

CAA115 Book and Trade Fair Exhibitor Terms and Conditions

New York Hilton Midtown | Rhinelander Gallery | February 3–6, 2027

Agreement and Acceptance

These Terms and Conditions govern participation in the CAA 115th Annual Conference [Book and Trade Fair](#) of the College Art Association of America, Inc. The Exhibitor agrees to comply with these Terms and Conditions and any amendments issued by CAA that apply to the Exhibit.

By electronically accepting these Terms and Conditions, the individual represents and warrants that they are duly authorized to execute this binding agreement on behalf of the Exhibitor and that the terms and conditions are understood.

Electronic signature confirms agreement to Terms and Conditions 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, without giving effect to conflicts-of-law principles. This agreement contains the complete agreement and understanding between CAA and the Exhibitor regarding the Exhibit and the Exhibitor's participation in the CAA 115th Annual Conference Book and Trade Fair and supersedes all prior or contemporaneous discussions or agreements regarding such participation. It may not be modified either orally or in writing by any employee of CAA.

CAA and the Exhibitor consent to the exercise of jurisdiction by and 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 disputes arising under this agreement.

If any provision of these Terms and Conditions is determined to be invalid or unenforceable, the remaining provisions shall remain in full force and effect.

Failure by CAA to enforce any provision of these Terms and Conditions shall not constitute a waiver of that provision or any other provision.

Terms and Conditions

1. Exhibits, Promotion, and Sale of Merchandise

The purpose of the Book and Trade Fair exhibit (the "Exhibit") at the College Art Association ("CAA") Annual Conference is to complement content of the conference program. Within this context, the Exhibitor may market their products or services and stimulate future sales of merchandise. While retail sales are not expressly prohibited, the Exhibit is suited to the distribution of promotional material and the taking of orders to be processed at the close of the conference or at a future date.

If the Exhibitor intends to sell and deliver merchandise directly to attendees, it is the sole responsibility of the Exhibitor to obtain any permits required by the applicable governmental authorities and to collect and remit any taxes due for any and all items sold.

2. Use of Exhibits and Exhibit Space

Only official Exhibitors are permitted to represent products and services at the Exhibit. Solicitations by any other company or person are strictly prohibited. Distribution of promotional material or canvassing by an Exhibitor is restricted to the Exhibitor's own booth space and designated areas only.

Standard exhibit booths are 8 feet deep by 10 feet wide. Enterprise Exhibit space accommodates one 6-foot table and two chairs —see the [application](#) and [exhibit](#) options page for details. Exhibits must be confined to the limits indicated on the floor plan.

No special signs, booth construction, apparatus, lighting fixtures, or other display elements may exceed 8 feet in height. The display of books, products, or other materials may not exceed 60 inches in height alongside walls 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.

Nothing may be attached to any surface of the exhibit hall except as expressly permitted by CAA, Freeman, Encore, or New York Hilton Midtown. Distribution of promotional gummed stickers or labels is strictly prohibited. Any measures deemed necessary for the protection of the building, equipment, or furniture shall be the responsibility of the Exhibitor.

CAA reserves the right, at its sole discretion, to reject, remove, restrict, relocate, or terminate the participation of any exhibit, exhibitor, display, activity, individual, or entity that CAA determines is inconsistent with these Terms and Conditions, presents a safety or operational concern, interferes with the Conference or Exhibit, or is otherwise not in the best interests of the event. Such action may be taken without refund of fees or compensation for expenses.

3. Conference Registration

Exhibitors purchasing a Standard Exhibit Booth or an Enterprise Exhibit are provided with two conference registrations. Each additional Standard Exhibit Booth purchased after the first will receive one additional registration. Registrations provide access to conference sessions and non-ticketed special events, subject to CAA registration policies.

4. Exhibit Fees, Additional Costs, Payment, Cancellation, and Refunds

Exhibit fees for Standard Exhibits and Enterprise Exhibits can be found on the CAA [exhibit options](#) page. Additional costs, materials handling, internet services, and other information can be found on the [Deadlines + Logistics](#) page.

