Invent it. Build it. is a hands-on engineering experience for middle school and high school girls with a parallel program for parents and educators.

Outreach EXPO serves girls, families, educators and SWE members. We are expecting between 1500 and 2000 participants.

Exhibitors are asked to share information about careers, engineering clubs, camps, after-school programs, competitions, best practices and outreach grants. Exhibitors are encouraged to have a hands-on component.

If you or your organization is interested in exhibiting at the OUTREACH EXPO register by filling out the attached application

APPLICATION DEADLINE: AUGUST 30, 2018
Early Bird Discount for registration ends June 30, 2018

FOR MORE INFORMATION, PLEASE VISIT inventitbuildit.swe.org or Contact: inventitbuilditexpo@swe.org
The WE18 Outreach EXPO Booth package includes pipe & drape, sign, one 6' table skirted and two chairs per 10 X 10 space. (Note: electricity is not included). Additional booth supplies and services are available for purchase. Please refer to the WE18 Outreach EXPO service kit for more information.

**PRICE:**

<table>
<thead>
<tr>
<th>Space Type</th>
<th>Early Bird Fee</th>
<th>Regular Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>10X10 Space</td>
<td>$1100</td>
<td>$1400</td>
</tr>
<tr>
<td>10X20 Space</td>
<td>$1800</td>
<td>$2000</td>
</tr>
<tr>
<td>Custom space (not to exceed 600 square feet)</td>
<td>$3300</td>
<td>$3800</td>
</tr>
</tbody>
</table>

**CANCELLATIONS:**

- A participant who cancels their Exhibit Space reservation must pay a cancellation fee as shown below. Cancellations and participation downsizes received prior to August 15, 2018 are subject to a 50% cancellation fee. Cancellations and participation downsizes received on or after August 30, 2018 are subject to a cancellation fee of 100% of the participation fee.

**PRIMARY CONTACT INFORMATION:**

- Contact: ____________________________________________________
- Title:  ______________________________________________________
- Company:  __________________________________________________
- Address: ____________________________________________________
- City: __________  State: ___  Zip Code: __________
- Phone: ______________________________________________________
- Fax:  _________________________________________________________
- Email: _______________________________________________________

Signature: ____________________________________________________

*By signing above, exhibitor agrees to all terms provided by SWE.

**Available Discounts:**

- Check here if you are a Not-For-Profit or University. 50% discount applies. Subject to SWE approval.
- Check here if you are a WE18 Exhibitor or CPC member. 25% discount applies.

**Payment Terms:** Prepayment of 100% at time of booth selection. SWE may at any time and at their discretion, release any exhibit space not paid.

**E-mail application to inventitbuilditexpo@swe.org**

Contact: Randy Freedman  
Society of Women Engineers  
Phone: 312-596-5232

Special Requests:

- Assigned Booth # (For Internal Use Only):
PARTICIPATION AND TERMINATION: The Exhibitor agrees that its exhibit shall be installed at the conference site and shall remain day to day solely in strict compliance with the Rules and Regulations set forth in the Rider attached hereto and hereby made a part of this Agreement. If in the sole good faith and reasonable discretion of SWE, it is determined that an Exhibitor is acting unprofessionally or unbusinesslike, SWE reserves the right to terminate the Exhibitor’s entitlement to participate in the Exhibits, either by prohibiting setup, or ejecting the exhibits/ exhibitors in whole or in part, its representatives, with or without giving cause. If any exhibit or Exhibitor is ejected for violation of the Rules and Regulations, set forth in the Rider attached hereto and made part of this Agreement, or for any other stated reason, no return of rental shall be made.

OFFICIAL SERVICE CONTRACTORS: The Exhibitor accepts as part of the agreement and agrees to utilize his services of various SWE appointed official service contractors. Information regarding official service contractors will be contained in the Service Kit, which will be forwarded to each paid exhibitor approximately 60 days before the start of the conference.

EXHIBITOR APPOINTED CONTRACTORS: Any Exhibitor utilizing the services of any contractor other than appointed by SWE must obtain permission from SWE 30 days prior to the Exhibits. These companies included, but are not limited to, any Installation and Dismantle Company, sound/lighting firms, production or promotion firms or any other contractor. In addition, Exhibitor Appointed Contractors are required to provide a Certificate of Insurance naming SWE, RMI, Minneapolis Convention Center, and Shepard Expositions as additional insured.

