

# MIDDLE EAST STUDIES ASSOCIATION

54<sup>TH</sup> ANNUAL MEETING

OCTOBER 10-13, 2020

MARRIOTT WARDMAN PARK

WASHINGTON, DC

## EXHIBITOR INSTRUCTIONS



### BOOTH FEES

**PREMIUM** (10' D x 10' W and 8' D x 10' W)  
Single \$1,200; Double \$2,160; Triple \$3,060

**STANDARD** (10' D x 10' W & 8' D x 10' W)  
Single \$1,000; Double \$1,800; Triple \$2,550

**BUDGET** (8' D x 10' W)  
\$900 (\$800 non-profit)

**SHARED BOOTH FEE** \$200  
\*This is an administrative fee. A representative from each party must complete the reservation form.

Single Booths are supplied with 1 table, two chairs, 1 waste basket, and ID sign. Double booths are supplied with 2 tables, 4 chairs, 2 waste baskets, and ID sign. Triple booths are supplied with 3 tables, 6 chairs, 3 waste baskets, and ID sign. Booths will have 8' high back draping and 3' high side draping. A Service Kit (with detailed instructions for shipping, electricity, Internet, furniture, etc.) will be emailed approximately 2 months prior to the event. Exhibitors who submit their booth reservation by **September 1, 2020** will receive a complimentary listing in the MESA 2020 Program.

### BOOTH LOTTERY

Booths will initially be assigned by Lottery. By sending your completed Booth Reservation Form to MESA (**Deadline: April 13, 2020**), you will automatically be entered into the Booth Lottery, thereby increasing your chances of getting your desired booth space. The Booth Lottery does not guarantee you one of your choices, however, it does give everyone an equal chance. Booth reservations received after the deadline will be assigned on a first-come, first-served basis. Send the booth reservation form to Kat Kassanitz at Middle East Studies Association, 1957 E. Street NW, Suite 401, Washington, DC 20052 or email [kat@mesana.org](mailto:kat@mesana.org). Following the lottery, please check the online floorplan for booth availability. MESA reserves the right to make changes to the floor plan if necessary.

### BOOK EXHIBIT HOURS

**MOVE IN:** Saturday, October 10, 2020, 9am - 5pm

**OPEN TO PUBLIC:** Sunday, October 11, 2020, 9am - 6pm

**OPEN TO PUBLIC:** Monday, October 12, 2020, 9am - 6pm

**OPEN TO PUBLIC:** Tuesday, October 13, 2020, 8am - 12pm

**MOVE OUT:** Tuesday, October 13, 2020, 12pm - 3pm

\*Exhibitors are required to remain open during Book Exhibit open hours.

