

Company \_\_\_\_\_ Contact \_\_\_\_\_  
Address \_\_\_\_\_  
City/State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_  
Phone \_\_\_\_\_ E-mail \_\_\_\_\_  
Booth Number \_\_\_\_\_ Booth Size \_\_\_\_\_ Total Booth Fee \_\_\_\_\_

Hospitality Financial and Technology Professionals hereby leases the selected booth at the Kay Bailey Hutchinson Convention Center in Dallas, Texas, USA as shown on the online diagram of floor space. This space is to be used by lessee for exhibition purposes during the new event dates for Hospitality Industry Technology Exposition & Conference (referred hereto as HITEC) September 27-30, 2021. The Hospitality Financial and Technology Professionals (referred hereto as Association or HFTP®) reserves the right to change locations of exhibitors or booths as shown on the floor plan, if deemed to be in the best interest of the exposition. HFTP makes no representations or warranties with respect to the demographic nature and/or number of attendees and/or exhibitors.

This contract is subject to the conditions named below and in the [Exhibitor Guide Contract Terms and Conditions and Exhibit Display Rules and Regulations](#); also to all conditions under which the convention center has made available to HFTP; and these conditions are a part of this contract. The Association hereby reserves the right to cancel space and refund the Exhibitor with no notice required. In the event of cancellation of the event by Show Management for any reason not covered under the Force Majeure clause within the [Exhibitor Guide](#); the Exhibitor shall have the option to apply money paid for exhibit space to other HFTP produced events or can elect to receive a partial refund of money paid less any costs incurred by HFTP, not to exceed 5%. In the case of an event postponement or change to event dates, the Association will provide the Exhibitor will be presented with a revised cancellation policy offering partial refunds based on the prevailing cancellation schedule. The Association's limit of liability is the refund of the booth fee, if granted.

### Booth Reservation and Payment Policy

A non-refundable deposit in the amount of 30% of the total booth fee is required within 30 days (Net 30) of completing this contract. The Association will provide the Exhibitor with an invoice showing the amount due and payment deadline following the co-execution of this contract. Exhibitors will be required to submit payment according to the following cumulative payment schedule below:

PAYMENT SCHEDULE	AMOUNT DUE
Net 30 from Contract Signing	30% of Booth Fee (Non-refundable deposit)
March 19, 2021	50% of Booth Fee
June 18, 2021	100% of Booth Fee

Rentals made between March 19 and June 17, 2021, the 50% deposit will be due at the time of rental (Net 15 for checks or wire transfer payments). The remaining 50 percent will be due no later than June 18, 2021. All rentals made after June 18, 2021 will require full payment (100 percent) at the time of rental (Net 15 for checks or wire transfer payments). View the [HITEC Dallas Exhibitor Guide Payment Policy](#) for details on paying with previously deferred funds.

Any payment to the Association on or after August 15, 2021, must be made by credit card or be in the form of a cashier's check, money order, or other form suitable to the Association and agreed to in writing. There will be a \$50 fee for any checks returned by bank due to insufficient funds.

If exhibit space is not paid in full by the required due date, the Association reserves the right to relocate or cancel space and retain the amount paid as liquidated damages. All outstanding balances due HFTP for advertising, sponsorships, meeting space, etc., must be paid in full prior to exhibit installation. All sums due under this contract are payable to HFTP in US Dollars at its office in Austin, Texas. The parties agree that the obligations and undertakings of the parties are performable in Texas.

### Cancellation or Reduction of Exhibit Space

HFTP assumes a non-refundable deposit of 30% of the total booth fee as a reasonable and just amount of liquidated damages for cancellations at any stage in the event cycle. The non-refundable deposit will not be returned in any case of event cancellation, postponement, or Exhibitor cancellation. In addition to the non-refundable deposit, it is agreed that the following sums will be reasonable and just liquidated damages for cancellations of exhibit space with respect to the following dates:

March 19 – June 17, 2021: 50% of the total booth fee for released booths will be retained by HFTP.

After June 18, 2021: 100% of the total booth fee for released booths will be retained by HFTP.

All cancellations must be submitted in writing to show management. Booth space shall be considered canceled as of the date written notice is received in the HFTP office. Upon cancellation of exhibit space, exhibitor has no rights to the canceled space and HFTP will release it for sale without obligation for refund to the exhibitor except as noted above.

Monies forfeited due to cancellation of space cannot be applied to future events, registration fees, memberships, or other services, unless express permission is offered by the Association. Exhibitors that cancel their exhibit space but want to attend HITEC must register as an attendee and pay the appropriate registration fee.

A reduction of exhibit space will be considered a cancellation and will be governed by the same policies as cancellations. Reduction of space may result in relocation.

Penalties: Exhibit space contracted during priority selection is prime space. Therefore, one priority point will be deducted from the exhibitor's point status if: 1) The initial 50% deposit is not received within 30 days of the invoice date. 2) Cancellation or reduction in size of space occurs before the required deposit is paid. Exhibit space cancellations and reductions must be submitted in writing to HFTP.

### Agreement

Both parties agree to abide by the terms and conditions of this contract. Exhibitor agrees to abide by the [Exhibitor Guide Contract Terms and Conditions and Exhibit Display Rules and Regulations](#) set forth in the Exhibitor Guide and the Exhibitor Service Manual which are provided to exhibitors in the [HITEC Dallas Exhibitor Console](#). Exhibitor agrees to maintain as confidential the terms of this Agreement. Failure to comply with these terms, conditions, rules and regulations may result in expulsion from the exposition without refund.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Print Name \_\_\_\_\_

HFTP Exhibits Manager Information:

Signature \_\_\_\_\_ Date \_\_\_\_\_

Print Name \_\_\_\_\_

**Sign and return form to:**  
HFTP Exhibits Team at [exhibit@hftp.org](mailto:exhibit@hftp.org)  
**Questions?** Contact [exhibit@hftp.org](mailto:exhibit@hftp.org) or call +1 (512) 220-6443.