room block commitments, and expose us to penalties and increased room rates for our events. Room poachers often don't deliver on promises to customers. When customers arrive, reservations are non-existent or the hotels are not conveniently located. Sometimes the rooms have been cancelled and hefty cancellation fees have been placed on the customer's credit card.

## How You Can Help

Don't be misled! Book through our website at <http://www.cca-convention.org/> Booking through this website will secure your CCA2016 rate. Be sure to book your room while supplies last to ensure availability.

If you are contacted by anyone asking if you need a room for CCA2016, please get as much information as you can (their name, company name, phone number, etc.) and pass it on to our team. Contact Ildiko Rozembersky at 202.888.1043 or [irozembersky@ccamobile.org](mailto:irozembersky@ccamobile.org)

# Ancillary Meetings & Events Guidelines

No unofficial educational, social or other type of meeting or event to which CCA attendees are invited or may attend may be held during any session or activity appearing on the CCA2016 schedule of events, including educational sessions, social events, meal functions, industry-supported satellite symposia, post graduate courses or with the exhibition itself. CCA requires approval of all ancillary meetings, functions and events regardless of whether such activities are being held on or off the premises of Seattle Sheraton Hotel. CCA also requires approval of all promotional materials associated with such events, including, but not limited to, distribution of promotional materials, signage, etc. Exhibitor assumes full responsibility for property damage, personal injury or death to any party, by reason of occurrences at or related to any such functions conducted by it. Sponsorship of unapproved meetings, functions and events will jeopardize a company's participation in future CCA events. CCA reserves the right to deny and prohibit any such activity.

Looking for a private room to meet with your customers and prospects? CCA offers 10x10 hard walled meeting rooms in the Exhibit Hall. Meeting space comes with a table, (4) chairs, basic electric, and a locking door. An additional perk if you need to reserve a room outside of exhibit hall hours, we will provide you with special access to hold your meeting(s).

If you are searching for a larger meeting room than 10x10, we are able to accommodate for such based on space availability. Pricing will vary.

## **Meeting Room**

- \$2,500/ 1 Day
- \$3,999/ Duration of CCA2016

Please contact Maggie Belnap, Marketing & Multimedia Coordinator, for more information and to secure your private meeting space. [Mbelnap@ccamobile.org](mailto:Mbelnap@ccamobile.org)

# Exhibitor Descriptions



Including a company description on the CCA2016 the mobile application is a great way to inform attendees about your company and entice them to visit your booth in the Exhibit Hall. Company descriptions should follow the guidelines below and be submitted no later than August 12, 2016 to ensure they are included in the mobile app.

Company descriptions can be submitted to Maggie Belnap at  
[MBelnap@ccamobile.org](mailto:MBelnap@ccamobile.org)

## **What to send:**

- Social Media handles or URLs
- Transparent company logo in both .jpg and .eps format
- The description should be 100 words, describing your company or product. CCA reserves the right to edit your company description for length, grammar and punctuation to meet the standards of our onsite guide.

# Advertising

## **Tote bag Insert**      \$1,000/ Premium \$1,500

Deliver your message directly to every conference delegate by including an insert into the CCA2016 tote bag. Sponsor provides insert. Premium inserts include any non-paper items. Sponsor is responsible for shipping costs.

\*Sponsor responsible for producing and shipping the inserts

## **Signage in Main Foyer/ Registration**      \$5,000

Make your presence known! With your 8'x4' company banner hung and prominently displayed in the registration area, attendees will identify you as an industry leader before they even set foot in the hall.

\*Banner must be vendor-supplied. All banner proofs must be approved by CCA.

## **Website Ads**

Exhibiting at the show? Let people know! Advertise front and center on the CCA2016 website with a banner ad. At very reasonable prices you get prime placement on CCA's event website. There is a limit of five rotating banners in this exclusive spot, so your ad will get maximum visibility!