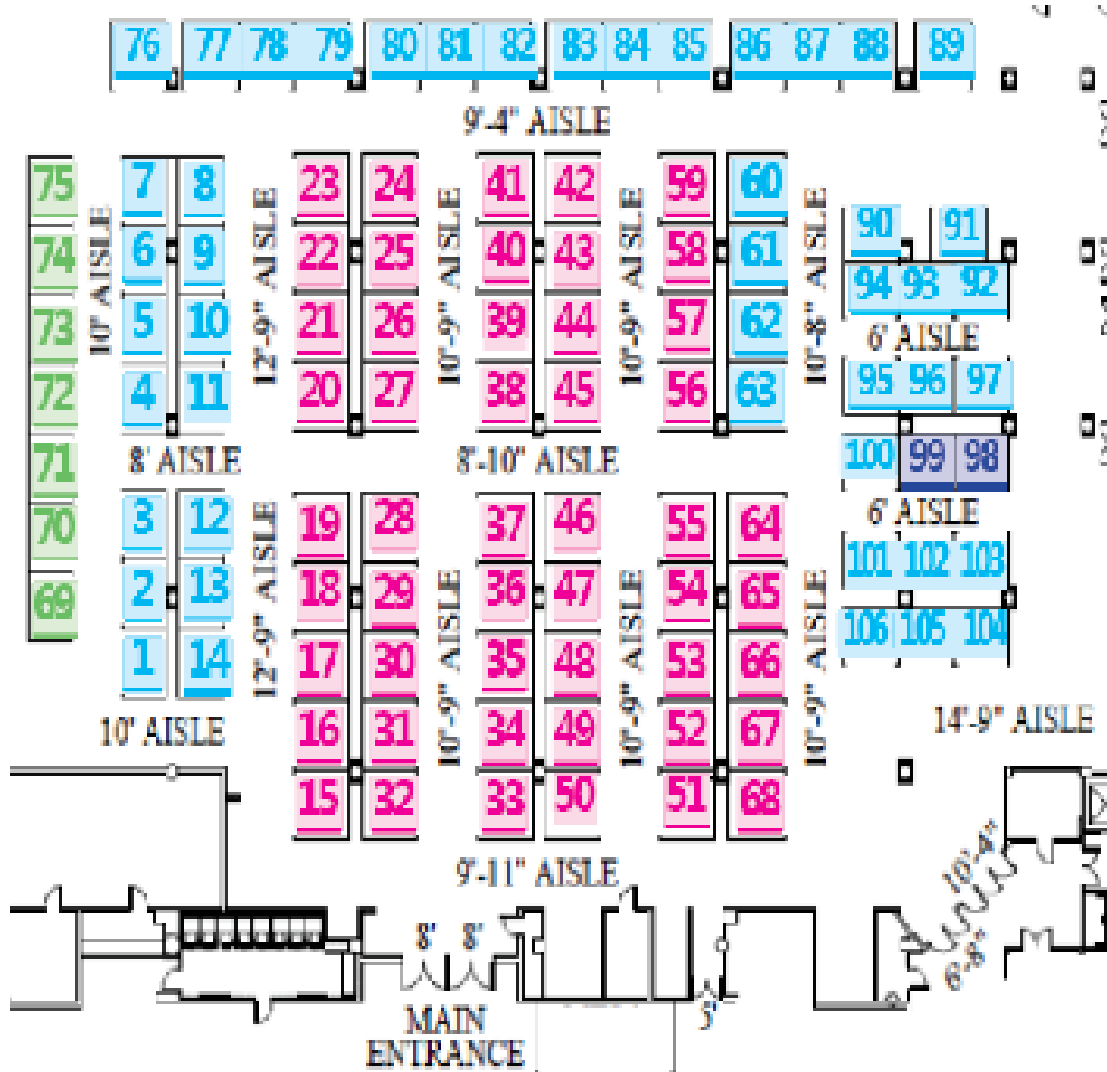
### BADGE POLICY

Badges will get you into all MESA functions. Your booth reservation entitles you to complimentary badges: Non-profit Booth = 1 badge; Single Booth = 2 badges; Double Booth = 3 badges; Triple Booth = 4 badges. Additional badges may be ordered at time of booth reservation. Rates for additional badges are listed on the badge form. The deadline to turn in the badge form is **September 11, 2020** - after this date, badges must be purchased on-site at on-site registration rates. NOTE: Only authorized persons with EXHIBITOR RIBBONS/BADGES are allowed into the Exhibit Hall during set-up on **Saturday, October 10, 2020 from 9AM - 5PM** (See Agreement of Terms, No. 6).

### IMPORTANT MESSAGE regarding Security

Although MESA hires after-hours security, we ask that you be diligent at all times, especially during OPEN hours (as there have been reported thefts during these times) and if you are exhibiting expensive items. As an added measure, please consider covering your booth with cloths and removing rare or expensive items from your booth when the Book Exhibit is closed.

**MIDDLE EAST STUDIES ASSOCIATION**  
**MARRIOTT WARDMAN PARK HOTEL**  
**EXHIBIT HALL C**  
**WASHINGTON, D.C.**  
**OCTOBER 10-13, 2020**



*MESA reserves the right to make changes to the floor plan if deemed necessary.*

<b>PREMIUM \$1,200</b>
<b>STANDARD \$1,000</b>
<b>BUDGET \$900; NON-PROFIT \$800</b>
<b>98- MESA BOOTH; 99- Cooperative Book Display</b>

36 – 8’ x 10’ BOOTHS (NUMBERS 1-14, 69-75, 90-97, 100-106)  
 68 – 10’ x 10’ BOOTHS (15-68, 76-89)  
 MESA2020B.dwg, 3-12-2020

# BOOK EXHIBIT RESERVATION FORM

MESA's 54th Annual Meeting  
 October 10-13, 2020  
 Marriott Wardman Park  
 Washington, DC



Middle East Studies Association  
 1957 E Street NW, Suite 401  
 Washington, DC 20052  
 P: 520-333-2577 | F: 520-207-3166  
[kat@mesana.org](mailto:kat@mesana.org) | [mesana.org](http://mesana.org)

**1 Booth ID Sign:** \_\_\_\_\_  
 Company/Organization

## 2 Contact Information

\_\_\_\_\_ Contact Person

\_\_\_\_\_ Address

\_\_\_\_\_ City State/Country Zip

\_\_\_\_\_ Phone Fax

\_\_\_\_\_ E-mail

\_\_\_\_\_ Website

\_\_\_\_\_ Tax ID#

## 3 Exhibit Space



**Premium Booth**  
 \$1,200 single  
 \$2,160 double  
 \$3,060 triple

**Triple Booths** are furnished with three 6' tables, six chairs, one ID sign, three wastebaskets, and includes four individual badges.

**Standard Booth**  
 \$1,000 single  
 \$1,800 double  
 \$2,550 triple

**Double Booths** are furnished with two 6' tables, four chairs, one ID sign, two wastebaskets, and includes three individual badges.

**Budget Booth**  
 \$900  
 \$800 Non-profit

**Single Booths** are furnished with one 6' table, two chairs, one ID sign and one wastebasket, and includes two individual badges with the exception of Non-profit booths which only receive 1 badge.

Booths will have 8 ft. high back draping and 3 ft. high side draping.

**Shared Booth fee \$200** (see Agreement of Terms #8)

sharing with (Company/Organization) \_\_\_\_\_

Booth Request  
 (List by order of preference)  
 Double e.g. 20, 21  
 Triple e.g. 20, 21, 22

Initial booth assignments begin with a **LOTTERY**. **The deadline to participate in the Booth Lottery is April 13, 2020.** Following the Lottery, reservations will be taken on a first-come, first-served basis. For booth availability, check MESA's website [www.mesana.org](http://www.mesana.org).

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_

## 4 Payment

A \$500 deposit (per booth space) is required at time of reservation. Remaining balances must be paid by **September 1, 2020**. If not paid in full by this date, reservations will be subject to a **10% LATE FEE** (of the entire reservation amount) or cancellation. Reservations received **after September 1<sup>st</sup>** will require full payment at time of reservation. MESA reserves the right to cancel reservations and resell booths upon exhibitor non-compliance of any of its policies.

**Payment should be made by either check or money order (drawn on a US bank in US dollars) made payable to MESA. Credit Cards and Wire Transfers are also acceptable forms of payment.**

Check Enclosed

Charge Credit Card

VISA • MASTERCARD • AMERICAN EXPRESS • DISCOVER

Deposit Amount \$ \_\_\_\_\_

Payment in Full \$ \_\_\_\_\_

\_\_\_\_\_ Cardholder's Name CVV Code

\_\_\_\_\_ Card Number Exp Date

\_\_\_\_\_ Billing Address (if different than in Section 2)

\_\_\_\_\_ City, State Country Zip Code

\_\_\_\_\_ Signature

## BOOK EXHIBIT HOURS

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**\*Exhibitors are required to remain open during Book Exhibit open hours.**



# 2020 BOOK EXHIBIT AGREEMENT OF TERMS

## RULES, TERMS and CONDITIONS OF EXHIBIT SPACE



1. All exhibitors must comply with the local Fire Department regulations. Electrical and other mechanical apparatus must be muffled so that the noise does not interfere with any other exhibitor. No construction is allowed at sides of booth which may obstruct the view of adjacent booths. All booths must be attended by the Exhibitor's representative(s) during official exhibit hours.
2. To maintain order and assure the general conduct of the exhibits, the following practices are prohibited:
  - a. Noise which interferes with other exhibitors
  - b. Use of billboards, signs or any display of material outside the exhibitor's own space (which includes blocking the view of a neighboring exhibitor)
  - c. Solicitation of registrants for surveys or any other activity not directly related to the exhibits.

The Middle East Studies Association of North America, Inc. reserves the right to refuse any application for exhibit space and/or curtail any exhibit which does not conform to the policy in this Agreement.

