

The Society of  
Women Engineers Presents

# Invent it. Build it.

## OUTREACH EXPO CALL FOR EXHIBITORS SATURDAY, NOVEMBER 9, 2019

**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.**



### EXPO DETAILS

**DATE:**  
Saturday,  
November 9, 2019

**LOCATION:**  
Anaheim Convention  
Center, Anaheim, CA  
ACC North 200 Level

**EXHIBITING HOURS:**  
9 AM – 12 PM

**LOAD OUT HOURS:**  
12 PM – 3 PM

**SET-UP HOURS:**  
Friday, November 8th,  
2019 from 8AM-5PM and  
Saturday, November 9th,  
2019 from 7AM-9AM

**APPLY TO EXHIBIT:**  
Please see  
application  
form attached.

**APPLICATION  
DEADLINE:**  
August 30, 2019  
(Early Bird Discount  
Deadline June 30, 2019)

If you or your organization is  
interested in exhibiting at the

### OUTREACH EXPO

register by filling out the attached application

APPLICATION DEADLINE:  
**AUGUST 30, 2019**

Early Bird Discount for  
registration ends June 30, 2019

FOR MORE INFORMATION, PLEASE VISIT  
[inventitbuildit.swe.org](http://inventitbuildit.swe.org) or  
Contact: [inventitbuilditexpo@swe.org](mailto:inventitbuilditexpo@swe.org)



**EXPO Date:** Saturday, November 9, 2019, 9am-12pm  
**Location:** Anaheim Convention Center, Anaheim, CA, ACC 200 Level  
**Early Bird Registration Deadline:** June 30, 2019  
**Registration Deadline:** August 30, 2019

The WE19 Outreach EXPO Booth package includes pipe & drape, sign, one wastebasket, 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 WE19 Outreach EXPO service kit for more information.

**PRICE:**

**10X10 Space:**

- \$1100 if postmarked by June 30
- \$1400 if postmarked by August 30

**10X20 Space:**

- \$1800 if postmarked by June 30
- \$2000 if postmarked by August 30

**Custom space (not to exceed 600 square feet):**

- \$3300 if postmarked by June 30
- \$3800 if postmarked by August 30

*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 WE19 Exhibitor or CPC member. 25% discount applies.*
- Check here if you are a College or University SWE Section. 100% discount applies. Subject to SWE approval.*
- Other:* \_\_\_\_\_

**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, 2019 are subject to a 50% cancellation fee. Cancellations and participation downsizes received on or after August 30, 2019 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.

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](mailto:inventitbuilditexpo@swe.org)**

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

Special Requests:

Assigned Booth # (For Internal Use Only):

### AMENDMENT TO RULES

The exhibitor, its officers, agents, employees and representatives, agree to comply with the rules, policies, guidelines, and regulations. Any and all matters, or questions, not specifically covered by the Rules and Regulations shall be subject solely to the decision of SWE. These Rules and Regulations may be amended, at any time, and will be binding on the exhibitors equally with the foregoing Rules and Regulations.

### ACCESSIBILITY

SWE will provide reasonable accommodations to individuals with disabilities who make their situation known to event personnel. It is the responsibility of each exhibitor to be aware of and comply with ADA guidelines. SWE encourages all exhibitors to provide exhibits that are accessible to all and offer barriers to none. In the absence of accessibility, each exhibitor must assume the responsibility for making alternative arrangements to serve the needs of persons with disabilities. Additionally, raised flooring and platforms on booths present a hazard for tripping and injury and should be clearly marked for visibility with special caution tape or similar warning devices. Exhibitors indemnify, hold harmless and defend SWE, its officers, directors, agents, members, and employees from and against any claims, liabilities, losses, damages, and expenses (including attorneys' fees and expenses) resulting from or arising out of the exhibitors' failure or allegations of exhibitors' failure to comply with the provisions of the ADA. Information regarding ADA compliance is available from the US Department of Justice ADA Information Line (800-514-0301).

### ALCOHOL

Alcohol is prohibited in the Outreach EXPO at all times.

### BALLOONS

No balloons, of any size or type, will be permitted in the facility.

### BOOTH MUSIC/NOISE

All music and entertainment must be in good taste and not include any lyrics that are inflammatory, sexually explicit, sexist, gang-related or violent or that promote activities of any type that defame or denigrate women, law enforcement or other established authorities. Music played in your booth, whether live or recorded, may be subject to laws governing the use of copyrighted compositions. ASCAP, BMI, and SESAC are three authorized licensing organizations that collect copyright fees on behalf of composers and publishers of music. Exhibitor warrants that it has such licenses in effect for any music used.

### CANCELLATION/DOWNSIZING OF EXHIBITS

Exhibitor space cancellations or downsizes received before August 15, 2019 are subject to a 50% cancellation fee. Exhibit space cancellations or downsizes received on or after August 30, 2019 are subject to a cancellation fee of 100% of the monies already paid for the space being cancelled or downsized.

