

**Vietnam Veterans of America &  
Associates of Vietnam Veterans of America  
8719 Colesville Road  
Suite 100  
Silver Spring, MD 20910  
800-882-1316**

Dear State Council/Chapter Presidents and Exhibitors:

Thank you for your interest in exhibiting at the Vietnam Veterans of America/Associates of Vietnam Veterans of America 2017 National Convention, in New Orleans, LA. Enclosed is an exhibitor application packet.

VVA/ AVVA's 2017 National Convention will be held at the Marriott and Sheraton, from August 7-12, 2017. Set up for vendors will start Monday August 7, 2017. Exhibit area opens Tuesday August 8, 2017.

If, after reviewing the enclosed, you are interested in exhibiting at our National Convention, please mail your completed application form with your payment to my attention, at the above address.

Due to limited space, applications may **not** be accepted after July 1, 2017.

If you have any questions about the exhibitor packet or the National Convention itself, please contact me at [wesguidry@suddenlink.net](mailto:wesguidry@suddenlink.net)

I hope to see you at our 2017 National Convention.

Wes Guidry, CMP  
Director of Meetings

Encl. Exhibit application packet

**VVA/AVVA 2017 National Convention  
Sheraton Canal Street  
New Orleans, LA**

August 7-12, 2017

**EXHIBITOR INFORMATION**

At the VVA/AVVA 2017 National Convention, VVA/AVVA provides space for commercial firms, government agencies, VVA state councils and VVA/AVVA chapters, and others to market and/or sell their products and services, or display materials and information, which could benefit VVA/AVVA's members. Past exhibitors have included travel agencies, veteran-related publications, insurance agencies, Medals of America, Department of Veterans Affairs and HUD agencies, VVA/AVVA's chapters and state councils, and others.

Limited space is available again this year at the National Convention.

Over 1,200 participants are expected at the VVA/AVVA 2017 National Convention.

This meeting is a great opportunity to reach an exciting segment of the population with information, products, and services.

Set up for vendors will start Monday August 7, 2017. Exhibit area opens Tuesday August 8, 2017. ***The booths will not be set up, and available to you until 12 noon.*** Tear down is Saturday afternoon August 12, 2017, from 12:00 pm to 2:00 pm. Each exhibit space consists of one 6' x 2' skirted table, 2 chairs, wastebasket, and Identification sign. Pipe and Drape 10' x 8' will be provided for each exhibit booth. Special equipment and electrical needs must be arranged with the Sheraton Hotel. Exhibitors are also responsible for any expense associated with any other needs. Set-up and teardown are also the responsibility of the exhibitor.

The hotel does not have storage space for crates or pallets. VVA is using GES for its drayage needs. You can contact Troy Knight at GES, direct 214-443-2575.

The exhibitor fee schedule is designed to provide space to a variety of entities. The attached fee schedule covers exhibit space for the entire VVA/AVVA 2017 National Convention. Space is limited and is available on a first come, first served basis.

The Convention will be held in two hotels, Headquarters hotel – The New Orleans Marriott and the Sheraton New Orleans, both on Canal Street. **The vendor area will be in the Sheraton New Orleans hotel, 2<sup>nd</sup> Floor**

**VVA/AVVA 2017 National Convention  
 Sheraton New Orleans  
 500 Canal St  
 New Orleans, LA 70130**

August 7-12, 2017

**2017 EXHIBIT FEES AND SCHEDULE**

Please note: VVA/AVVA reserves the right to accept or deny any application for exhibit space and is solely responsible for determining the type of exhibit fees applicable to an exhibitor. **ASSIGNMENT AND PLACEMENT OF EXHIBIT SPACE IS THE SOLE RESPONSIBILITY OF VVA/AVVA.** The daily hours given on the next page represent the earliest and latest times that the exhibit hall will be open for attendees.

<u>Exhibitor Type</u>	<u>Single Table</u>	<u>Each Additional</u>
A. VVA/AVVA National committees	\$125	Not available
B.		
B. Other groups nationally endorsed by VVA/AVVA, <u>displaying information only</u> (Limited space available)	\$150	Not available
<p>Non profit groups specifically endorsed by the AVVA/VVA National Board of Directors, that wish to only display information about their legitimate programs and service, not sell any products or services.</p>		
C. VVA/AVVA affiliate ( State Councils and Chapters) marketing and/or selling products and services, holding raffles or otherwise intended to be revenue producing.	\$250	\$100
<p>VVA/AVVA chapters and state councils—affiliate organizations that sell products and services, <u>ALL</u> proceeds of which are placed in chapter or state council treasury, to be used in the pursuit of legitimate VVA/AVVA programs.) <b><i>To qualify for this bracket, a letter from the State Council, or Chapter Treasurer, stating that 100% of the proceeds is placed in the State Council or Chapter treasury must be attached to this application.</i></b></p>		
D. Nonprofit groups with an affinity to or endorsed by VVA/AVVA, marketing and/or selling products and services, holding raffles or otherwise intended to be revenue producing.	\$350	\$100
E. Commercial vendors marketing and/or selling products and services	\$500	\$100

Commercial vendors marketing and/or selling products and services—includes all vendors whose primary business is to make a profit selling or marketing products or services.