3. If an exhibitor is not set up by 5 pm **Saturday, October 10, 2020**, MESA may authorize Advantage Conference & Expo to remove materials and store them at the exhibitor's expense. This allows the hall to be prepared for opening to the public at 9 am the following morning. Move out is not to start before 12 pm (and should be completed by 3 pm) on Tuesday, October 13, 2020. Any booth left unattended during the exhibit breakdown will be considered abandoned; any materials in the booth will be discarded. **BOOTHS ARE REQUIRED TO REMAIN OPEN DURING BOOK EXHIBIT OPEN HOURS.**
4. It is agreed that neither the Middle East Studies Association nor any other organization or persons connected with this convention shall be liable or responsible for any loss, fire, theft, damage, or injury that may occur to the property of the exhibitor or the death or personal injury of exhibitor's employees, agents, servants, guests, or invitees from any cause whatsoever arising out of or from or incident to the use or occupancy of the exhibit area by the exhibitor, or its agents.

### 5. HOLD HARMLESS CLAUSE

By signing this Agreement of Terms, the Association and all Exhibitors have agreed to abide by the following:

[Exhibitor] shall be fully responsible to pay for any and all damages to property owned by Marriott Wardman Park or MESA or their owners or managers, which results from any act or omission of [Exhibitor]. [Exhibitor] agrees to defend, indemnify and hold harmless, Marriott Wardman Park, MESA, and their respective owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from [Exhibitor's] use of the property. [Exhibitor's] liability shall include, without limitation, all losses, costs, damages, or expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the [Exhibitor], its agents, employees, and business invitees which arise from or out of the [Exhibitor's] occupancy and use of the exhibition premises, Hotel or any part thereof.

6. Security will be on duty during move in, October 10, 2020 from 9 am-5 pm, and during Book Exhibit closed hours. Security is not provided during move out or open hours. **ONLY AUTHORIZED PERSONS WITH EXHIBITOR BADGES/RIBBONS** will be allowed in the Book Exhibit area during move in (which includes the half hour prior to

opening). Everyone should exit the exhibit area promptly at closing.

7. **BOOTH ASSIGNMENTS** begin with a lottery. The deadline to participate in the Booth Lottery is **April 13, 2020**. Following the lottery, reservations will be taken on a first-come, first-served basis. **MESA reserves the right to make changes to the floor plan if deemed necessary.**
8. **SHARING OF BOOTHS** is allowed; however, MESA must be notified of the intent and each company/organization is required to sign this agreement and abide by its terms. Additionally, there will be a \$200 administrative fee added to the booth reservation.

### 9. PAYMENT AND CANCELLATION POLICY

A \$500 deposit (per booth space) is required at time of reservation. Remaining balances must be paid by **September 1, 2020**. If not paid in full by this date, reservations will be subject to a **10% LATE FEE** (of the entire reservation amount) or cancellation. Reservations received **after September 1<sup>st</sup>** will require full payment at time of reservation. MESA reserves the right to cancel reservations and resell booths upon exhibitor non-compliance of any of its policies. Refunds for booth cancellations are calculated by the full amount of the booth reservation, (NOT by the deposit amount). 50 % will be refunded if written notification is received **by September 1, 2020**. Cancellations received after this date are not eligible for refund. Please send all cancellation requests via email to Kat Kassanitz at [kat@mesana.org](mailto:kat@mesana.org).

10. **POLICY ON EXHIBITS, ADVERTISEMENTS & SALES** All items exhibited, advertised, and/or sold under the auspices of the Middle East Studies Association (e.g., at the Annual Meeting, in the Annual Meeting Program, or in direct mailings to the MESA membership) must be of a nature that they can reasonably be considered to be (1) "tools of the trade" by specialists acting in their professional capacities as faculty, students, and/or practitioners; (2) of benefit to individual members (e.g., insurance offered at competitive rates because of group membership); or (3) of benefit to MESA while insuring that individual members have adequate information regarding cost to subscribers (e.g., credit cards, a portion of whose profits go to MESA). The character of the exhibits, advertisements, or sales is subject to the approval of the Executive Director or his/her designee. The Middle East Studies Association reserves the right to refuse any application for exhibit space, advertising, or sales and to curtail or cancel any such exhibit, advertisement, or sale which in the sole judgment of the Executive Director does not conform to these guidelines. This policy applies to unacceptable displays, advertisements, and/or sales of novelties and souvenirs, as well as the personal conduct of exhibitors or their representatives.

### AGREEMENT OF TERMS

As a representative of my company/organization, I agree to abide by all of the exhibitor rules, terms, and conditions as outlined in this Agreement of Terms.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name (please print clearly)

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date