



**ALASKA AIRMEN'S
ASSOCIATION**

EXHIBITOR/SPONSOR REGISTRATION FOR THE 2021 GREAT ALASKA AVIATION GATHERING

MAY 8TH 9-5PM
MAY 9TH 10-5PM

WELCOME TO THE LARGEST ANNUAL AVIATION EVENT IN ALASKA

LOCATION

Alaska State Fairgrounds 2075 Glenn Hwy, Palmer, AK 99645

EXHIBITOR/SPONSOR REGISTRATION INSTRUCTIONS

This application is for exhibitor/sponsorship opportunity at the 2021 Great Alaska Aviation Gathering. This application constitutes a contract between the exhibitor and The Alaska Airmen's Association, the event management. The Exhibitor/Sponsor hereby agrees to the conditions stated on this form.

Full payment is required to accompany this application to secure a booth at the show.

Booth Assignments will be made upon receipt of applications. The order of receipt for vendors registered prior to the venue change will be honored.

All vendors registered before 1/31/2021 will be required to complete a new application for the Palmer, Alaska venue.

Please E-mail your application to accounting@alaskaairmen.org

Sponsorship Type

4 EXHIBITOR BADGES INCLUDED WITH EACH BOOTH, MORE AVAILABLE FOR PURCHASE

SPONSORSHIP OPTIONS

QUANTITY

\$5,000 - GOLD SPONSORSHIP

(Max. of 8 Available)

- Benefits Include: Your logo and link to your website on the homepage of the Great Alaska Aviation Gathering, one gold trade show booth (refer to our floorplan), one full-color full-page ad in the official show program, and banners are welcomed up to 10ft. (Subject to Venue Restrictions)

\$2,500 - SILVER SPONSORSHIP

- Benefits Include: Your logo and link to your website on the homepage of the Great Alaska Aviation Gathering, one trade show booth (refer to our floorplan), one full-color half-page ad in the official show program, and banners are welcomed up to 6 ft. (Subject to Venue Restrictions)

\$1,500 - BRONZE SPONSORSHIP

- Benefits Include: Your logo and link to your website on the homepage of the Great Alaska Aviation Gathering, one trade show booth (refer to our floorplan), one full-color quarter-page ad in the official show program.

Booth Type

**4 EXHIBITOR BADGES INCLUDED WITH EACH BOOTH, MORE AVAILABLE FOR PURCHASE
EARLY BIRD PRICING WILL BE HONORED FOR THOSE WHO REGISTERED BEFORE JANUARY 31,
2021**

BOOTH OPTIONS

QUANTITY

\$800 - INDOOR BOOTH (8 X 10 FT)

- Raven Hall: Indoor Exhibit Hall with climate control, plentiful restroom facilities, and audio system.
- Benefits Include: One table, table skirt, and chair. Additional rentals available from Alaska Event Services
- 4 Attendee badges included

\$800 - PAVILION BOOTH (8 X 10 FT)

- Craig Taylor Pavilion: 48,000 sq. ft. semi-open air exhibit hall with walls on three sides and overhead lighting. The pavilion would be an ideal fit for vendors hoping to expand their exhibit beyond their assigned booth space. However, it may not be able to support vendors requiring a large amperage draw of electricity.
- Benefits Include: One table, table skirt, and chair. Additional rentals available from Alaska Event Services.
- 4 Attendee badges included

\$800 - BREEZEWAY BOOTH (10 X 10 FT)

- Craig Taylor Pavilion Breezeway: Attached to the pavilion is a fully open-air exhibitor space with steel roof and asphalt walkway.
- Benefits Include: 10 x 10 ft. pop up tent, one table, table skirt, and chair. Additional rentals available from Alaska Event Services.
- 4 Attendee badges included

\$800 - OUTDOOR BOOTH – ALASKA STATE FAIRGROUNDS (10 X 10 FT)

- Purple or Red Trail: The fairgrounds are appointed with paved trails and exhibitor stalls with electricity. Booth Space consists of 10 x 10 pop up tent on unpaved surface. Heaters and flooring available for an additional charge upon request
- Benefits Include: 10 x 10 ft. pop up tent, one table, table skirt, and chair. Additional rentals available from Alaska Event Services.
- 4 Attendee badges included

\$500 - OUTDOOR BOOTH – PALMER MUNICIPAL AIRPORT (10 X 10 FT)

- Palmer Airport: 10 x 10 ft. tent on asphalt/gravel. No Wi-Fi or electricity available
- Benefits Include: 10 x 10 ft. pop up tent, one table, table skirt, and chair. Additional rentals available from Alaska Event Services.
- 4 Attendee badges included

FREE Shuttle Bus Service for Attendees

\$10 - CITY OF PALMER SPECIAL EVENT BUSINESS LICENSE

- All vendors intending to sell their products at the event must complete the attached application (Refer to page 11)

The Alaska Airmen’s Association will process the application and include the license in the exhibitor packet. Please see exhibitor FAQ for a full explanation of license and sales tax requirements.