RULES, REGULATIONS AND AMENDMENTS: In addition to the rules and regulations set forth in Rider attached hereto and hereby made a part of this Agreement, the Exhibitor, its officers, agents, employees and representatives, agree to comply with the rules, policies and regulations of Minneapolis Convention Center. SWE reserves the right to interpret, amend and enforce the terms, conditions, rules and regulations of this agreement. Written notice of any amendment or interpretations shall be given to each Exhibitor. Each Exhibitor, including its officers, agents, employees and representatives agrees to abide by all conditions, rules and regulations set forth in the Rider attached hereto and hereby made a part of this Agreement and with any amendment and additions thereto or interpretation thereof, notice of which shall be given in writing.

LIABILITY: The parties hereby agree that it is the duty and the responsibility of each Exhibitor to install and put the exhibit into place before the opening of the Exhibits, that all property, material and/or equipment shipped to or from the conference site by Exhibitor is at the sole risk of the Exhibitor. It is mutually agreed that SWE, its officers, agents, and employees shall not be liable to the Exhibitor for any and all loss, damages or injuries to all persons or property including, but not limited to, destruction of the Exhibit at the Conference site resulting from any cause, condition or activity. All claims for any such loss, damages or injuries are expressly and knowingly waived by the Exhibitor.

INSURANCE: Exhibitors must have adequate insurance coverage, obtained at their own expense, with SWE named as an additional insured, for property loss or damage to themselves for liability for property damage and personal injury to others. SWE and its agents and employees assume no risk and the Exhibitor expressly releases them of and from any and all liability for damages, injury or loss to any person or goods, from any cause whatsoever. Each Exhibitor agrees to indemnify and hold harmless SWE, its agents, employees, directors, officers and consultants, and Minneapolis Convention Center, Minneapolis, MN, against all claims, demands, suits, costs or expenses because of injury, loss or damages.

LABOR/UNION REGULATIONS: Exhibitors shall comply with union regulations in effect at the Minneapolis Convention Center.
GOVERNING LAW: It is agreed that this agreement shall be governed by, construed and enforced in accordance with the laws of the State of Minnesota.

ROC Management is the Conference Management Company and works directly for SWE.

ADDITIONAL RIDER TERMS:

Floor Plan - All Exhibit Space on the floor plan is available to all exhibitors. The dimensions of the exhibit booths are believed to be accurate but only warranted to be approximate.

No Exhibits outside of SWE Jurisdiction - No exhibit eligible for this conference show will be permitted in a room or outside of the regular jurisdiction of SWE.

Display Heights - Booths are limited to a height of 8’ in the back and 36” along the side dividers. The 8’ height may be extended along the side rails no more than 5’ in depth from the background line of the booth. This rule shall generally not apply to machinery/equipment. No hanging signs are allowed.

Noise - Public address, sound producing, or amplifying devices which project sound beyond the exhibitor’s booth, or excessive operating noise that distracts neighboring exhibits, are expressly prohibited. SWE reserves the right to restrict exhibits which, because of noise or for any other reason, become objectionable or which may detract from the general character of the exhibit.

Sales at Exhibit Booths - The SWE Conference and Exhibits are for K-12 educational and informational purposes. Sales may not be made nor orders consummated at any of the exhibit facilities during the period of the exhibit.

Restrictions of Suggestive Material – We reserve the right to limit or cancel exhibit space if such space is used to display material of any nature that is suggestive or generally not in the best interest of SWE. This clause includes, but is not limited to, printed material, equipment, sights, objects or art or costumes and/or abbreviated clothing worn by booth personnel.

Installation and Dismantling - The exhibit space will be available for installation by the exhibitors at a date and time to be made known in advance. Exhibits CANNOT be dismantled before the conclusion of the exhibit. It is the duty and responsibility of each exhibitor to have their exhibit completely installed in their booth area before the opening of the exhibit and to dismantle and remove their exhibit after the close of the exhibit.

Contents - (a) Drawings, lotteries, attendance or product surveys, etc. are not allowed without special permission (private booth drawings are fine) from SWE. (b) Demos by live models, pantomime, dancing, or acting, are prohibited unless approved by SWE.

Guard Service - SWE will provide guard service when the exhibit is closed and exercise reasonable care for the protection of exhibitors, material, and display. Beyond this, SWE, its officers, vendors, membership, separately or collectively cannot accept responsibility for any damage to or for the loss or destruction of an exhibit, or for the property of an exhibitor, his agents or employees either from fire, theft, or accidents or other causes, or injury to his person resulting from any cause, all claims for any such loss, damage or injury being expressly waived by the exhibitor.

Care of Building - Signs shall not be affixed to walls, drapes, electrical outlets and other surfaces by the use of nails, tacks, staples, scotch tape.

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