

Book and Trade Fair

STANDARD EXHIBIT SPACE APPLICATION AND CONTRACT

CAA 113TH Annual Conference:

Live, in-person in New York City, February 12-15, 2025, and Virtual, on-line February 12-15, 2025

If you want to only exhibit in the virtual part of the conference, please contact Paul Skiff at: pskiff@collegeart.org

Between the Exhibitor:

* _____ and CAA.

*Company Name as you want it to appear in conference program listings.

BOOTH PRICES AND PAYMENT – All in person standard booths are 8’ deep x 10’ wide.

Booth price includes a virtual exhibit for the virtual conference, February 12-15, remaining open on the conference website to April 11, 2025.

FIRST STANDARD BOOTH \$ _____ **First standard booth \$1,450: Corner \$1,550**

ADDITIONAL BOOTH(S) \$ _____ **Additional booths \$1,350**

HALF STANDARD BOOTH \$ _____ **Half standard booth \$800**

TOTAL \$ _____

50% DEPOSIT \$ _____

BALANCE DUE BY FRIDAY, DECEMBER 20, 2024. \$ _____

Booth prices do not include the cost of furnishings, electrical, internet or materials shipments for the in-person exhibits.

BOOTH CHOICE: Review floor plan and choose in order of preference. If your choices are already assigned, you will be assigned a booth close to those selected. (1) _____ (2) _____ (3) _____

PRIORITY DEADLINE FOR APPLICATIONS IS WEDNESDAY, NOVEMBER 20, 2024.

FINAL DEADLINE FOR APPLICATION CONTRACT AND FULL PAYMENT IS FRIDAY, DECEMBER 20, 2024.

Make checks payable to the College Art Association. Checks must be drawn from a US bank in US dollars.

Visa, MasterCard, American Express and Discover are accepted.

CREDIT CARD NUMBER

EXPIRE DATE

AUTHORIZED SIGNATURE, **PLEASE PRINT AND ALSO SIGN**

CVV NUMBER

CONTACT NAME TITLE

ADDRESS

CITY STATE ZIP

TELEPHONE

EMAIL ADDRESS

COMPANY WEBSITE

BOOTH SIGN / PROGRAM LISTING IMPORTANT: HOW YOU WANT TO BE LISTED

Exhibitor agrees to this contract for the use of the Exhibit Hall, and is bound by the Terms and Conditions set out in the following pages, and to any amendment thereto by CAA. Exhibitor agrees to the booth location assigned by CAA unless Exhibitor rejects such location within fourteen (14) days of notification by CAA.

SIGNATURE _____ DATE _____ NAME _____

TITLE _____ TELEPHONE _____ EMAIL _____

NOTE: This document, when signed by CAA, constitutes a binding legal agreement. By the above signature, the individual represents and warrants that he/she is duly authorized to execute this binding contract on behalf of Exhibitor and that all terms and conditions of the Contract are understood and accepted. Accepted by CAA; _____ DATE _____

Return this form to Paul Skiff, **SEND YOUR APPLICATION BY EMAIL: Email: pskiff@collegeart.org**

CAA 50 Broadway, 21st Floor, New York, NY 10004

Book and Trade Fair

ENTERPRISE EXHIBIT APPLICATION AND CONTRACT

CAA 113TH Annual Conference:

Live, in-person in New York City, February 12-15, 2025, and Virtual, on-line February 12-15, 2025

If you want to only exhibit in the virtual part of the conference, please contact Paul Skiff at: pskiff@collegeart.org

Between the Exhibitor:

* _____ and CAA.

*Company Name as you want it to appear in conference program listings.

ENTERPRISE TABLETOP PRICES: \$750; \$555 INDIVIDUAL AUTHOR; \$555 STUDENT GROUP

Booth price includes a virtual exhibit for the virtual conference, February 12-15, remaining open on the conference website to April 11, 2025.

ENTERPRISE EXHIBIT \$ _____ This price includes one 6 foot table,

50% DEPOSIT \$ _____ two chairs, and name sign.

BALANCE DUE BY FRIDAY, DECEMBER 20, 2024. \$ _____

Enterprise Exhibit price does not include the cost of electrical, internet or materials shipments services for in-person exhibits.

BOOTH CHOICE: Review floor plan and choose in order of preference. If your choices are already assigned, you will be assigned a booth close to those selected. (1) _____ (2) _____ (3) _____

PRIORITY DEADLINE FOR APPLICATIONS IS WEDNESDAY, NOVEMBER 20, 2024.