Here is a link to the FAQ’s <https://alaskaairmen.org/gathering/>

\$20/EXTRA ATTENDEE – EXTRA BADGES

- If you would like to have more than 4 attendees at your booth, you may purchase more badges. Please fill out the First name, Last name, and email address of all extra attendee’s in the “Special Request” Section of the application (Refer to page 6)

Maximum of 2 per booth type – Consider multiple booths throughout the venue for maximum exposure

TOTAL

\$

#

Primary Contact Person & Shipping/Mailing Information

NAME:

EMAIL:

COMPANY NAME:

ADDRESS:

PHONE NUMBER (TYPE):

Exhibitor Information

BILL TO ADDRESS:

Attendee Information

Attendee 1

FIRST AND LAST NAME

EMAIL ADDRESS

Attendee 2

FIRST AND LAST NAME

EMAIL ADDRESS

Attendee 3

FIRST AND LAST NAME

EMAIL ADDRESS

Attendee 4

FIRST AND LAST NAME

EMAIL ADDRESS

Required Information

TOP 3 BOOTH NUMBER CHOICES

(Please look at the current floorplan on our website for available spots)

- 1.
- 2.
- 3.

COMPANY DESCRIPTION

COMPANY DESCRIPTION FOR SHOW PROGRAM (30 WORDS OR LESS)

SPECIAL REQUESTS (Fill Out Any Extra Attendees Information Below)

WOULD YOU LIKE A FREE 2021 GREAT ALASKA AVIATION GATHERING POSTER?

- Yes - Large Poster (18" X 24")
- Yes – Small Poster (12" X 18")
- No

Payment Methods

FULL PAYMENT IS REQUIRED TO ACCOMPANY THIS APPLICATION TO SECURE A BOOTH AT THE SHOW. PLEASE REFER TO FLOORPLANS ON <https://alaskaairmen.org/>

Credit Card Authorization Form

<i>Cardholder name (as shown on card):</i>
<i>Card Number:</i>
<i>Expiration Date (mm/yy)</i>
<i>Billing Address:</i>
<i>3-digit security code:</i>
<i>Signature:</i>

Check

- Mailing Address:

The Alaska Airmen's Association
4200 Floatplane Drive
Anchorage Ak 99502

- Memo: Tradeshow 2021

Pay over the Phone:

- Call us at (907) 245-1251. We are in the office M-F 8-5PM AKST

If you have any questions, please contact us:

(907) 245-1251

accounting@alaskaairmen.org

Terms and Agreement

1. USE OF SPACE

a. **LIABILITY** - The Exhibitor is entirely responsible for the space leased by him/ her and shall not injure, mar or deface the premises and the Exhibitor shall not drive, nor permit to be driven any nails, hooks, tacks or screws in any part of any building. Furthermore, Exhibitor shall not affix to the walls or windows of building and advertisement, signs, etc., or use Scotch tape, masking tape or any other adhesive type materials on painted surfaces. The Exhibitor agrees to reimburse the facility, and/or decorator, for any loss or damage to the premises or equipment occurring in the space leased to the Exhibitor. The Alaska Airmen's Association, its directors and their sponsors shall not be liable for failure to perform its obligations under this contract as a result of strikes, riots, acts of God, or any other causes beyond its control.

b. **AISLES** (applicable to Raven Hall Only) - The aisles, passageways and overhead spaces remain strictly under the control of the Management, and no sign, decorations, banners, advertising matter or special exhibits will be permitted in them except by special written permission of the Management. All exhibits and their personnel must remain within the confines of their own spaces and no Exhibitor will be permitted to erect signs or display products in such a manner as to obstruct the view, occasion injury or disadvantageously affect the display of other Exhibitors. No interference with the light or space of other Exhibitors will be permitted.

c. **SPACE** - The space contracted for is to be used solely for the Exhibitor whose name appears on the contract and it is agreed that Exhibitor whose name appears on the contract will not sublet or assign any portion of same without the verbal consent of the event coordinator. In the event the Exhibitor fails to occupy or use his space or to have his exhibit completed and in place by the opening of the show, he/she shall forfeit his right to the space, all prepaid rents, and upon demand pay any rental balance owing the Alaska Airmen's Association.

d. **ALL DEMONSTRATIONS** as promotional activities must be confined within the limits of the purchased space. Noise resulting therefrom may be deemed by the Management unsuitable or objectionable (applicable to Raven Hall Only).

e. **RESTRICTIONS** - The Show Coordinator reserves the right to restrict or remove exhibits, without refund, that may have been falsely entered, or may be deemed by the Show Coordinator unsuitable or objectionable. This restriction applies to noise, PA systems, persons, animals, conduct, objects, printed matter, or anything of a character that might be objectionable to the show or the Show Coordinator.

f. **OFFENDERS** will be asked to leave the area if any of the above are violated and, as an exhibitor offender, no refund will be given.