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**EXHIBIT SCHEDULE**

**The vendor area WILL NOT BE available to you until 12 noon on Monday**

SET UP:	<b>Monday</b>	August 7, 2017	12:00 p.m. – 5:00 p.m.
EXHIBITS OPEN:	<b>Tuesday</b>	August 8, 2017	9:00 a.m. – 5:00 p.m.
	<b>Wednesday</b>	August 9, 2017	11:00 a.m. – 5:00 p.m.
	<b>Thursday</b>	August 10, 2017	9:00 a.m. – 2:00 p.m.
	<b>Friday</b>	August 11, 2017	9:00 a.m. – 5:00 p.m.
	<b>Saturday</b>	August 12, 2017	9:00 a.m. – 12:00 p.m. (note 1)

Notes: (1) The exhibit area **must** be cleared by 2:00 p.m. on Saturday, August 12, 2017.  
No extension time will be allowed.

- (2) For security reasons, NO WEAPONS will be allowed for sale, for raffle or personal use within the Exhibitor Area.
- (3) Exhibitors are solely responsible for manning their respective tables. At no time will VVA/AVVA, be responsible for loss or theft of exhibitor area/tables and its contents.
- (4) Under no circumstance will smoking be allowed in the exhibit area.
- (5) Under no circumstance will signage or merchandise be allowed to be displayed on the walls, or outside the Vendor room.
- (6) Displays must be kept within the confines of the booth. No tables, products are allowed outside the booth, to include the aisles, passageways.

VVA/AVVA 2017 National Convention  
Sheraton New Orleans  
500 Canal St  
New Orleans, LA 70130

**APPLICATION & CONTRACT FOR EXHIBIT SPACE**

Date \_\_\_\_\_ Firm/Organization \_\_\_\_\_ Contact Name \_\_\_\_\_

Address \_\_\_\_\_ City, State, Zip \_\_\_\_\_ Day # \_\_\_\_\_

Evening # \_\_\_\_\_ Fax # \_\_\_\_\_ Number of exhibit spaces requested \_\_\_\_\_

Email Address \_\_\_\_\_

Exhibitor type –check one:

A – VVA/AVVA National committees  C- VVA/AVVA State Councils/Chapters

B – Other groups nationally endorsed  E - Commercial Sales

D- Nonprofit/Sales

Exhibit Space Cost: First table: \$ \_\_\_\_\_

Additional table(s): # \_\_\_\_\_ @ \$ \_\_\_\_\_ \$ \_\_\_\_\_

Total Cost: \$ \_\_\_\_\_

**Payment Method**

Check enclosed (Payable to Vietnam Veterans of America)  Money order enclosed

MasterCard  Visa  Discover  American Express

Account/Card Number \_\_\_\_\_ Expiration Date \_\_\_\_/\_\_\_\_

Signature \_\_\_\_\_

Return this contract (pages 5-7 only) with a check for the full exhibitor fee, or credit card information in entirety. Make all checks payable to **Vietnam Veterans of America**, payments should be sent to: **Vietnam Veterans of America, Attn: Johan Perez, 8719 Colesville Road, Suite 100, Silver Spring, MD 20910**, by July 1, 2017. If the number of tables you have requested cannot be confirmed, you will be notified by letter and the appropriate refund will be forwarded to you.

Describe below the nature of the products, services, and/or information you wish to exhibit. (At no time will products that VVA/AVVA deems inappropriate be allowed to be displayed or sold).

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Review the following terms and conditions and then sign the following agreement.  
These terms are printed on the next two pages, and are a formal part of this agreement.

**VVA/AVVA 2017 National Convention  
Sheraton New Orleans  
500 Canal St  
New Orleans, LA 70130**

**EXHIBITOR AGREEMENT**

- 1. Contract.** This application for exhibit space constitutes a valid and binding contract when (a) the applicant (Exhibitor) executes it and pays Vietnam Veterans of America, Inc. (VVA/AVVA) in advance for exhibit space as set forth in the attached rate schedule, and (b) VVA/AVVA provides the Exhibitor with written acceptance of the application and notification that VVA has reserved space(s) for the Exhibitor at the VVA/AVVA 2017 National Convention.
- 2. Exhibit Space Reserved.** VVA/AVVA's reservation of space for the Exhibitor at the VVA/AVVA 2017 National Convention shall constitute acceptance of Exhibitor's application for exhibit space. The Exhibitor shall not, absent written authorization from VVA/AVVA, (a) sublet, license, or assign the exhibit space to another organization or individual, or (b) permit another organization or individual to use the exhibit space.
- 3. Product Restrictions.** The Exhibitor agrees not to display or sell any items that VVA/AVVA deems inappropriate. VVA/AVVA will ask an Exhibitor who violates this restriction to remove the inappropriate item(s). If further violations occur, VVA/AVVA will not allow further sales by the Exhibitor and will tell the Exhibitor to remove the exhibit immediately. The fees will not be refunded.
- 4. Nature of Exhibits.** Exhibits are limited to those detailed on the attached application form. The Exhibitor agrees not to display, sell, market, and/or distribute items that VVA/AVVA considers to be abusive, obscene, or otherwise offensive, or contradictory to the goals, principles, or official positions of VVA/AVVA, whether or not indicated on the application form.
- 5. Exhibits and Public Policy.** While participating as an exhibitor at the VVA/AVVA 2017 National Convention, the Exhibitor is accountable for knowledge of all local pertinent laws, ordinances and regulations pertaining to health, fire prevention, public safety, city/state business fees, and sales/use taxes. Compliance with such laws is the sole responsibility of the Exhibitor. VVA/AVVA and service contractors are not responsible for compliance with legal requirements concerning an Exhibitor's space, materials, and operation. If the Exhibitor has questions regarding laws, ordinances, and regulations related to exhibiting and selling in the city of New Orleans, LA the Exhibitor should contact the appropriate city, county, or state agencies.
- 6. Exhibits and Hotel Policy.** The Exhibitor agrees to protect, save and hold Hilton Springfield, VVA/AVVA, and all their agents and employees (hereafter collectively called Indemnities) forever harmless for any damages or charges imposed for violations of any law or ordinance, whether occasioned by the negligence of the Exhibitor or those holding under the Exhibitor. Exhibitor shall at all times protect, defend, indemnify, save and hold harmless the Indemnities against any losses, costs, damages, liability, or expenses (including attorney's fees) arising from or by reason of any accident or bodily injury, or other occurrence, to any person(s), including Exhibitor, its agent, employees and business invites, which arise from or out of the exhibit premises, or hotel related.

7. **Security and Insurance.** The Exhibitor understands and agrees that all the Exhibitor's property is under his/her custody and control, whether in transit to, within, or from the confines of the Sheraton New Orleans and is subject to the rules and regulations of the exhibit area, the VVA/AVVA 2017 National Convention. The Exhibitor may wish to consider carrying appropriate insurance to cover the Exhibitor's property against damage and loss, and public liability insurance against injury to an individual and the property of others. The Exhibitor shall take all precautions to see that the Exhibitor's materials, products, and equipment are secured at all times.

8. **Losses and Damage.** The Exhibitor agrees that VVA/AVVA is not liable for any damage, loss, or liability of any kind, or for any damage or injury to person or property during the term of this agreement, from any cause whatsoever by reason of use, occupation, and enjoyment of exhibit space by the Exhibitor or any other person. The Exhibitor will defend, indemnify, and hold harmless VVA/AVVA from any liability on account of any such damage, or injury, whether or not caused by negligence of or breach of an obligation by an Exhibitor or its employees or representatives.

9. **Demonstrations.** No demonstrations, or solicitations shall be permitted outside of Exhibitor's assigned space. The Exhibitor may not place signs or placards anywhere, or on anyone, outside of Exhibitor's assigned exhibit space, without VVA/AVVA's written approval.

10. **Management.** The Exhibitor agrees (a) that the rules, and regulations of VVA/AVVA 2017 National Convention management are made a part of this contract; (b) that the Exhibitor is bound by the above rules and regulations; (c) that VVA/AVVA 2017 National Convention management has full power to interpret, amend, and enforce the above rules and regulations; and (d) that, for purposes of this Agreement, VVA/AVVA "authorization" or VVA/AVVA "approval" means authorization or approval by the VVA/AVVA 2017 National Convention management.