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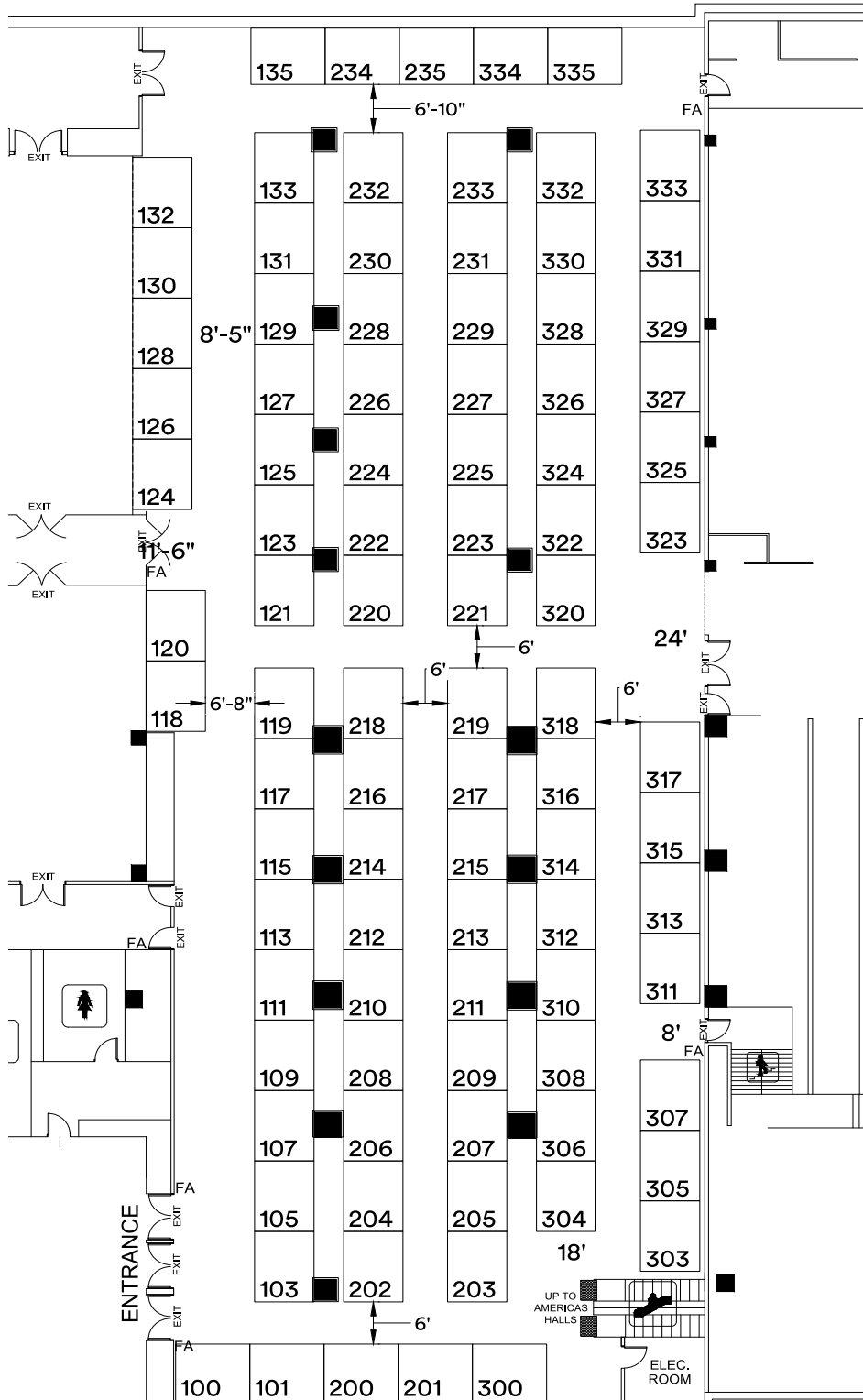
SIGNATURE _____ DATE _____ NAME _____
TITLE _____ TELEPHONE _____ EMAIL _____

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Return this form to Paul Skiff, **SEND YOUR APPLICATION BY EMAIL: Email: pskiff@collegeart.org**

CAA 50 Broadway, 21st Floor, New York, NY 10004

Exhibit Facility:
 New York Hilton Midtown Hotel, 1335 Avenue of the Americas, New York, NY 10019
 Rhinelander Gallery, 2nd Floor



ESTIMATED ADDITIONAL SERVICE COSTS IN THE EXHIBIT HALL

MATERIALS SHIPMENTS/MATERIALS HANDLING

Freeman, the exhibitor services provider, has now moved to a per pound model nationwide. This locked rate allows exhibitors to estimate their potential materials handling billing with a single, simple, uncomplicated rate that does not change unless warehouse freight is received by their warehouse after the due date.