2. RULES FOR EXHIBITS

a. **ALL BOOTHS** and decorations **MUST** concur with the facility regulations, city ordinances and local fire codes. Any violations may result in the removal of any materials found to be in violation. Materials for booth decorations and construction must be fire retardant. Contact the Management if at all in doubt.

b. **INSTALLATIONS** - Any special carpentry, wiring, electrical or other work, gas, steam, water or drainage connection shall be installed at Exhibitor's expense.

c. **LICENSES** - Any and all City, Municipal, State or Federal licenses, inspections or permits as required by law of any Exhibitor in the installation or operation of his/her display shall be obtained by the Exhibitor at his/her own expense prior to the opening of the show.

d. **RIGHTS OF MANAGEMENT IN EVENT EXHIBITION IS NOT HELD** - The Alaska Airmen's Association Inc. (AAAI) and its Directors shall not be liable for any damage or expense incurred by Exhibitors in the event the show is delayed, interrupted or not held as scheduled; and if for any reason beyond the control of AAAI the show is not held, AAAI may retain as much of the Amount paid by Exhibitors as is necessary to defray expenses already incurred by AAAI.

e. **TERMS AND CONDITIONS** - This Contract contains all the terms and conditions agreed on by the parties hereto, and no other agreements, oral or otherwise regarding the subject matter of this contract, shall be deemed to exist or to bind any of the parties hereto.

f. **A SECURITY FOR RENTAL** - Failure on the part of the Exhibitor to pay the rental as specified under the contract shall entitle the Management to seize all merchandise, materials, and exhibits displayed by the exhibitor at the within described show and to retain the same as security for any unpaid rental amount owing hereunder. Upon the expiration of seven days after such seizure, the Management shall have the right to dispose of same without notice to the Exhibitor in such manner as the Management, in its absolute discretion, deems appropriate. This can be done by public or private sale in the manner determined solely at Management's discretion, and without any obligation on the part of Management to effect any manner or publication respecting the date or any details or information as to when or how such sale is to be carried out.

g. **AMENDMENTS** - Exhibitor agrees to abide by decisions of the Management concerning all matters pertaining to the administration and success of the show which are not specifically stated.

h. ATTORNEY FEES - In the event suit or action is brought by any party under this agreement to enforce any of its terms, it is agreed that the prevailing party shall be entitled to a reasonable attorney fees to be fixed by the trial and appellate courts.

3. SECURITY - We wish to provide the tightest security possible for the protection of your exhibit properties. However, neither the Alaska Airmen's Association, the facility, Management, nor our insurance company is financially liable for the loss or mysterious disappearance of any kind. We recommend all exhibitors contact their insurance agents to confirm proper coverage of exhibit materials. (Please read carefully the coverage provided by decorators and shipping companies to determine if additional coverage is necessary). Any additional security must be arranged by the Exhibitor at his/her own expense.

4. CANCELLATION AND REDUCTION POLICY – Cancellation of exhibit space must be made in writing. Exhibitor cancellation notices received by Alaska Airmen’s Association before March 15th 2021, will be processed promptly and paid exhibitor fees will be refunded. Cancellations made on or after March 15th 2021, are subject to the Alaska Airmen’s Association approval and will be issued a maximum refund of 80%. NO REFUNDS will be made if cancellations are made within 10 days of event.

5. GENERAL - Credentials may be picked up by an authorized representative at the Show Booth during move-in. Therefore, please be sure to include the names of all personnel working in your booth on the front of this application form. Names can be submitted no later than 3 weeks prior to opening day. Four (4) complimentary badges are provided with booth. Additional badges are \$20.00 each.

6. LIABILITY - Neither the Alaska Airmen's Association, any subcontractors, the facility or their representative, nor any member of the above named will be responsible for any injury, loss or damage that may occur to the exhibitor or the exhibitor's employees or property from any cause whatsoever. The Exhibitor, on signing the contract, expressly releases the Alaska Airmen's Association from any and all claims for such loss, damage, or injury. The facility will be locked when the event is over each night and appropriate security measures will be taken.

7. COMPLETE AGREEMENT - This agreement contains all the terms and conditions agreed on by the parties hereto, and no other agreements, oral or otherwise, regarding the subject matter of this contract, shall be deemed to exist or to bind any of the parties hereto.

SIGNATURE

DATE: