



Application & Contract for

Heavy Equipment Space

Society of Exploration Geophysicists International Exposition and 82nd Annual Meeting
Mandalay Bay Convention Center • Las Vegas, Nevada USA
Exposition: 4–7 November 2012 • Meeting: 4–9 November 2012

DUE: 1 MARCH 2012
to take full advantage of
earned priority points



Company _____

Contact _____ Title _____
(Exhibit correspondence will be sent to this person.)

Address _____

City _____ State/Province _____ Country _____ Postal Code _____

Phone _____ Fax _____

Email _____ Web Site _____

► Heavy Exhibit Space Order:

We request _____ 10' x 10' booth(s) for our Heavy Equipment Exhibit space during the International Exposition and 82nd Annual Meeting of the Society of Exploration Geophysicists in the Mandalay Bay Convention Center, Las Vegas, Nevada USA, 4–9 November 2012. Exposition dates are 4–7 November 2012. I understand that I may use only the Heavy Equipment Space for trucks, boats, helicopters, portable drill rigs, etc., and that I must take at least one exhibit space at the regular price of \$2,200. A separate Application and Contract for Exhibit Space must be completed along with the Heavy Equipment Exhibit Space order form. Heavy Equipment Exhibit Space is priced at \$600 per 100 square feet with a minimum of 100 square feet.

these preferences to be unavailable. If the booth allocations are different from the preferences listed below, the exhibitor agrees to accept a revised contract. Exhibitor space is assigned on a Priority Points system, then a first-come, first-served basis. You will be notified of your booth assignment, and will have 48 hours to respond. List four scattered booth numbers in order of preference, or simply note "best available".

- 1) _____ 2) _____
- 3) _____ 4) _____

► Products and Services to Display:

The Heavy Equipment Exhibit Space contract is for indoor floor space only.

General area preferred if none of the above are available:

► Location Preferences:

Standard booth size is 10' x 10'. (Refer to the Exposition Prospectus for more information on booth specifications.) Although every attempt is made to assign exhibit space according to preferences, heavy demand by other exhibitors may cause

We prefer that our space not be adjacent to or facing the following probable exhibitors (understanding such assignment consideration may not be practical):

► **Acceptance of Terms:** We agree to comply with and be bound by the terms and conditions of this **Contract**, the **Exposition Prospectus**, and the **Official Regulations & Conditions of Contract** (reverse side).

Signed _____ Date _____

Title _____

► Return this completed form with original signature to the SEG Business Office.

SEG 2012 Las Vegas Exposition • 8801 S. Yale, Ste. 500 • Tulsa OK 74137-3575 • USA



Fax: 918.497.5552 • www.seg.org • E-mail: exhibits@seg.org

For office use only.

Contract accepted by the Society of Exploration Geophysicists

Per _____ Date _____ Space assigned _____ Cost _____

Date _____ Amount in US Dollars: _____

Acceptable Credit Cards: Visa MasterCard American Express Discover Diners Club

Credit Card #: _____ Exp. Date: _____ Authorized Sig.: _____ Billing Zip Code: _____

Bank Wire Transfer Information:

To: Society of Exploration Geophysicists Bank Name: Bank of Oklahoma Address: P.O. Box 2300, Tulsa, OK 74192-0001
Routing#: 103900036 Account#: 0204967965 Swift Code#: BAOKUS44

OFFICIAL REGULATIONS AND CONDITIONS OF CONTRACT

By submitting this contract for exhibit space, the Exhibitor and his employees, licensees, contractors, and agents agree to comply with the following regulations and conditions:

TERMS

If an Exhibitor selects a booth having a premium added to its rental because of its favorable location, he will be billed for the premium. All exhibiting companies must forward the full rental price due or 50% of the rental price if more than one booth is requested, with this Contract. SEG will invoice Exhibitor for the rental balance due at the time the executed Contract is returned to the Exhibitor by SEG. The rental balance due will be payable within thirty (30) days. In any event, space rental payments due SEG must be paid before the exhibitor is permitted to occupy exhibit space.

CANCELLATION OF SPACE CONTRACT

In the event an Exhibitor must cancel space, notification to SEG must be in writing. A refund of the space rental payment will be made less 20% of the full rental price of the space requested, provided the SEG Meetings and Exposition Department is notified ninety (90) days before the Exposition begins. If an Exhibitor cancels space eighty-nine (89) days or less before the Exposition, no refund will be made.

DOWNSIZING POLICY

If an Exhibitor decides to downsize its booth size ninety (90) days before the Exposition begins, SEG reserves the right to relocate an Exhibitor's space and the Exhibitor shall be assessed a charge of 25% of the original contracted space.

RESTRICTIONS ON THE USE OF EXHIBIT SPACE

Policy on Acceptance of Exhibitors: Participation in an SEG Meeting Exposition is limited to firms who can demonstrate to the satisfaction of the Executive Committee active and direct primary engagement in geophysical exploration, geophysical research, or a directly related field, or in furnishing services or products used directly in geophysical exploration or research.

