

THE WEST COAST'S LARGEST AUTOMOTIVE TRAINING EVENT



MARCH 21-23, 2025 • DOUBLETREE HOTEL-SEATTLE AIRPORT

EXHIBITOR PACKET

Our mission is to provide best-of-breed training and supply our attendees with exposure to exhibitors that are driving the industry!

Don't miss out on this opportunity to reach valuable customers in this exciting training and expo venue.

- Meet hundreds of potential customers in two days
- Expand relationships with existing customers
- Maximize your marketing dollars
- Introduce or test market new products/services
- Promote brand image and build public awareness
- Mingle with top decision-makers
- Generate sales leads
- Reach a ready-to-buy audience
- Industry-leading Keynote Speakers
- Best-of-breed technologies
- Unparalleled networking opportunities
- And much more!

Join us for this annual expo and training event!

March 21-22, 2025
4:00pm-7:00pm

Doubletree Hotel • SeaTac, WA

- ★ **Reach the West Coast's Automotive Industry Market All in One Place**
- ★ **Build Your Brand Awareness & Fuel Your Sales Pipeline**
- ★ **The Most Comprehensive Automotive Industry Expo on the West Coast**
- ★ **Top Industry Leaders & Trainers Address ATE at 3 Keynote Events**

PRODUCED BY

NWACA
Northwest AUTO CARE ALLIANCE

Register TODAY at **ATESeattle.com**

or call 253-676-9222



EXHIBIT SPACE AGREEMENT

March 21-22, 2025, 4:00pm-7:00pm

1. PARTIES. The parties to this Agreement are the Northwest Auto Care Alliance, its employees, representatives and members, hereinafter called "Expo Producer," and any corporation, partnership or individual, its officers, agents, representatives and employees entering into this Agreement, hereinafter called "Exhibitor."

2. AGREEMENT. The Exhibitor agrees to rent from Expo Producer and Expo Producer agrees to rent to the Exhibitor, exhibit space in the Seattle Automotive Training Expo 2025 (ATE-Seattle 2025) at the location, rental rate and times specified in the ATE-Seattle 2025 Invitation to Exhibit brochure.

3. APPLICATION & PAYMENT. Potential Exhibitors must apply for exhibit space on the Exhibit Space Application form provided by Expo Producer. The completed Application must contain all of the information requested, be executed by an individual who has authority to act for the applicant, and be accompanied by a non-refundable deposit in the amount stated on the Application form.

The balance of the exhibit space rental must be paid in full by March 7, 2025. Space not paid in full by that date may be canceled without refund and/or be reassigned, at the option of Expo Producer.

4. ELIGIBILITY. Any producer or supplier of equipment, products, or services whose exhibit will enhance the purposes of ATE-Seattle 2025 may apply for exhibit space. The Exhibitor agrees that the display will be substantially the same as that described on the Application for Exhibit Space. Expo Producer reserves the right to reject any Application or to limit the amount of exhibit space rented to any one Exhibitor.

5. ASSIGNMENT OF SPACE. Assignment of exhibit space shall rest solely with Expo Producer based on the character of the proposed exhibits and individual Exhibitor requirements and preferences. Booth space will be determined on a first come, first served basis. Assignments not rejected by the Exhibitor in writing within fourteen (14) days from the date of notification of assignment shall be presumed to be accepted by the Exhibitor and may not be thereafter rejected without the approval of Expo Producer.

6. CANCELLATION. If ATE-Seattle 2025 is canceled or relocated due to circumstances within Expo Producer's direct control, Expo Producer's liability shall be limited to a refund of fees paid to Expo Producer by the Exhibitor. If ATE-Seattle 2025 is relocated due to circumstances beyond Expo Producer's control, Expo Producer shall have no liability whatsoever but may, at its discretion, refund any fees paid by the Exhibitor. If ATE-Seattle 2025 is canceled due to circumstances beyond Expo Producer's control, Expo Producer shall have no liability whatsoever but will refund fees paid to Expo Producer by the Exhibitor, less any and all legitimate expenses incurred.