\*Contact the CCA Events Team for schedule availability and pricing

# SPONSORSHIP OPPORTUNITIES

## **PINNACLE SPONSORSHIP**

- Custom sponsorship - we will work with you to meet your needs. Includes best exclusive branding, lead generation and speaking opportunities!

*Contact Lucy Hodas for details at [LHodas@ccamobile.org](mailto:LHodas@ccamobile.org)*

## **DIAMOND SPONSORSHIP Rate: \$15,000 and above**

- Company name or logo promoting Diamond Sponsor status in all CCA2016 materials\*
- Logo recognition in all email blasts regarding the event
- Sponsor ribbon on each company attendee name badge
- Logo on "Sponsor" sign in registration area, and in on-site Program Guide
- Verbal recognition at sponsored event
- Insert in conference tote bag
- 1-time use of post-show direct mail list (through sponsor provided third party)
- Inclusion in a pre-show email blast (with link and 35 word blurb)
- Priority article placement in *The CCA Voice*, CCA's bi-annual magazine
- 4 Complimentary Registrations

## **PLATINUM SPONSORSHIP Rate: \$9,500 and above**

- Company name or logo promoting Platinum Sponsor status in all CCA2016 materials\*
- Logo recognition in all email blasts regarding the event
- Sponsor ribbon on each company attendee name badge
- Logo on "Sponsor" sign in registration area, and in on-site Program Guide
- Verbal recognition at sponsored event
- Insert in conference tote bag
- 1-time use of post-show direct mail list (through sponsor provided third party)
- 2 Complimentary Registrations

## **GOLD Rate: \$5,000 and above**

- Company name or logo promoting Gold Sponsor status in all CCA2016 materials\*
- Logo recognition in all email blasts regarding the event
- Sponsor ribbon on each company attendee name badge
- Logo on signage outside the Exhibit Hall and near the Registration desk
- 1 Complimentary Registration

## **SILVER Rate: \$2,500 and above**

- Company name or logo promoting Silver Sponsor status in all CCA2016 materials\*
- Logo recognition in all email blasts regarding the event
- Sponsor ribbon on each company attendee name badge
- Discounted registration to CCA member pricing

## **BRONZE Rate: \$1,250 and above**

- Company name or logo promoting Bronze Sponsor status in all CCA2016 materials\*
- Sponsor ribbon on each company attendee name badge

Contact the CCA Events Team for more information at 202.449.9866 or [Events@ccamobile.org](mailto:Events@ccamobile.org)

*\*Subject to production deadlines*

# SPEAKING OPPORTUNITIES

Kick-off CCA2016 with a (1) hour presentation on the first day of seminars, Tuesday, September 20. You pick the topic, provide a title, description, and the speaker(s) and CCA will promote your session on the event website, on-site program guide, on-site signs, and the event app.

**Includes a designated room at CCA2016, basic AV, and one full registration for your speaker.**

## **Tuesday, September 20**

9:45 A.M. – 10:45 A.M.

Seminar 1 ..... \$6500

Seminar 2 ..... \$6500

Seminar 3 ..... \$6500

Seminar 4 ..... \$6500

Seminar 5 ..... \$6500

2:00 P.M – 3:00 P.M.

Seminar 6 ..... \$5500

Seminar 7 ..... \$5500

Seminar 8 ..... \$5500

Seminar 9 ..... \$5500

Seminar 10 ... \$5500

*\*Description, title, and speaker must be provided by **August 5, 2016** for inclusion in on-site printed materials.*



## MEETING ROOMS

Looking for a private room to meet with your customers and prospects? CCA offers 10x10 hard walled meeting rooms in the Exhibit Hall. Meeting space comes with a table, (4) chairs, basic electric, and a locking door. An additional perk if you need to reserve a room outside of exhibit hall hours, we will provide you with special access to hold your meeting(s).

- **\$2,500/ 1 Day**
- **\$3,999/ duration of CCA2016**

## WEB ADS

Exhibiting at the show? Let people know! Advertise front and center on CCA's CCA2016 website with a banner ad. At very reasonable prices you get prime placement on CCA's event website. There is a limit of five rotating banners in this exclusive spot, so your ad will get maximum visibility!