### CARE OF BUILDING

Signs shall not be affixed to walls, drapes, electrical outlets and other similar surfaces using nails, tacks, staples, scotch tape. Whenever food or liquid are used there must be suitable floor coverings to protect the facility property. Exhibitors are liable for the payment of any money damages resulting from damage to Conference Site or the Conference Facility's property resulting from and caused by the negligence or carelessness of exhibitors, their employees or agents.

### EARLY ACCESS TO OUTREACH EXPO 19

SWE will provide early access only to exhibitors who have exhibitor badges. SWE will list registration type on badges for access. Exhibitors must wear your badge to Outreach Expo 19 — no exceptions.

### EXHIBITOR APPOINTED CONTRACTORS (EACS)

Exhibitors who want to use an EAC are required to submit the Exhibitor Appointed Contractor's Notification Form to SWE for approval minimally 30 days prior to Outreach Expo 19. These companies include, but are not limited to, any Installation and Dismantle Company, sound and lighting firms, production or promotion firms or any person or firm providing direct services to the Exhibitors. All Exhibitor Appointed Contractors (EACS) are required to submit a copy of their certificate of insurance.

Any EAC found working on the show floor without authorization from SWE and/or a certificate of insurance will be escorted from the premises and not allowed back on the Exhibit Floor. EAC's will not solicit business prior to, during or after the show. EAC's will not set up tables on the exhibit floor other than in the space of a client on whose booth they are working. Solicitation from the show floor is prohibited.

### FOOD & BEVERAGE

Exhibitors may obtain catering service for Outreach Expo 19 from Aramark, the exclusive caterer at the Anaheim Convention Center. Exhibitors may not bring in

food and/or beverages from outside sources. The Aramark catering order form is available via Shepard's online Exhibitor Portal.

### GOVERNING LAW

It is agreed that this agreement shall be governed by, construed and enforced in accordance with the applicable provisions of the laws of the District of Columbia.

### 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 his or her booth area before the opening of the exhibition and to dismantle and remove their exhibit after the close of the exhibition.

### INSURANCE

SWE, the Anaheim Convention Center, and Outreach Expo 19 event suppliers, do not provide any form of insurance to cover exhibitor activities and assumes no liability or responsibility for loss by any exhibitor from theft, fire, breakage or any other reason. The exhibitor and your Exhibitor Appointed Contractor agree to carry required insurance to cover these risks along with general liability insurance against injury to the person or property of others. Even exhibitors who are self-insured must be able to provide evidence of such insurance to SWE, Shepard Exposition Services, and the Anaheim Convention Center upon request.

### LABOR/UNION REGULATIONS

The Exhibitor agrees to abide by all requirements of SWE, Shepard Exposition Services, the Anaheim Convention Center, and their agents pertaining to the use of union labor in Outreach Expo 19, and to abide by all labor regulations as stated in the Exhibitor Services Manual. SWE is not liable for changes in union regulations.

### LIABILITY

The exhibitor agrees to, at all times, protect and defend, save and hold forever harmless, and fully indemnify SWE, its leadership, employees, and contractors from and against any and all claims, actions, losses, damages, costs (including reasonable attorney's fees), liability charges, or expenses directly arising out of or in conjunction with: any property or personal injury or other occurrence to any property or person(s), including the exhibitor, its agents, employees, and business invitees, which directly arises out of or is in conjunction with the exhibitor's occupancy and use of the exhibition premises or any part thereof, and, further, any alleged violations of any law or ordinance occasioned by the intentional or negligent actions of the exhibitor, its agents, employees, and business invitees. SWE expressly disclaims any possible liability for the safety of the exhibitor's property or exhibit against robbery, fire, water, accidents of any sort, or injury or damage from any other cause. Should any loss by theft occur, the exhibitor agrees to report it immediately to the security person on duty, hired by the Anaheim Convention Center and/or the city of Anaheim Police Department.

### OFFICIAL GENERAL SERVICE CONTRACTOR

The exhibitor accepts as part of the agreement and agrees to utilize the services of SWE's official general service contractor, Shepard Exposition Services. Information regarding Shepard's services, as well as information regarding other event service sub-contractors, will be contained in the Exhibitor Services Manual, which will be forwarded to each exhibitor before the start of the event.

### PHOTOGRAPHY AND FILMING

SWE reserves the right to use any photography and/or filming from the event for marketing purposes. Exhibitor's acknowledge that their image and their organization's booth property images may be used in marketing and press materials.

### RELOCATION OF EXHIBITS

SWE reserves the right, in its sole discretion, to relocate exhibits as shown on the Official Floor Plan as may be required due to logistical concerns or in the best interest of the Exhibits.

### SPACE RESTRICTIONS

Exhibits must be confined to the exact space allocated. Each exhibit must be arranged so that built up display or equipment will not occupy the entire floor space of the booth and permit reception of visitors within the limits of each booth. Display equipment cannot be placed or displayed outside the exhibitor's booth. Signs, decorations and exhibitor's equipment cannot extend above the back wall or along the divider panels in a manner that would obscure the view of adjoining booths. There must be no interference by any exhibitor with the light or space of any other exhibitors.