- Advance shipments crated: \$4.98 / per pound
- Direct shipments crated: \$4.98 / per pound

Please note the above rates are a flat rate with no additional charges. The per pound rate is a fully blended rate that includes all surcharges. There is no minimum required weight charge.

- Small Package Rate: \$2.50 per pound for a shipment package of 10-30 lbs. No charge for shipment package for items of 10 lbs. or less.

INTERNET AND ELECTRICAL

There will be free basic internet wi-fi service in the exhibit hall suitable for web browsing, if you require internet for higher capacity services the following listed options are available.

INTERNET

All prices cover 3 days of service plus labor cost.

Exhibitor Wireless Connect Basic (3Mpbs) \$152

Exhibitor Wireless Connect Plus (5Mpbs) \$194

Exhibitor Wired Internet (5Mpbs) \$805

ELECTRICAL

All prices cover 3 days of service plus labor cost.

10 AMP

10 Amp Single Phase Service \$832

Includes 25' cable and power strip.

20 AMP

20 Amp Single Phase Service \$1,042.00

Includes 25' cable and power strip.

Internet and electrical services will be provided by Encore, the official service provider at the New York Hilton Midtown Hotel. You will receive a link directly to Encore's services ordering website.

Full details of the above services and costs will also be accessible through the Exhibitor Service website, the link to the website will be sent to all exhibitors by the show contractor, Freeman Exhibit Services. For first time exhibitors Freeman also offers dedicated special assistance for preshow ordering, labor, shipping, navigating the online service process and calculating costs.

Please remember, ***Standard Exhibit prices do not include booth furnishings, electrical or internet service, or materials shipments/material handling costs.*** Enterprise Exhibits include one 6-foot table and two chairs at no cost. The Enterprise Exhibits do not include additional furnishings, electrical or internet service, or materials shipments/material handling costs.

Furniture, booth accessories, lighting, additional draping or signs, materials shipments and materials handling costs, are the sole responsibility of the exhibitor and may be ordered in advance from Freeman Exhibit Services. Audio-visual equipment, Internet, and electrical services are the sole responsibility of the exhibitor and may be ordered in advance from Encore.

QUESTIONS about exhibit booth installation, furniture, equipment, and materials shipment should be directed to Freeman Exhibit Services at telephone: 888-508-5054, or at the support website link for email inquiries,

Freeman Link to Online Email form: <https://www.freeman.com/contact/>

Exhibitor Service Phone – U.S. and Canada: 888-508-5054

International: 1 817-210-4869

CONFERENCE HOTEL

New York Hilton Midtown Hotel, 1335 Avenue of the Americas, New York, NY 10019, is the conference headquarters hotel where all conference functions will be located. The exhibit hall will be the Rhinelander Gallery, 2nd Floor. The Rhinelander Gallery is steps away from conference registration, this insures close access to the exhibits for everyone coming to the conference. We have negotiated a conference guest room discount rate of \$239.00 excluding taxes, which is a lower rate than our 2023 New York City conference. Full information on discount hotel guest room rates and reservation procedures will be forthcoming.

CONTACTS

DIRECT YOUR QUESTIONS REGARDING EXHIBITS AND SPONSORSHIPS TO:

Paul Skiff

Senior Consultant for Conference

212-392-4413

pskiff@collegeart.org

DIRECT YOUR QUESTIONS REGARDING ADVERTISING TO:

Alexandra Bowditch

Hyperallergic / Nectar Ads

(917) 633-9290

alexandra@hyperallergic.com

<https://nectarads.com>

CAA CONFERENCE EXHIBITS CALENDAR

Wednesday, November 20, 2024: Priority application deadline for Book and Trade Fair exhibitor applicants. Take advantage of your history of past participation in the conference and apply by this deadline to receive the most favorable location in the exhibit hall.

Friday, November 29, 2024: First round of in-person booth assignments; final confirmation packages mailed.

Friday, December 20, 2024: Final deadline for uploading your logo, company description and contact person information for the in-person conference Exhibitor Index listing.

Friday, December 20, 2024: Final deadline for Book and Trade Fair applications and full payment; all remaining confirmation packages mailed.