If the Exhibitor cancels this contract in writing to Expo Producer, on or before March 7, 2025, all fees paid except the deposit fee shall be refunded. If the Exhibitor cancels this contract after March 8, 2025, no fees shall be refunded. Any Exhibitor failing to occupy contracted space is not relieved of the obligation to pay for such space at the full rental price. Expo Producer shall have the right to use such space as it sees fit, if the space is not occupied two hours before the official show opening.

7. EXHIBIT SPACE. Exhibit space and standard booth equipment, as specified in the Invitation to Exhibit brochure, are provided by Expo Producer without additional cost to the Exhibitor. If any Exhibitor plans to construct a display of such character that the Exhibitor will not need the standard booth equipment, such display will not obscure the view of adjacent booths. The physical limitation of the display booths will be specified in a package sent to each Exhibitor by the show decorator, Global Experience Specialists (GES). The Exhibitor shall not use the aisles, hallway, lobby or parking lots for exhibiting.

No display shall be installed that does not fully conform to all Federal, State and Local laws, ordinances and regulations; and rules of the Doubletree Hotel Seattle Airport management. It is the responsibility of the Exhibitor to satisfy the requirements of this paragraph.

8. CARE OF EXHIBIT SPACE. The Exhibitor must, at their expense, maintain and keep in good order, the exhibit and the rented space. Nothing shall be attached to the permanent structure of the Doubletree Hotel Seattle Airport without the express permission of Expo Producer or the Doubletree Hotel Seattle Airport.

9. INSTALLATION & DISMANTLING. The Exhibitor will install and dismantle the exhibit during the times specified in the Move In Bulletin. Such times are binding upon the Exhibitor as though fully set forth herein. All displays must be in place and set up no later than two hours before the official opening of ATE-Seattle 2025 and shall remain fully assembled and staffed until the final closing of ATE-Seattle 2025.

Packing, unpacking, assembly and early disassembly of displays shall conform with directions from Expo Producer and/or the Doubletree Hotel Seattle Airport management, and shall be done only in areas designated by them.

Removal of product, equipment and display booth fixtures prior to 7 p.m. March 22, 2025 is strictly prohibited. A penalty of \$200.00 will be assessed and collected by Expo Producer from Exhibitors failing to honor this regulation.

10. OPERATION OF EXHIBIT. Exhibitors must confine their activities to their assigned booth space and shall not distribute materials to attendees from outside their rented space. The method and manner of operating each exhibit shall be proper and any Exhibitor shall be subjected to eviction, without refund, if their procedure is objectionable. The distribution of samples and souvenirs must be conducted on a dignified basis and must not interfere with any other exhibit.

The Exhibitor's use of amplified sound shall not be so obtrusive as to interfere with the activities of other Exhibitors.

The Exhibitor agrees to indemnify and hold Expo Producer harmless from all liability of any nature arising from the activities of the Exhibitor or from the display or use of the Exhibitor's property.

11. LIABILITY. Expo Producer's responsibility for the protection and safety of the Exhibitor or for the protection of the Exhibitor's property, from any cause whatsoever, is limited to furnishing reputable guards after-hours, and taking reasonable precautions to safeguard the Exhibitor's property. All property shipped or delivered to GES is at the sole risk of the Exhibitor. Exhibitors wishing to insure their goods must do so at their own expense.

12. AGREEMENT TO CONDITION. The Exhibitor agrees to abide by the conditions of this Agreement. It is further agreed that Expo Producer has the right to interpret these conditions as well as make final decisions on points these conditions do not cover. Sole control of the Doubletree Hotel Seattle Airport rests with Expo Producer.

13. WAIVER. Failure of Expo Producer to enforce any term of this Agreement shall not be deemed to be a waiver of that term or any other term of this Agreement.

14. EXHIBITS. The Invitation to Exhibit brochure is, by reference, a part of this Agreement and has the same force as if it were attached hereto.

15. BINDING EFFECT. This Agreement shall be binding on the parties and on their successors and assignees.



EXHIBIT SPACE AGREEMENT

March 21-22, 2025, 4:00pm-7:00pm

Please direct inquiries to: **Northwest Auto Care Alliance (NWACA)**
 PO Box 99907
 Lakewood, WA 98496
 PHONE 253.653.2334
 OFFICE 253.473.6970
 EMAIL brenda@nwautocare.org
 WEB ATESeattle.com

Please complete application and return ASAP to reserve your booth space now! Space is limited!

BUSINESS / COMPANY INFORMATION

BUSINESS TYPE:

- Aftermarket Supplier
- Advertising / Marketing
- Technology / Software
- Educational Institution
- Training and/or Consulting
- Other _____

BUSINESS NAME _____

MAILING ADDRESS _____ CITY _____ STATE _____ ZIP / PC _____

BILLING ADDRESS _____ CITY _____ STATE _____ ZIP / PC _____

()
 BUSINESS PHONE _____ EMAIL ADDRESS _____ WEB ADDRESS (URL) _____

COMPANY REPRESENTATIVE (Primary Contact) _____ TITLE _____

COMPANY REPRESENTATIVE (Secondary Contact) _____ TITLE _____

EXHIBIT SPACE INFORMATION

BOOTH NAME SIGN (26 letters maximum) _____

BOOTH CHOICES (By number – see Exhibition Floor Layout on next page.) **EXPO/SHOW SPECIAL** (If you will have a Show-Only Special, please describe below.)

BOOTH #1 1st choice: _____ BOOTH #2 1st choice: _____ _____

2nd choice: _____ 2nd choice: _____ _____

PRODUCT(S) OR EQUIPMENT TO BE DISPLAYED _____

RENTAL & PAYMENT INFORMATION




Each exhibit booth includes one (1) table, two (2) chairs, booth name & number sign and electricity. Internet service is \$20.00, please indicate below if you would like Internet. Orange and green spaces are 8'x10'. Yellow spaces are 20'x17'. Please see the ATE Exhibition Floor Layout for pricing and floorplan.

Total Booth Price: Number of Booths ___ X Price per Booth \$ _____ = \$ _____. **Internet Fee:** \$20.00 (one time fee) Yes No

Advance Deposit Due: Number of Booths ___ X \$300.00 each = \$ _____.

ATE Scholarship Fund: I would like to make a donation to the ATE Scholarship Fund in the amount of \$ _____.

Check one:

- I have enclosed a check made payable to Northwest Auto Care Alliance for the total amount of the non-refundable advance deposit.
- I authorize Northwest Auto Care Alliance to charge the following credit card for the total amount of the non-refundable advance deposit:   

EXACT NAME ON CARD _____ CREDIT CARD NUMBER _____ CVC (CID) CODE _____ EXPIRATION DATE _____

BILLING ADDRESS ON CARD _____ CITY _____ ST _____ ZIP _____

\$ _____
 TOTAL AMOUNT AUTHORIZED _____ AUTHORIZED SIGNATURE _____

I hereby make application for exhibit space at the Seattle Automotive Training Expo 2025, with a non-refundable advance deposit of \$300.00 per booth. It is also agreed and understood that the total booth(s) rental amount will be paid in full by March 7, 2025. By signing this form, I also acknowledge that I have read the Exhibit Space Agreement and hereby agree to the terms set within the Agreement.

EXHIBITOR AUTHORIZED SIGNATURE _____ DATE _____ NORTHWEST AUTO CARE ALLIANCE AUTHORIZED SIGNATURE _____ DATE _____

Please mail this completed and signed application to the address at the top of this page. If paying by check, please enclose your check made payable to Northwest Auto Care Alliance.

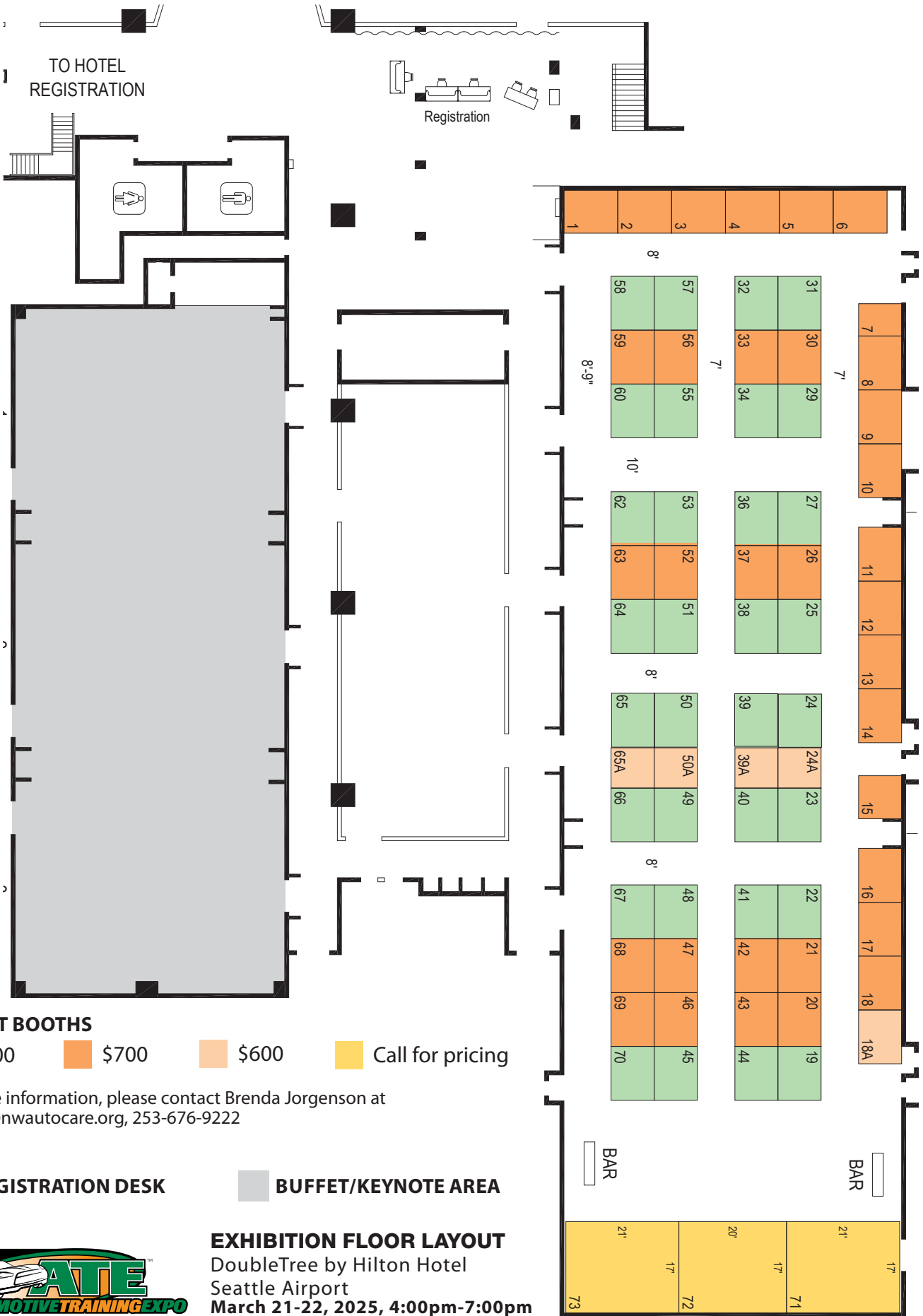


EXHIBIT BOOTHS

- \$800
- \$700
- \$600
- Call for pricing

For more information, please contact Brenda Jorgenson at brenda@nwautocare.org, 253-676-9222

- REGISTRATION DESK
- BUFFET/KEYNOTE AREA



EXHIBITION FLOOR LAYOUT
 DoubleTree by Hilton Hotel
 Seattle Airport
 March 21-22, 2025, 4:00pm-7:00pm