11. **Acceptance.** As an Exhibitor at the VVA/AVVA 2017 National Convention, I agree to abide by all rules and regulations governing the exhibit area and the VVA/AVVA 2017 National Convention. Acceptance of this application by VVA/AVVA and notification that VVA/AVVA has reserved space(s) for the Exhibitor at the VVA/AVVA 2017 National Convention constitutes a contract between the Exhibitor and VVA/AVVA for exhibit space at the VVA/AVVA 2017 National Convention.

Signature of Exhibitor \_\_\_\_\_

Date \_\_\_\_\_

Signature of VVA/AVVA \_\_\_\_\_

Date \_\_\_\_\_

EXHIBITOR ORDER FORM



Sheraton®  
NEW ORLEANS HOTEL

**Video Equipment** SHOW RATE (includes labor)

	Qty	Advanced*	**	Total
DVD / Blu-Ray Player		\$182.50	\$237.25	
46" Flat Panel Video & Computer Monitor***		\$675.00	\$851.50	
55" - 60" Flat Panel Video & Computer Monitor***		CALL	CALL	
Floor Stand for 32" or Larger Monitor		\$125.00	\$162.50	
Floor Stand for 32" or Larger Monitor WITH SHELF		\$175.00	\$227.50	
***PLEASE SPECIFY IF STAND IS NEEDED***				
***PSAV does not supply wall mounts or labor for mounting monitors to your hard sets***				

**Customer Information**

Show/Convention Name: \_\_\_\_\_

Show/Convention Dates: \_\_\_\_\_

Company/Organization Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

Ordered By: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

email: \_\_\_\_\_

**Computers and Accessories** SHOW RATE (includes labor)

	Qty	Advanced*	**	Total
Laptop Computer with CD drive		\$282.50	\$367.25	
<i>Please Note Specific Software/Hardware Needs:</i>				
Basic Black & White LaserJet Printer		\$282.50	\$367.25	
19" Flat Panel Computer Monitor		\$220.00	\$279.50	

**Delivery Information**

On-Site Contact: \_\_\_\_\_

Booth #: \_\_\_\_\_

**Internet** SHOW RATE (includes labor)

	Qty	Advanced*	**	Total
Basic Wireless Internet per Device		\$90.00	\$150.00	
Basic Wired Internet		\$600.00	\$800.00	
Additional Wired Internet per Device		\$75.00	\$125.00	
<i>Basic connections are 1Mbps. For special HSIA / Bandwidth needs, please call 504-592-8002 for availability and pricing.</i>				

**Ordering Instructions**

- ⇒ To guarantee availability, orders should be faxed to 504-592-8020 no less than 10 days prior to show start date.
- ⇒ All orders and order totals will be confirmed with a detailed quote, which will be emailed to the email address given above within 2 weeks prior to the show start date.
- ⇒ All orders must include payment information to be processed. Credit card payment is preferred method. If paying by check, please make payable to Sheraton New Orleans and submit no less than 7 days prior to setup, and please confirm order total with PSAV representative prior to submitting check.
- ⇒ TAX EXEMPT STATUS - If you are exempt from payment of sales tax, please submit exemption certificate for approval.
- ⇒ OPERATOR LABOR - If requested, operator labor is subject to the prevailing hourly rate and a 5-hour minimum
- ⇒ CANCELLATIONS - Cancellation of equipment ordered must be received at least 48 hours prior to delivery date to avoid charges.

**Power** SHOW RATE (includes labor)

	Qty	Advanced*	**	Total
5 AMP / 500 Watts		\$195.00	\$285.00	
10 AMP / 1000 Watts		\$270.00	\$397.50	
20 AMP / 2000 Watts		\$420.00	\$622.50	
Additional Power Strip		\$15.00	\$20.00	
25' extension cord		\$15.00	\$20.00	
<i>Additional labor may apply to under carpet or complex booth sets.</i>				

**Rental Totals** PAYMENT IS DUE WHEN ORDER IS PLACED

SUBTOTAL	*PSAV		
SERVICE CHARGE (24% of Order Total)	will		
SUBTOTAL	calculate		
SALES TAX (11% of line Subtotal)	this		
TOTAL DUE	section		
*Advanced pricing if received by PSAV 10 days or more prior to installation.			
**Pricing if received by PSAV less than 10 days prior to installation.			

**Method of Payment**

Name on Card: \_\_\_\_\_

Type of Card:  Visa  MasterCard  AMEX  Discover

Card Number: please call 504-592-8002 with payment information Expiration Date: \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_ Card ZIP Code: \_\_\_\_\_

**Return for Processing**

PSAV Sheraton New Orleans  
500 Canal Street  
New Orleans, LA 70130  
Phone: 504-592-8002 Fax: 504-592-8020  
Kevin Carroll - kevin.carroll@psav.com