Monday, January 6, 2025: Deadline to submit names of exhibitor staff for conference registration/exhibitor ID badges. You will receive an email and link to submit the names.

Tuesday, January 21, 2025: Deadline for making hotel reservations to receive the conference discount guest room rate.

Wednesday, January 22, 2025: Deadline for exhibitor content to be uploaded to virtual exhibits through the same upload portal as the in-person exhibitor index.

2025 Conference in-person, on site exhibitor schedule:

New York Hilton Midtown, 1335 Avenue of the Americas

Conference Registration: 2nd Floor Promenade

Book and Trade Fair: Rhineland Gallery, 2nd Floor

Wednesday, February 12, 2025

9:00a.m. - 5:00 p.m., Exhibitors pick up their conference Exhibitor ID badges at Conference Registration on the 2nd Floor Promenade, New York Hilton Midtown Hotel. Load in and set up in Exhibit Hall, Rhineland Gallery, 2nd Floor.

Thursday, February 13–Friday, February 14, 2025: Exhibits open to conference attendees.

9:00 a.m.–6:00 p.m.

Saturday February 15, 2025

9:00 a.m.–2:30 p.m., Exhibits open to conference attendees.

2:30–5:00 p.m. Exhibitor dismantle and load out.

Friday, April 11, 2025 – Virtual on-line exhibits close at 5:30 p.m. EST

CONTRACT

Character of Exhibits and Promotion and Sale of Merchandise

The purpose of the Book and Trade Fair exhibit (the “Exhibit”) at the CAA Annual

Conference is to complement the program of the Annual Conference. Within this philosophy, it is expected that the Exhibitor will market their products or services to their fullest worth and stimulate future sales of merchandise. While retail sales are not expressly prohibited, the nature of the show is better suited to the distribution of promotional material and the taking of orders to be processed at the close of the conference or at some future date. If the Exhibitor intends to sell and deliver merchandise directly to attendees, it is the sole responsibility of the Exhibitor to obtain the necessary permits from the City of New York and to collect and remit any taxes due for any and all items sold.

Use of Exhibits

Only official Exhibitors are permitted to represent products and services at the Exhibit. Solicitations by any other company or person are strictly prohibited. The distribution of promotional material or canvassing by the Exhibitor is restricted to the Exhibitor's own booth space and designated areas only. Nothing shall be attached to any surface of the exhibit hall. Distribution of promotional gummed stickers or labels is strictly prohibited. At the sole discretion of CAA, designated contractors, or the New York Hilton Midtown hotel, anything deemed necessary or proper for the protection of the building, equipment, or furniture will be required, and these provisions will be the responsibility of the Exhibitor.

Conference Registration

Exhibitors purchasing Standard Exhibit Booths or Enterprise Exhibits are provided with two conference registrations for the first standard booth or Enterprise Exhibit. Additional Standard Booths receive one additional registration. Registrations provide access to conference sessions and non-ticketed special events.

Exhibit Space

Exhibits must be confined to the booth limits as indicated on the floor plan. No special signs, booth construction, apparatus, lighting fixtures, etc., will be permitted above 8-feet high; the maximum height along the side wall, including the display of books and products, may not exceed 60 inches for the first 5 feet from the aisle. Interference with the light or space of other Exhibitors is not permitted. Noisy or objectionable equipment, devices, or materials producing unpleasant or noxious smells are not permitted. It is the Exhibitor's responsibility to keep sound levels within the confines of the booth area.

Exhibitors who fail to adhere to this clause may be asked to leave the Exhibit without any refund of fees or compensation for expenses.

Space and Rental Fees

STANDARD EXHIBIT SPACE

The Application and Contract for the use of Exhibit Space provides for an 8-foot x 10-foot standard draped exhibit booth for the in-person conference February 12-15, 2025, plus at no additional cost one virtual exhibit for the virtual conference February 12-15, 2025, with access for the virtual exhibit extended to April 11, 2025. An identification sign for the in-person exhibit carrying the Exhibitor's name and booth number is provided at no extra cost. A fee of \$1,450

for the first standard exhibit booth and \$1,350 for each additional standard exhibit booth will be charged for rental of exhibit space. **Prices do not include booth furnishings, electrical service, internet service or materials shipments/material handling.**