A 50 percent deposit is required to reserve exhibit space. The balance is due on December 23, 2026. Failure to remit payment by that date may, at CAA's sole discretion, result in cancellation of the reservation and reassignment of the exhibit space.

All cancellations must be made in writing. Cancellations received before December 23, 2026, will receive a refund less a \$175 cancellation fee. No refunds will be issued after that date. Amounts retained by CAA constitute liquidated damages and may not be applied to future exhibits.

If the Exhibit is canceled by CAA, CAA's liability shall be limited to a refund of exhibit fees paid. No other reimbursement, compensation, or damages shall be owed.

If the conference is converted to a fully virtual event, exhibitors may either cancel participation and receive a refund or participate at the applicable virtual exhibit rate published by CAA.

CAA shall not be liable for delay, modification, postponement, or cancellation of the Exhibit due to circumstances beyond its reasonable control, including natural disasters, public health emergencies, governmental actions, labor disputes, terrorism, civil unrest, transportation disruptions, or venue unavailability. In such event, CAA's sole obligation shall be limited to a refund or credit of exhibit fees, less expenses incurred.

CAA may terminate an Exhibitor's participation, reassign exhibit space, and retain applicable fees if the Exhibitor fails to pay required fees or otherwise violates these Terms and Conditions.

5. Exhibit Space Assignment

The Exhibitor agrees to accept CAA's assignment of exhibit space unless Exhibitor gives formal notification within fourteen (14) days of assignment. If timely notice is given and mutually satisfactory space cannot be arranged within the fourteen-day period, the exhibitor will receive a full refund of payment. CAA will assign booth location at its sole discretion and reserves the right to alter the exhibit floor layout, assign space based on other considerations, and change Exhibitor's locations as CAA deems necessary.

Exhibit space is assigned solely to the Exhibitor. Exhibitors may not assign, transfer, sublicense, share, or sublet exhibit space, in whole or in part, without CAA's prior written approval.

6. Exhibitor Information and Digital Materials

The Exhibitor is responsible for submitting the required company, contact, logo, description, program listing, virtual exhibit, and other materials through the Confex Exhibitor Portal in accordance with [deadlines](#) and specifications communicated by CAA.

All content submitted by the Exhibitor is the responsibility of the Exhibitor.

The Exhibitor must have the right and power to submit and display the material and is the sole copyright holder of all material included, or has obtained all necessary permissions or licenses from any persons or organizations with regard to such material and that the materials follow CAA guidelines for acceptable content, do not infringe upon any right, including privacy rights, of any other person or entity, and do not include content that violates CAA community standards. Before submitting content, the Exhibitor must de-identify any personal data or information in any form that could potentially cause an individual conference participant or bystander to be identified, including eliminating, masking, blurring, pixelating, distorting, cropping, or modifying the data as appropriate.

The Exhibitor releases, indemnifies, holds harmless, and defends CAA, its licensees, representatives, and assignees from and against losses, liabilities, damages, claims costs, and expenses, including reasonable attorneys' fees, arising out of any breach of the foregoing representations or warranties, including third-party claims concerning material submitted by the Exhibitor.

7. Official Service Providers, Furnishings, Utilities, Shipping, and Safety

See the [Deadlines + Logistics](#) page for details on costs and contacts.

CAA has designated Freeman Exhibit Services as the official general contractor/exhibitor services provider and Encore as the official provider for internet, electrical, and audio-visual services for the 2027 Exhibit at New York Hilton Midtown.

Furniture, lighting, booth accessories, additional draping or signs, materials shipping and handling, audio-visual equipment, internet, and electrical services are the sole responsibility of the Exhibitor except where expressly included in the selected exhibit type. Such services may be ordered from Freeman or Encore, as applicable, in accordance with procedures communicated by CAA.