The firm must be able to demonstrate an active interest in the objectives of the Society which are: 1) to promote the science of geophysics, especially as it relates to exploration and research; 2) to foster the common scientific interests of geophysicists; and 3) to promote the maintenance of a high professional standing among Society members.

Nonpermissible Displays: Providing services or products based on hypotheses which conflict with the accepted principles of physics is construed to violate the established principles of professional ethics as elaborated by the SEG Code of Ethics.

Maintenance of Professional Decorum in Exhibit Area: Exhibitors are reminded of the professional/educational nature of the Meeting and the Exposition and are requested to refrain from incorporating activities in their exhibit which might detract from this intent.

Sale of Equipment & Services in Exhibit Area: The purpose of the SEG Exposition is to inform the Meeting Delegates through the display of instruments, tools, and techniques with the intent of aiding them in their effort to locate oil and other minerals. Consequently, the sale of services and equipment in the exhibit area is prohibited.

Employee Recruiting: SEG policy prohibits the use of any overt techniques of employee recruitment by any organization at its Meetings. Specifically prohibited are recruiting signs, posters, films, slides, etc.

Display Size Limitations: Displays must not exceed eight (8) feet in height, the height of the draped back wall. No exhibit or display fixture may extend beyond five (5) feet from the booth back wall if that exhibit or fixture is more than 36 inches in height.

Hotel Room Exhibits & Displays: No hotel room exhibits or displays will be permitted.

Exhibitor Sponsored Functions: The Exhibitor agrees not to sponsor any group functions during exhibit hours or during the time other official Meeting events are scheduled, unless authorized by the Society.

Unfinished and Unightly Booths: An unfinished or unsightly side or back of a display in a booth must be draped so that it is not visible from an adjoining booth.

Restriction to Assigned Space: All activities must be confined to the Exhibitor's assigned space.

Obstruction of Visibility: Display boards and other high equipment must not be placed in such a manner as to interfere with other exhibits or obstruct the view of other booths.

Operation of Sound Equipment: All sound equipment shall be kept at conversational level so as not to interfere with other exhibits.

Protection of Walls, Floors and Ceiling: The Exhibitor must not affix signs or other exhibit material to any column, wall, door, etc., in the exhibit area using nails, screws, staples, masking tape, or any other method. The Exhibitor must not write or paint on exhibit area premises and agrees to protect floors at all times.

Exhibitor agrees to be responsible for any damage caused by his display or his personnel to the exhibit area.

No helium balloons or adhesive-backed decals are permitted to be given out or used within the Convention Center. If such items are distributed, the Exhibitor will be billed for the cost of removal of such items from the premises.

OVERHEAD HANGING SIGN RESTRICTIONS

Only island booth exhibitors may have an overhead hanging sign. The weight of the sign must not exceed 1,000 pounds. The weight limit at each hanging point must not exceed 200 pounds.

The official decorating contractor must be notified in writing at least thirty (30) days prior to Move-In, regarding any overhead sign installation. Exhibitor must furnish the official decorating contractor with engineering drawings which clearly indicate the weight, dimensions, and construction material of the sign.

Vehicular Prohibitions: Any gasoline-operated vehicle to be displayed shall have no more than two (2) gallons of fuel in the tank. All motor vehicle tanks containing fuel, or which have ever contained fuel, shall be furnished with locking-type caps or sealed with tape to prevent opening during convention. All vehicle batteries and ignition systems must be disconnected during the convention. A drip pan must be placed under each vehicle. Internal combustion motors must not be operated in the indoor exhibit areas. Ignition keys for vehicles on display shall be kept by a responsible person at the display location

during Move-In, Move-Out and show hours for removal of such vehicles from the building in event of an emergency.

Subleased Space: No Exhibitor shall assign or share the whole or part of his allotted space without prior written permission of the SEG Convention Department.

POLICY ON EXHIBIT BOOTH ACCESS

All Exhibitors are reminded of the professional and educational nature of the SEG Exposition. In this spirit, and as a condition of the exhibit space contract, the Exhibitor agrees not to deny access to their exhibit booth to any meeting attendee, including personnel from competing companies. If the exhibit involves information or products of a sensitive nature for competitive or other reason, the Exhibitor is encouraged to include in the design of the exhibit booth an enclosed "confidential" area not to exceed twenty-five (25) percent of the booth area. This area must be secured by draping or other means, and access to it may be restricted at the discretion of the Exhibitor.

Further, the Society, its members, employees, or agents, including the show manager, are not responsible in any way for the security of any confidential or competitively sensitive information, data, designs, etc. It is agreed it shall be the sole responsibility of the Exhibitor to maintain the security and confidential nature of any confidential or competitively sensitive information, data, designs, etc.