ENTERPRISE EXHIBIT SPACE

The Application and Contract for use of the Enterprise Exhibit space provides for space at the in-person conference February 12-15, 2025, to accommodate one 6-foot-long table and two chairs. The fee also includes at no additional cost one virtual exhibit for the virtual conference February 12-15, 2025, with access for the virtual exhibit extended to April 11, 2025. An identification sign for the in-person exhibit carrying the Enterprise Exhibitor's name and location is provided at no extra cost. An exhibit space rental fee of \$750 is required for Enterprise Exhibits for organizations, \$555 for qualified individual authors, \$555 for qualified student organizations. This fee includes the furnishings of one draped 6-foot table and two chairs. **Electrical, internet and materials shipments/material handling costs are not included in the Enterprise Exhibit fee.**

Payment

A minimum 50% deposit of the exhibit booth fee, payable with the Application and Contract, is required to reserve space at the Exhibit. The balance is due Friday, December 20, 2024. Should an Exhibitor fail to pay the balance by such date, CAA reserves the right to consider, at its sole discretion, said failure to be a cancellation of the Contract. Late payments may be subject to additional interest charges. Under such circumstances, CAA shall have the absolute right to sell, utilize, or otherwise dispose of Exhibitor's space in any manner deemed appropriate without any liability to CAA. Failure to make full payment or to otherwise comply with the contract or these terms and conditions may be deemed by CAA to constitute cancellation of the Contract, and Exhibitor may forfeit its deposit in cancellation and refunds. All cancellations must be in writing and will become effective upon receipt by CAA. If Exhibitor cancels prior to December 20, 2024, CAA will refund Exhibitor's deposit less a \$175 cancellation fee. After that date, no refunds will be made. Any money forfeited and any cancellation fees, are acknowledged by Exhibitor to constitute liquidated damages and are not applicable to future CAA Exhibits.

If the Exhibit is canceled by CAA, or for reasons beyond CAA's control, CAA shall refund Exhibitor's fees. Exhibitor waives and shall not be entitled to any other reimbursement or compensation which might arise by reason thereof. If the conference is required to convert from in-person to completely virtual, Exhibitor will have the option to cancel participation in the virtual book and trade show and receive refund of Exhibitor's fees. If the conference is required to convert from in-person to completely virtual, Exhibitor will have the option to retain the virtual exhibit for the following fee: Standard Exhibit: \$1,050; Priority Placement Standard Exhibit: \$1,250; Enterprise Exhibit: \$550, \$250 for individual authors, \$250 for student organizations.

Virtual Exhibit Booth Content

Each virtual exhibit booth (the 'Exhibit') is hosted on the Confex virtual conference platform online (the Confex Conference App). The Exhibit provides features for aid in marketing and promotion. The features are:

>An introductory text description of your organization of up to 400 words.

>Your organization's logo.

> 10 Images for promoting your publications, products, programs or services. File size 150 mb per file.

> 10 URL hyperlinks to your main website or other locations with your content.

> 5 PDF files containing your promotional information. File size 150 mb.

> 5 Pre-recorded MP4 format videos for promoting your publications, products, programs or services. File size 1GB.

> Appointment request function that enables attendees to request to meet you online.

>Lead capture with statistical data captured from visits to your exhibit page.

Uploading your content to the virtual exhibit booth is made easy through the Exhibitor Upload Portal, a user-friendly website allowing you to populate your virtual exhibit with all of your promotional assets in an easy step-by-step process.

The Exhibitor is responsible for loading all content to the Exhibit through the Confex Exhibitor Portal. The Exhibitor will be given an access address for the Exhibitor Portal upon a full payment (or 50% deposit payment) to CAA per the Standard and Enterprise Exhibits listed rates.

Company logo, company description and contact person information for the in-person conference exhibitor index must be uploaded by Friday, December 20, 2024.

Complete content for the exhibitor's virtual exhibit must be loaded by the Exhibitor to the Confex Exhibit Portal by the deadline of Wednesday, January 22, 2025.

All questions, technical support needs, and requests for information for loading Exhibit content through the Confex Exhibitor Portal must be referred to Confex Customer Service by using the request form directly on the Exhibitor Portal control panel or for urgently needed technical support, phone +1 (401) 334-0220 between the hours of 9:00 AM and 5:00 PM Monday through Friday, US Eastern Standard Time (GMT -05:00).