**Banner Ad: Contact CCA Events Team for pricing. Starting as low as \$500/month**

Contact the CCA Events Team for more information at 202.449.9866 or [Events@ccamobile.org](mailto:Events@ccamobile.org)

\*Subject to production deadlines

# EXCLUSIVE SPONSORSHIPS

## **“PASSPORT TO PRIZES” ..... \$500 + GIVEAWAY (Limited to 10)**

A great way to drive traffic to your booth! Your participation in the Passport to Prizes program will generate hundreds of opportunities to get your message across to attendees.

Here’s how it works: Attendees will receive the “passport” when they register. After having their card stamped by all participating exhibitors, they return the card to be eligible for one of a number of great prizes.

- Requires donation of a \$100 minimum value generic prize or \$200 value company product.
- Your logo, booth number and the prize you are giving are listed on the passport and on site program
- Prize type and estimated value must be provided by September 4 for inclusion in print and email promotions.

## **LEAD GENERATION PACKAGE – Limited to 10 ..... \$3,000**

- Flyer insert in show tote bag.
- Inclusion in a CCA pre-show email blast (with link and 35 word blurb).
- Company recognition in post-show email blast.

## **CCA2016 TOTE BAG SPONSORSHIP ..... \$10,000 (INCLUDES PRODUCTION COSTS)**

Your logo will be seen throughout the show when you sponsor these bags given to all show attendees when they check in. A great awareness builder!

## **FLYER INSERT IN CCA2016 TOTE BAG ..... \$1,000/PREMIUM \$1,500**

Deliver your message directly to every conference delegate by including an insert into the show tote bag. Sponsor provides insert. Premium inserts include any non-paper items. Sponsor is responsible for shipping costs.

## **SIGNAGE IN MAIN FOYER/REGISTRATION ..... \$5,000**

Make your presence known! With your meter board prominently displayed in the registration area, attendees will identify you as an industry leader before they even set foot in the hall.

**Meter board will be designed by vendor but produced by CCA. All meter board proofs must be approved by CCA.**

## **WIRELESS INTERNET ..... \$25,000**

Get your company name and logo in front of CCA2016 attendees each time they connect to wireless internet. The sponsorship lasts throughout the entire show!

## **HALF PAGE AD IN PROGRAM GUIDE ..... \$8,000**

Feature your ad prominently on the on-site program guide & small ad in the pocket guide!

## **LANYARDS ..... \$10,000**

Badges are required for entrance to all events, so your name will be “front and center” on the lanyards, and attendees, throughout the conference

Contact CCA Events Team for more information at 202.449.9866 or [Events@ccamobile.org](mailto:Events@ccamobile.org)

\*Subject to production deadlines

# EXCLUSIVE SPONSORSHIPS

**COFFEE SLEEVES ..... \$4,000**

Display your company logo on every sleeve of coffee purchased at the coffee bar.

**HOTEL KEY CARDS ..... \$7,500**

Your company logo and personalized image will be printed on all hotel keys cards. Get into the hands of all attendees staying at the conference hotels.

**PHOTO BOOTH ..... \$5,000**

Make memories happen at CCA2016! A custom backdrop located in the exhibit hall with your company logo. It's a great way for all attendees to bring your sponsorship home with them.

**CHARGING STATION ..... \$6,000**

Rather than looking for an outlet, sponsor the charging station on the exhibit hall floor. Graphics will be customized for the sponsor.

**MINTS ..... \$3,000**

One of the most popular items at registration! Get your name on these candies that will be located on our registration counters.

**NOTEPAD ..... \$5,000**

Make sure everyone at the conference takes notes using a notepad and pen printed in 1-color ink with your company name.

## Custom sponsorships are available!

Contact CCA Events Team for more information at 202.449.9866 or [Events@ccamobile.org](mailto:Events@ccamobile.org)

\*Subject to production deadlines

# EXCLUSIVE SPONSORSHIPS

## **PENS .....\$2,500**

Make sure everyone at the conference takes notes using a customized pen with your company logo. The pen will be produced and placed in each attendee tote bag.

## **LOUNGE ..... \$10,000**

Provide attendees with a space to sit, chat with peers, check their email, or enjoy a cup of coffee. Located in a high traffic area, the lounge is the perfect place to make your company name and logo visible to everyone!

## **ESCALATOR CLINGS ..... \$7,000**

All Brand the main entrance with your company graphics! Customize to your liking and be visible to all using the escalators.

**Custom sponsorships are available!**

Contact CCA Events Team for more information at 202.449.9866 or [Events@ccamobile.org](mailto:Events@ccamobile.org)

\*Subject to production deadlines

# MOBILE APP SPONSORSHIPS

## **PROMOTION PACKAGE..... \$750**

Get in the palm of every attendee at the show! Our mobile app promotion package includes a push notification and promoted post. A push notification is a text message that is sent through the conference app. This powerful, real-time marketing tool encourages activity at the event and allows the sponsor to command attention of attendees at a specific time with a specific message.

A promoted post is a message pinned to the top of the Activity Feed, the most accessed part of our conference app. The start and end times for promoted posts can be scheduled in advance to ensure that your brand and message will be in front of attendees when they will be most effective: during a key speaker’s address, before the exhibit hall floor opening or before the show ends. Use promoted posts to direct attendees to your booth, to announce a flash contest, to tie your product into a session and more!

## **SPLASH SCREEN ..... \$3000**

The splash screen is the first thing users see every time they open the app, an average of 10x per day, per user. It prominently features the sponsor’s branding along with the CCA logo!

## **MENU SPONSOR ..... \$2,000**

Elevate your brand to the conference app’s premier location – as a sponsored logo on the app menu, which attendees with reference nearly every time they open the app. Give attendees a prominent gateway to your company’s offerings by being front and center!

Contact CCA Events Team for more information at 202.449.9866 or [Events@ccamobile.org](mailto:Events@ccamobile.org)

\*Subject to production deadlines

# NETWORKING SPONSORSHIPS

## MONDAY, SEPTEMBER 19

KICK-OFF PARTY ..... \$75,000

Help CCA launch the new Mobile Carriers Show by sponsoring the opening party! Provide all attendees with a unique Seattle experience with food and beverages for everyone. This is a sure way to reconnect with friendly faces, meet new peers and show your strong support for the show.

## TUESDAY, SEPTEMBER 22

MEDIA BREAKFAST ..... \$25,000

**Includes a speaker on the panel!**

Exclusive sponsorship on the first full day of our show. Begin the day with a full breakfast and informative speaker panel.

SPEED NETWORKING COFFEE BREAK ..... \$3,000

**Includes 5 passes to the event!**

New to the Mobile Carriers Show, Speed Networking is for sure to be a success. Sponsor the coffee during this session that only other networkers can enjoy. Really maximize your time getting to know others for the first time.

LUNCHEON..... \$15,000/ sponsor

Sponsor the first exhibit hall session of CCA2016! Drive traffic to your booth by providing lunch vouchers to attendees. Attendees must stop by your booth to get a lunch “on the house” to use at one of the local vendors in the exhibit hall. Your name and logo will be printed on the food voucher, and attendees will thank you for a great meal!

AFTER HOURS EVENT

## Custom sponsorships are available!

Contact CCA Events Team for more information at 202.449.9866 or [Events@ccamobile.org](mailto:Events@ccamobile.org)

\*Subject to production deadlines

# NETWORKING SPONSORSHIPS

## WEDNESDAY, SEPTEMBER 21

CONTINENTAL BREAKFAST ..... \$5,000/sponsor limited to 3 available

Begin the day with exclusive branding at the breakfast attended by CCA2016 attendees.

NETWORK WITH SEATTLE ..... \$17,000/sponsor limited to 3 available

Be the last company on the mind of exhibitor and attendees alike as we close out the exhibit hall with a bang. Your name and logo will be featured by the buffet and also mentioned in remarks.

## THURSDAY, SEPTEMBER 22

FAREWELL NETWORKING BREAKFAST..... \$10,000

Provide attendees one final chance to connect before they head out of town. The farewell networking breakfast allows one more opportunity for attendees to connect in a casual setting before heading to the airport.

## Custom sponsorships are available!

Contact CCA Events Team for more information at 202.449.9866 or [Events@ccamobile.org](mailto:Events@ccamobile.org)

\*Subject to production deadlines

# EXHIBIT SPACE GUIDELINES

**Exhibitor Services Kit:** Freeman is the official decorator for cca2016. CCA, on behalf of exhibitors, arranges with responsible parties for various exhibitor services. Complete information regarding carpentry, drapage, furniture, electrical work, etc., is furnished well in advance of the exhibition dates.

**Security:** Security guards provide protection for the overall exhibit area for the overall exhibit area on a round-the-clock basis during show days but not for any individual exhibit. CCA is not liable for any exhibiting company's property or for the security of the exhibitor's booth. In-booth security is the responsibility of and at the expense of the exhibitor. Forms for individual security are provided in the Freeman service kit.

**Distribution of Giveaways:** Distribution of customary promotions, such as product literature and inexpensive corporate identification giveaways such as note pads, pens and pencils are permitted and do not need written approval. Items must be made available, while supplies last, to all CCA meeting attendees regardless of registration type of demographics.

All non-customary, promotional items must be approved by CCA prior to the meeting. Requests should be submitted in writing no later than August 12, 2016 to CCA Events at [Events@ccamobile.org](mailto:Events@ccamobile.org). No unapproved, non-customary items may be distributed. Any exhibitor found distributing materials that have not been officially approved will be required to cease distributions immediately.

**Registration and Badges:** **Two complimentary CCA2016** registrations are provided for each 10' x10' exhibit space. All exhibitors wishing to register their personnel in advance must register online prior to the close of online registration. Any additions or changes in registration after this date must take place on site by the person in charge of the company's booth space.

Admission to the exhibition and all CCA2016 events is granted only to fully registered attendees. Official badges must be worn whenever the registrant is in the Exhibit Hall; and, exchange of badges between individuals is prohibited. Member, exhibitor, program participant and spouse badges will show the name and affiliation of the wearer. The general public is not admitted into the Exhibit Hall.



# EXHIBIT SPACE GUIDELINES

## EXHIBIT CONTRACT TERMS & CONDITIONS

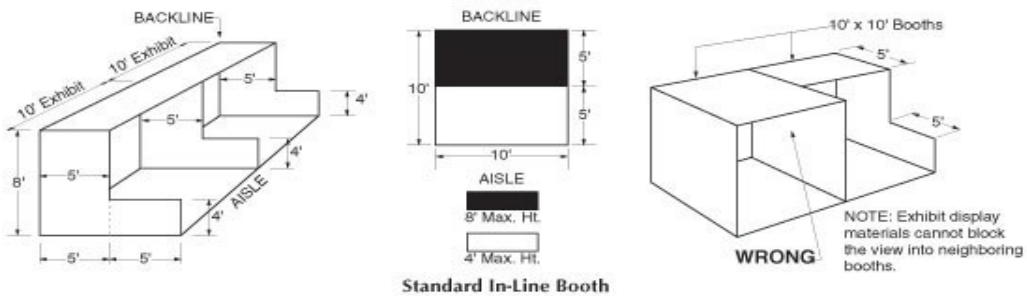
**Agreement to Terms, Condition and Rules:** The Exhibitor agrees to observe and abide by the Terms, Conditions and Rules set forth hereafter and by such additional Terms, Conditions and Rules made by the Competitive Carriers Association (CCA) from time to time for the efficient or safe operation of CCA2016 (Meeting), including, but not limited to, those contained in the Exhibitor Prospectus and the Exhibitor Service Kit.

# Exhibit Space Guidelines

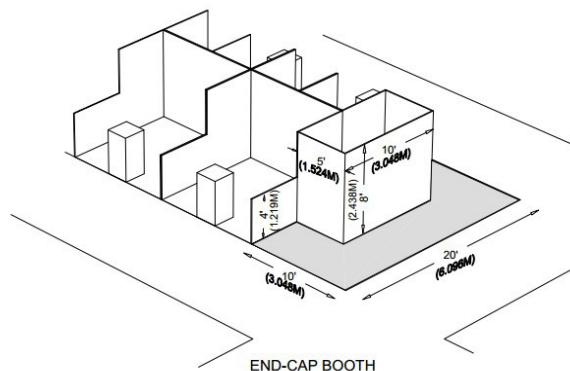
## Booth Design

### Booth Construction and Arrangement:

- In-line Booths:** No part of the display, except equipment therein, in excess of 8' feet (or lower based on location) in height is permitted without prior permission granted by CCA. No perpendicular obstruction 8' or more in height may extend forward more than 50 percent of the distance from the back wall and no objects more than 4' in height shall extend forward for the remaining space to the front of the booth. (Exceptions are subject to approval.)



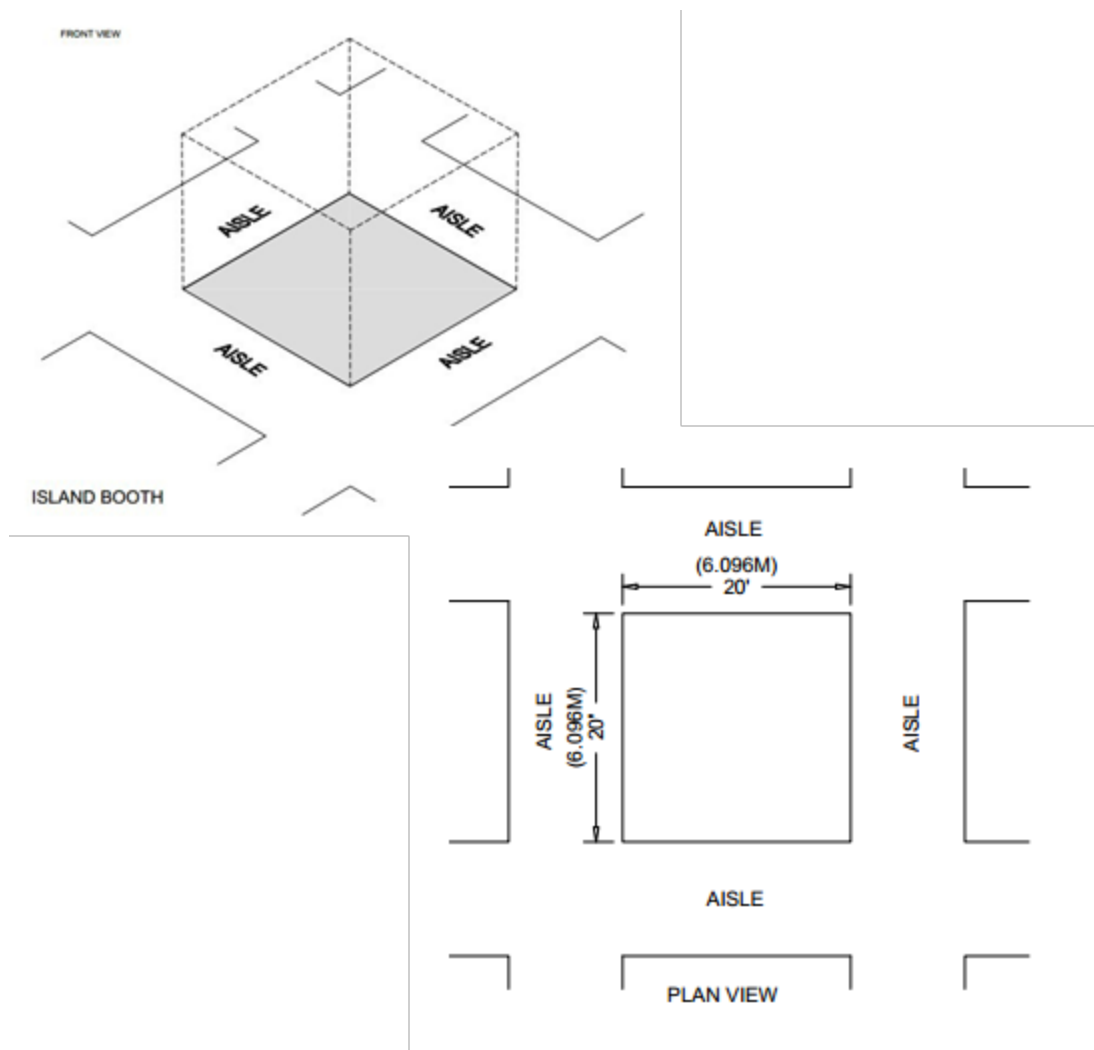
- End-cap Booths:** End-cap booths are generally 10' deep by 20' wide. The maximum back wall height of 8' (or lower based on location) is allowed only in the rear half of the booth space and within 2' of the two side aisles with an 8' height restriction imposed on all materials in the remaining space forward to the aisle.