No combustible decoration such as crepe paper, tissue paper, cardboard, or corrugated paper shall be used at any time. Packing containers, excelsior, and wrapping paper must be removed from the floor and may not be stored under tables or behind displays. Cloth decoration must meet applicable flameproof requirements. Flammable materials and fluids must be kept in safety containers. Open flames, butane gas, oxygen tanks, and similar items are not permitted without the permission of New York Hilton Midtown.

Decorations, signs, banners, and similar items may not be affixed to exhibit hall surfaces. Adhesive badges, stick-on decals, or other adhesive items are not permitted in the facility.

Work is not permitted on exhibits during official Exhibit hours. Exhibitors may not dismantle exhibits or begin packing before the official closing time established by CAA. Early dismantling or packing will result in loss of exhibitor priority points.

Only authorized Exhibit personnel, New York Hilton Midtown personnel, Freeman personnel, and CAA staff will be allowed in the exhibition area during setup and dismantling. No freight or truck shipments will be accepted directly by New York Hilton Midtown. All materials shipments will be handled through Freeman Exhibit Services in accordance with procedures communicated to Exhibitors.

8. Security, Insurance, Liability, and Indemnification

CAA will provide Exhibit Hall security personnel from the beginning of installation through the conclusion of dismantling and may establish procedures to control access to the Exhibit Hall before, during, and after exhibit hours. Exhibitors must adhere to all such procedures. The furnishing of security services does not constitute an assumption of responsibility by CAA for the protection of Exhibitor property and does not imply any protection or guarantee against loss.

The Exhibitor expressly acknowledges that CAA and New York Hilton Midtown do not maintain insurance covering the Exhibitor's property. The Exhibitor is solely responsible, at its own expense, for obtaining appropriate insurance, including business interruption, property damage, theft, and other coverage appropriate to its participation.

Exhibitors shall maintain commercially reasonable insurance coverage appropriate to their participation in the Exhibit and shall provide evidence of such coverage upon request by CAA.

The Exhibitor assumes responsibility and agrees to indemnify, hold harmless, and defend CAA, New York Hilton Midtown, and their respective directors, officers, employees, agents, representatives, and contractors against claims, losses, suits, judgments, expenses, costs, damages, injury or charges to persons or property, governmental charges or fines, and attorney fees arising from or by reason of the Exhibitor's occupancy and use of the exhibition premises, including acts or occurrences involving the Exhibitor, its agents, employees, and business invitees.

9. Compliance with Venue Requirements and Applicable Law

The Exhibitor agrees to comply with all applicable terms and conditions governing the exhibition premises at New York Hilton Midtown, all applicable laws and regulations, and all lawful orders of police, fire, or other governmental authorities. This includes any safety protocols mandated by federal, state, or local authorities that may be enacted at any time.

All current and subsequent CAA conditions and regulations applicable to the Exhibit are incorporated into this agreement. CAA shall have full and exclusive authority to interpret, amend, and enforce such conditions and regulations. CAA's decisions and interpretations shall be final, and the Exhibitor agrees to abide by them.

10. Fraudulent Service Providers Advisory

Exhibitors may be targeted by unauthorized or fraudulent companies or individuals offering contractor or shipping services, hotel booking assistance, conference attendee lists, advertising, or other conference-related services. Exhibitors should not respond to unauthorized solicitations.

Freeman Exhibit Services is CAA's official general contractor/exhibitor services provider.

New York Hilton Midtown is the official conference hotel. Exhibitors should use only reservation information provided directly by CAA.

CAA does not sell or offer for rent the conference attendee list and does not authorize any third party to sell or rent the list.

Conference advertising is handled by CAA's authorized advertising partner, Nectar Ads.

If an Exhibitor receives a solicitation offering unauthorized exhibitor services, conference hotel accommodations, attendee lists, or conference advertising, the Exhibitor should notify CAA.

12. Community Standards

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

Exhibitors agree to comply with the [CAA Code of Member Conduct](#). Violation may result in removal from the conference or exhibit hall without refund.