ASCAP/BMI LICENSING

United States Copyright Laws cover the performance of all "licensable music." A license fee must be paid for any performance (recorded or live) of any such music. Courts have held that these license fees apply to the performance of licensable music in any context, including in an exhibit booth.

The Society of Exploration Geophysicists has paid the appropriate license fees for recorded music by an exhibitor in an exhibit booth to the two principle licensing agencies, ASCAP and BMI. These agencies represent 90-95 percent of all licensable music. However, any exhibitor who presents live music in any form in an exhibit booth or booths covered by the SEG Contract For Exhibit Space is liable for payment of all appropriate and applicable music licensing fees. The Exhibitor is also liable for any legal fees, court costs and litigation judgements in the event that SEG is held liable for unpaid fees or costs evolving from any subsequent litigation concerning performance in the booth of licensable music.

FIRE & SAFETY REGULATIONS

All exits and aisles must be kept clear, clean, and free from obstructions to comply with fire regulations.

Combustible decorations, such as crepe, straw, sisal, tissue paper, cardboard, corrugated paper, oil cloth, tarpaper, nylon, orlon, and certain other plastic materials cannot be made flame retardant, and their use is prohibited. All decorative materials must be fire-resistant in accord with standards established by the National Board of Fire Underwriters and must stand a flame-proof test as prescribed by ordinances of the city, county, and state in which the exposition is held.

All packing containers, packing materials, excelsior, and wrapping paper are to be removed from exhibit area floor and must not be stored under tables or behind displays. Regulations forbid storage of crates and boxes anywhere in the exhibit area during the show.

Any Exhibitor planning to display, operate, or store any of the following must request permission in writing from the SEG Convention Department at least thirty (30) days prior to the exhibition: Heaters, heat-producing devices, electrical, mechanical, or chemical devices deemed hazardous, flammable liquids, compressed gases, or dangerous chemicals. The use of any open-flame equipment is strictly prohibited.

Exhibitors who supply their own electrical equipment must be aware of the following municipal regulations:

- 1) Open clip sign sockets will not be permitted, porcelain sockets excepted.
- 2) Use of latex cord wire in displays will not be permitted.
- 3) Use of duplex or triplex plugs will not be permitted.
- 4) Exposed wire must be three-wire grounded, of proper size to serve the fixture to which it is attached.
- 5) Electrical fixtures and fittings must be UL listed and grounded.
- 6) Electricians will refuse connection where wiring constitutes a fire hazard.
- 7) All electrical installations are subject to inspection by City electrical inspectors.

LIABILITY

The Society of Exploration Geophysicists and/or the owners and management of the convention hotels, convention center, and the exhibit halls shall not be liable for the safety of exhibits against loss, theft, damage, or injury that may occur to the exhibits or property of the Exhibitor or for the death or personal injury of Exhibitor's employees, agents, servants, guests, and invitees from any cause whatsoever arising out of, from, or incident to the use or occupancy of the exhibit areas by the Exhibitor.

The Exhibitor should place his own insurance to cover all contingencies, including, but not limited to, fire, theft, property damage, public and private liabilities, and workmen's compensation.

The Society will not be responsible for delays, damage, loss, or other unfavorable conditions caused by circumstances beyond its control. Under government order or emergency, or other fair reasons beyond its control, the Society reserves the right to cancel the show with no further liability to the Exhibitor than full refund of space rental payments made.

SEG reserves the right to change the location of the Exposition in the event a strike, fire, or Act of God should render unusable the hall, or any other convention facility, in which the Exposition has been scheduled.

The Exhibitor shall forever reimburse, indemnify, save and keep the Society of Exploration Geophysicists and the owners and management of the convention center, hotels, and the exhibit hall(s) and areas harmless from and against any and all liability, damages, expenses, judgments and injury and expense, including investigations and counsel fees, arising from or out of, or by reason of any accident or other occurrence on or about the convention center, hotels, or exhibit hall(s) and areas or elsewhere occasioned wholly or in part by any negligent act or acts, omissions of the Exhibitor or the agents, servants, employees, guests, and invitees of the Exhibitor, resulting in property damage, including damage to the convention center, hotels, exhibit hall(s) and areas and their premises, or loss or injury or death to any person or persons arising out of or from or incident to the use or occupancy of the exhibit area by the Exhibitor, its agents, servants, employees, guests and invitees.

INTERPRETATION AND ENFORCEMENT

These regulations become a part of the contract between the Exhibitor and the Society. SEG has full power of interpretation and enforcement of these rules. All matters in question not covered by these regulations are subject to the decision of SEG, and all decisions so made shall be binding on all parties affected by them as by the original regulations. Exhibitors or their representatives who fail to observe these conditions of contract or who, in the opinion of SEG, conduct themselves unethically, may be dismissed from the Exposition without refund or other appeal.