# Exhibit Space Guidelines

## Booth Design

- **Island Booths:** An Island Booth is typically 20ft by 20ft or larger, although it may be configured differently. The entire cubic content of the space may be used up to the maximum allowable height, 10 feet, including signage. All island booths must submit booth renderings per the published exhibitor deadlines.



# Exhibit Space Guidelines

## Booth Design

---

- **Line of Sight:** Exhibitors are entitled to a reasonable sightline from the aisle regardless of the size of the booth. When designing booths, good judgment and consideration for neighboring exhibitors and attendees should be your primary objective. There must be 30% visibility on all sides of your booth. Display materials must not obstruct sight lines of neighboring exhibitors regardless of the number of linear booths used.
- **Displays and Decorations:** Booths shall not present an objectionable side appearance when viewed from adjoining booth areas. Flammable materials are not allowed. Merchandise, signs, decorations or display fixtures shall not be pasted, taped, nailed or tacked to walls of the Building. No exhibit, merchandise, equipment, trunks, cases or packing materials shall be left in any aisle. No trunks, cases or packing materials shall be brought into or out of the Exhibit Space during exhibit hours. No signs, advertising devices or merchandise shall be displayed outside the Exhibit Space or project above or beyond limits of the Exhibit Space.

# Exhibit Space Guidelines

## Exhibit Contract Terms & Conditions

**Agreement to terms, condition and rules:** the exhibitor agrees to observe and abide by the terms, conditions and rules set forth hereafter and by such additional terms, conditions and rules made by the competitive carriers association (CCA) from time to time for the efficient or safe operation of CCA2016, including, but not limited to, those contained in the exhibitor prospectus and the exhibitor service kit.

**Indemnification:** the exhibitor agrees to indemnify, defend and hold harmless CCA and the Sheraton Seattle Hotel, and their officials, officers, agents, representatives, and employees (also referred to as —INDEMNIFIED PARTIES ) from and against any and all claims, demands, suits, liability, damages, loss, costs, attorneys' fees and expenses of whatever kind or nature, which result from, arise out of, or are connected with any acts, or failures to act, or negligence of the exhibitor, or any of its officers, agents, employees, invitees or other representatives, including, but not limited to, claims of damage or loss resulting from the breach of these terms, conditions and rules, or damage of any kind or nature arising out of or in connection with the exhibitor's use and /or occupancy of exhibit space, and claims of damage or loss to any third party resulting from any infringement of a copyright or patent or the unauthorized use of a registered trademark. The INDEMNIFIED PARTIES shall not be held liable for, and 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 is responsible and accountable for the actions of its staff and any appointed contractor or vendor.