All content Exhibitor loads into the virtual exhibit Exhibitor Portal is the responsibility of the Exhibitor and Exhibitor represents and warrants as follows and agrees that these representations and warranties shall survive termination of this Agreement and shall extend to CAA's licensees, successors, and assigns:

- Exhibitor has the right and power to post the material to the Exhibit to the extent the Exhibit features as described here in this Agreement technically allow and that Exhibitor is the sole copyright holder of all material Exhibitor includes or uses in the Exhibit or that Exhibitor has obtained all necessary permissions or licenses from any persons or organizations with regard to the material Exhibitor includes or uses in the Exhibit; and
- That the materials and the presentations Exhibitor includes in the Exhibit (1) follow CAA guidelines for acceptable content; (2) do not infringe upon any right, including privacy rights, of any other person or entity; and (3) the materials do not include content that violates CAA community standards. Please see the **Community Standards** section at the conclusion of these contract terms.
- Before submitting the virtual Exhibit content, Exhibitor will "de-identify" (make anonymous) any personal data/information in any form (written, audio, visual, video, or other) that could potentially cause an individual conference participant or bystander to

be identified. Exhibitor understands that this may require eliminating, masking, blurring, pixelating, distorting, cropping, or modifying the data in other ways. Exhibitor agrees to indemnify, hold harmless, and defend CAA from and against any losses, liabilities, damages, costs and expenses, including reasonable attorneys' fees, arising out of any third-party claim arising out of Exhibitor's breach of the representations or warranties made by Exhibitor in this Agreement.

- Exhibitor agrees unconditionally to release, and to indemnify and hold harmless, CAA, its licensees and Confex and each of its and their agents, representatives and assignees, from and against any and all liability, claims and costs, including losses, expenses and reasonable attorney's fees and expenses, that it or they incur as a result of any breach by Exhibitor of any of the foregoing representations and warranties, including, but not limited to, liability, claims and costs arising out of any claims by third parties with regard to the inclusion of third-party works in the Exhibit.
- This agreement shall be governed by and construed in accordance with the laws of the State of New York applicable to agreements made entirely within the state and without giving effect to any conflicts of laws principles. This agreement contains the complete agreement and understanding between CAA and the Exhibitor and supersedes all prior or contemporaneous discussions or agreements between CAA and Exhibitor regarding the Exhibit and Exhibitor's participation in the 113th CAA Annual Conference Book and Trade Fair. It may not be modified either orally or in writing by any employee of CAA. CAA and Exhibitor consent to the exercise of jurisdiction by and to venue in any state court of the State of New York in the County of New York and in the United States District Court for the Southern District of New York with respect to the adjudication of any disputes arising under this agreement.

Exhibitors who fail to adhere to these clauses may be removed from the 113th CAA Annual Conference Book and Trade Fair without any refund of fees or compensation for expenses.

Exhibit Space Assignment

Exhibitor agrees to accept CAA's assignment of exhibit space unless Exhibitor gives formal notification within 14 days of assignment. If Exhibitor gives such notice within the 14-day period and mutually satisfactory space cannot be arranged within the 14-day period, Exhibitor will receive a full refund of payment. CAA will assign booth location at its sole discretion. CAA reserves the right to alter the exhibit floor layout in any way it deems necessary, assign space based on other considerations, and change Exhibitor's locations at CAA's sole discretion. For exhibit space applications received by Wednesday, November 20, 2024, CAA will assign booth space according to a point system, with the exception of certain booths reserved for Exhibitors participating at a sponsorship level. Sponsorship booths will be assigned for sponsor applications received before Wednesday, November 20, 2024, with preference given to Exhibitors that have a standing in the point system, according to that system. Sponsorship applications and all other exhibit applications received after Wednesday, November 20, 2024, will be assigned exhibit booth positions on a first-come, first-served basis. For all booth assignments, first considerations will be given to companies with the most points accumulated over years of supporting CAA, exhibiting at the Annual Conference, and advertising in the

Conference Program and CAA publications. Points are accumulated as follows: Exhibitors receive three points for each year represented at the Exhibit since 1996; an additional point is earned for each booth space rented in excess of one per year. Additional points are earned for each page of advertising in the Program and CAA's publications, *Art Journal*, *The Art Bulletin*, and CAA News.

Applications received after Wednesday, November 20, 2024, will be assigned booth locations on a first come, first-served basis.

Exhibit Hall Furnishing, Utilities and Management

CAA has designated Freeman Exhibit Services as the official show decorator.

Exhibit booth installation, furniture, equipment, and materials shipment questions should be directed to Freeman Exhibit Services at telephone: 888-508-5054, or at the support website link for email inquiries. Freeman Link to Online Email form:

<https://www.freeman.com/contact/>

Internet service and electrical service for exhibit booths will be provided by Encore, the official service provider. You will be sent a link to the Encore services online platform.

Furniture, lighting, booth accessories, additional draping or signs, materials shipping and handling, are the sole responsibility of the Exhibitor and may be ordered in advance from the official decorator, Freeman Exhibit Services. Freeman will send a link to their online order platform.

No combustible decoration such as crepe paper, tissue paper, cardboard, or corrugated paper shall be used at any time. All packing containers, excelsior, and wrapping paper (which must be flame-proof) are to be removed from the floor and may not be stored under tables or behind displays. All muslin, velvet, silken, or any other cloth decoration must stand a flameproof test. All flammable materials and fluids are to be kept in safety containers. Open flames, butane gas, oxygen tanks, etc., are not permitted without the permission of the New York Hilton Midtown hotel. Decorations, signs, banners, etc., may not be affixed in any way to any surface in the exhibit halls. Adhesive badges, stick-on decals, or any other type of adhesive items will not be permitted in the facility.

Work is not permitted on exhibits during official hours of the Exhibit. **Exhibitor agrees not to dismantle exhibits or begin packing before the official closing hour of 2:30 p.m. on Saturday, February 15, 2025. Dismantling exhibits or packing before the official closing hour will result in loss of the exhibitor's priority points.**

Only authorized Exhibit personnel, New York Hilton Midtown hotel and Freeman Exhibit Services personnel, and CAA staff, will be allowed in the exhibition area during setup and dismantling. No freight or truck shipments will be accepted by the New York Hilton Midtown hotel. Materials shipments will be handled by Freeman Exhibit Services. Exhibitor will receive a link to the on-line service kit from Freeman Exhibit Services outlining materials shipments

services and fees. Exhibitors are advised to consult with Freeman Exhibit Services to keep exhibiting costs to a minimum and avoid shipping complications.

Information regarding exhibition hall work rules that are applicable in the New York Hilton Midtown hotel may be obtained from Freeman Exhibit Services. Arrangements for skilled and unskilled labor can also be made through Freeman Exhibit Services. CAA will provide Exhibit Hall security personnel on a round-the-clock basis from the beginning of installation, at 9:00 a.m. on Wednesday, February 12, through the conclusion of the dismantling at 6:00 p.m., Saturday, February 15. Security personnel, in consultation with CAA, will institute certain procedures to control access to the Exhibit Hall before, during, and after the completion of exhibit hours. It is the obligation of all Exhibitors to adhere to these procedures to insure the security of individual property. In no way shall the furnishing of such security services be construed as an assumption of obligation or duty by CAA with respect to the protection of Exhibitor's property, which at all times remains the sole possession and custody of Exhibitor, nor does furnishing such services imply any protection or guarantee against losses of any nature. CAA recommends that Exhibitor obtain appropriate insurance coverage to cover losses due to theft or damage. Exhibitor agrees to indemnify, hold harmless, and defend CAA and the New York Hilton Midtown hotel and each of the directors, officers, employees, and agents, and their representatives and contractors, against any claims, losses, suits, judgments, expenses or costs, damages, injury or charges to persons or property, governmental charges or fines, and attorney fees arising from, out of, or by reason of any accident or other occurrence to anyone, including Exhibitor, its agents, employees, and business invitees, which arises from, out of, or by reason of Exhibitor's occupancy and use of the Exhibit Hall or part thereof.

In addition, the Exhibitor agrees to strictly comply with all applicable terms and conditions contained in the agreement between New York Hilton Midtown hotel and CAA regarding the exhibition premises, as well as comply with all laws and regulations of the City of New York and all lawful orders of the police and fire departments or any other municipal authority. This extends to any safety protocols mandated by Federal, State or local authorities as a result of COVID 19 conditions, or other cause for safety measures, that may be enacted at any time.

Exhibitor expressly acknowledges that CAA and the New York Hilton Midtown hotel do not maintain insurance covering Exhibitor's property and that Exhibitor has the sole responsibility to obtain, at its expense, business interruption, property damage, and other appropriate insurance covering any losses by Exhibitor.

Exhibitor assumes responsibility and agrees to indemnify and defend the College Art Association and the New York Hilton Midtown and their respective employees and agents against any claims or expenses arising out of the use of the exhibition premises. The Exhibitor understands that neither the College Art Association nor the New York Hilton Midtown maintains insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.

All current and subsequent CAA conditions and regulations are made a part hereof as it is fully incorporated herein. CAA shall have full and exclusive power to interpret, amend, and enforce all such conditions and regulations. These terms and conditions, and the decision and interpretation of CAA shall be final and Exhibitor agrees to abide by such decision or interpretations.