**Insurance:** exhibitors who desire insurance on their exhibits must place the same at their own expense. CCA does not carry insurance of any sort on the exhibit or other property of exhibitors, and as set forth in this contract; CCA assumes no liability for loss or damage thereto from any cause. All exhibitors and their contractors must have insurance to protect themselves against bodily injury and property damage claims arising from exhibitor's participation in the meeting, including but not limited to worker's compensation and commercial general liability insurance in such amounts as are adequate, but in no event less than \$1 million (U.S.) Combined single limit for both bodily injury and property damage, per occurrence.

Said insurance shall name CCA and the Sheraton Seattle Hotel, officers, agents, representatives, and employees as additional insured. This insurance shall not be cancelled prior to the termination date of insured's contract with CCA or until after thirty (30) days prior written notice has been given to CCA. It is agreed that any insurance maintained by CCA and the Sheraton Seattle Hotel shall apply in excess of, and not contribute with coverage provided by the exhibitor or any of its agents, contractors or representatives.

# Exhibit Space Guidelines

## Exhibit Contract Terms & Conditions

Certificates of insurance must be procured by the exhibiting company and their contractors no later than 30 days prior to the Show. Certificates of insurance for the Exhibitor must be provided on demand to CCA by the exhibiting company while the Exhibitor is at the Meeting. Certificates of insurance for Exhibitor's contractors must be delivered to CCA no later than August 12, 2016. Exhibitor's contractors failing to provide proof of insurance coverage to CCA by August 12, 2016 will be excluded from participation at the Meeting.

**Exhibitor Responsibilities and Listing in Final Program:** The Exhibitor shall exhibit only its own products or services for which it is the duly authorized representative and shall cause all such products/services exhibited by it to be listed in the Final Program. In addition, principal(s) and/or employee(s) of the Exhibitor must be present in the Exhibit Space at all times during the open hours of the Meeting. CCA shall (a) supply Exhibitor with the Service Kit and (b) publish, or cause to be published in the Final Program. CCA shall not be responsible for errors or omissions in the Final Program.

**Sale or Transfer of Exhibitor's Business:** In the event of the sale or transfer of a substantial portion of the assets of Exhibitor's business, or of the controlling stock interest in Exhibitor's business, or in the event of a substantial change in management of the Exhibitor, CCA may terminate this contract.

**Observance of Laws and Rules:** The Exhibitor must comply with all laws, rules, regulations and ordinances of federal, state and local government authorities, and all rules of the Building.

**Exhibitor Conduct:** The Exhibitor and its representatives shall not congregate or solicit trade in the aisles of the exhibit halls, other exhibitor's Exhibit Space or in any other areas of the Building. Prior written consent of CCA is required for any giveaway or contest, for the employment or use of any live model, demonstrator or solicitor, and for any device for the mechanical reproduction or capture of sound or images. In all cases, all exhibitor activities must be confined to the Exhibit Space. CCA, at its sole discretion, may withdraw its consent for booth demonstrations and activities at any time, in which event the Exhibitor shall terminate such activity forthwith.

Distribution of pamphlets, brochures or any advertising matter must be confined to the Exhibit Space. The Exhibitor shall not engage in any action or campaign that will distract attendees from attendance at the Show. The Exhibitor shall not enter into another exhibitor's Exhibit Space without invitation or when unattended. Neither the Exhibitor nor any of its representatives shall conduct itself in a manner offensive to standards of decency or good taste. Any dispute between Exhibitors, or any issue with respect to interpretation of these Terms, Conditions and Rules for Exhibitor conduct, shall be brought promptly to the attention of an CCA staff person whose decision shall be final and binding on all parties.

**Photographs:** Only photography of the Exhibit Hall is permitted. No photographs of Exhibit Booths or merchandise shall be taken without the prior written consent of CCA.