Fraudulent Service Providers Advisory – Please read this notice

Each year at an increasing rate our exhibitors have been targeted by unauthorized or fraudulent offers from companies and individuals offering:

- General contractor services and shipping
- Assistance booking your conference hotel room or direct offers from hotels
- Purchase of the CAA conference attendee mailing list

You should not respond to any solicitations for these services whatsoever.

Official Service Providers for the CAA 113th Annual Conference

General Contractor: Freeman Exhibition Services

Subsequent to the November 20, 2024, exhibitor advance application deadline we will send your final confirmation letter with your booth assignment. Then Freeman will contact you by email to provide you with a password and direct website link to their exhibitor services information. You may also contact Freeman for assistance, questions should be directed to Freeman Exhibit Services at telephone: 888-508-5054, or at the support website link for email inquiries. Freeman Link to Online Email form: <https://www.freeman.com/contact/>

NO OTHER COMPANY IS AUTHORIZED TO PROVIDE CONTRACTOR SERVICES FOR THE CAA CONFERENCE.

Official Hotel for the CAA 113th Annual Conference

New York Hilton Midtown Hotel
1335 Avenue of the Americas
New York, NY 10019

Full information on rates and reservation procedure will be forthcoming.

NO COMPANY IS AUTHORIZED TO MAKE HOTEL BOOKINGS FOR YOU. NO OTHER HOTELS BESIDES THE NEW YORK HILTON MIDTOWN HAVE BEEN CONTRACTED TO OFFER DISCOUNTED HOTEL ROOMS FOR THE CONFERENCE. YOU SHOULD MAKE YOUR OWN RESERVATIONS DIRECTLY THROUGH THE PHONE LINE OR WEBSITE THAT WILL BE PROVIDED.

CAA 113th Annual Conference Attendee List

All exhibitors who will have an exhibitor registration receive access to a searchable, read-only file of the conference participants who are presenters in the conference program, shortly before the conference.

This is the only way to access conference attendees.

CAA DOES NOT SELL OR OFFER FOR RENT THE CONFERENCE ATTENDEE LIST. CAA DOES NOT ALLOW ANY THIRD PARTY TO SELL OR RENT THE CONFERENCE ATTENDEE LIST. THE ATTENDEE LIST SIMPLY IS NOT FOR SALE. DO NOT RESPOND TO ANY OFFERS FOR THE ATTENDEE LIST!

Advertising for the conference website or conference mobile app

All advertising for the conference is handled by our partner NectarAds. The contact person is:

Alexandra Bowditch

Hyperallergic / Nectar Ads

(917) 633-9290

alexandra@hyperallergic.com

<https://nectarads.com>

NO OTHER AD AGENCY, COMPANY OR INDIVIDUAL HAS BEEN AUTHORIZED TO HANDLE ADVERTISING FOR THE CAA 113TH ANNUAL CONFERENCE.

If you do receive solicitations from anyone offering you exhibitor services, hotel accommodations for the conference or purchase of the conference attendee list, please let Paul Skiff know at

pskiff@collegearg.org as we would like to do what we can to put a stop to fraudulent offers.

Do not respond to offers for exhibitor services, hotel room booking or purchase of the CAA conference attendee list.

Community Standards:

CAA makes all efforts to provide safe, inclusive, and welcoming events in which all can actively participate. Our events provide an important and unique forum for those in the visual arts to share scholarship and practice, exchange ideas, and engage.

EXPECTED BEHAVIOR:

- Treat participants, attendees, service providers, and staff with respect and consideration
- Critique ideas rather than individuals
- Value the diversity of views and opinions that may differ from one's own
- Exercise professionalism at all times

UNACCEPTABLE BEHAVIOR:

- Harassment, threats, intimidation, or discrimination of any kind
- Derogatory comments or actions related to gender, gender identity, sexual orientation, socioeconomic class, disability, physical appearance, ethnicity, race, religion, citizenship status, county of origin, political views, or any other self-identifier
- Unwelcomed sexual pursuits or stalking perceived as threatening or inappropriate in nature directed at any conference participant, attendee, service provider, or staff member
- Excessively loud or disruptive behavior in a live meeting or any other event taking place during the Annual Conference

REGARDING CONDUCT ISSUES

- During the Conference, in the case of an urgent issue, alert a CAA staff member or Hotel staff member immediately.
- Thank you for making CAA an enjoyable and collegial event for all!

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- All speakers own and maintain copyright to the work they present during the conference.
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