



ISAAC 2020 Exhibitor Information Package

19th Biennial ISAAC Conference

August 1st – August 6th, 2020

Exhibition Space Open: Aug 3rd – Aug 6th, 2020
at the:

Cancún ICC Convention Exhibition Centre

Blvd. Kukulcan Mz. 48, Punta Cancún, Zona Hotelera,
77500 Cancún, Q.R., México



ISAAC 2020

We are pleased to invite you to participate in the 19th Biennial Conference of the International Society for Augmentative and Alternative Communication (**ISAAC**) to be held in Cancún, México from August 1st – August 6th, 2020 (Exhibition space open August 3rd – August 6th, 2020). We are planning exciting additions to the ISAAC experience to create more opportunities for productive, successful interactions with conference participants. We are thrilled to be hosting ISAAC 2020 in México.

The AAC and Assistive Technology (AT) communities represent a diverse group of stakeholders including: commercial businesses, non-profit and educational organizations, health care practitioners, and policy makers. ISAAC 2020 will attract people who use AAC (PWUAAC), their family members and personal care providers, as well as a wide variety of AAC / disability / health care professionals and researchers, all of whom are interested in seeing the latest innovations in industry related products and services. ISAAC attendees will experience how these new products and services will enhance areas of quality of life, communication needs, personal independence, and accessibility achieving the goal of having the fullest life experience.

Conference participants include:

- Advocacy groups
- Assistive technology specialists
- Assistive and supportive living facilities
- Disability organizations
- Educational administrators
- Government agencies
- Health care providers
- Funding agencies
- Occupational therapists
- Physiotherapists / Physical therapists
- Speech-language pathologists
- Teachers and special educators
- Rehabilitation engineers
- Rehabilitation counselors
- Manufacturers
- Researchers
- University faculty

Disability interests include:

- Angelman syndrome
- Amyotrophic lateral sclerosis (ALS) or motor neuron disease (MND)
- Aphasia
- Autism
- Cerebral palsy
- Cornelia de Lange syndrome
- Dementia
- Developmental disabilities
- Down syndrome
- Huntington's disease
- Parkinson's disease
- Primary progressive aphasia
- Rett syndrome
- Traumatic brain injury

The ISAAC 2020 Exhibitor Experience

Your company is cordially invited to attend ISAAC Conference 2020 taking place at the Cancún International Convention Center in beautiful Cancún, México, adjoining the Riviera Maya. As an exhibitor, you will be able to enjoy and take advantage of all that the region has to offer — Riviera Maya is a beautiful shoreline along the Caribbean just south of the Gulf of México that has grown in just a few decades into a major tourism destination, but also includes many small communities with a more local Maya-Mexicano character, and fascinating ancient Maya archaeological sites.

Place your company or organization in the capable hands of ISAAC International and our conference organizing company, Experient / BTC, who will help you organize your sponsorship experience from the start of the conference on Saturday, August 1st, 2020 through to the close on Thursday, August 6th, 2020.

ISAAC is adding Chapters and members around the world! ISAAC 2020 includes an expanded program, offerings and activities, and plans to attract attendance from over 50 countries worldwide, to provide exhibitors the maximum exposure possible.

CONFERENCE 2020 —STANDARD AND PREMIUM BOOTH SPACE TYPES

ISAAC is pleased to provide Conference 2020 exhibitors with two choices of booth space types — **Standard and Premium**:

Standard booth space offers exhibitor locations with direct access to conference attendees during primarily breaks or when attendees are not in session.

Premium booth space offers exhibitor locations positioned along attendee session traffic flows, providing for direct access to conference attendees during the full duration of each conference day.

Marketing Opportunities

- Enjoy efficient access to your target market.
- Take advantage of our competitive exhibitor rates.
- Be recognized by our growing worldwide audience through conference marketing campaigns.
- A two-tiered exhibitor booth space rental concept, offering standard and premium exposure spaces.
- Enjoy corporate logo and electronic presence on the ISAAC International and Conference 2020 websites.
- Reach new customers from an expanded community of participants including people with disabilities, families, educators, key decision makers.
- Reach new customers from a growing number of international participants, including the US, Canada, Mexico, Central and South America, Europe, the Middle East and Australasia.
- Increased traffic to Exhibit area with a schedule designed to connect attendees with exhibitors.
- Increased traffic to Exhibit area with **free access** for the public all days the exhibition hall is open (the **full four days** of the conference).
- Opportunities to feature products and services.
- Opportunities to host product trainings, meetings, and events to conference attendees in specially designated seminar areas.

WE HAVE EXHIBIT SPACE FOR YOU

Exhibit

Secure your exhibit space now and have time to prepare your exhibiting budget for 2020. Our convenient method of selecting and securing your booth space allows you to plan ahead without creating major expenses at the start of the selection process.

Exhibit Booth Unit Pricing (Type Premium)

(pricing may be subject to Mexican IVA @ 16%)

ISAAC Corporate Member \$3,500 CAD

Non-Corporate Member \$4,500 CAD

Exhibit Booth Unit Pricing (Type Standard)

(pricing may be subject to Mexican IVA @ 16%)

ISAAC Corporate Member \$2,500 CAD

Non-Corporate Member \$3,000 CAD

Registered Charitable, 501 c.3, Not-

For-Profit, Government Funded* \$1,250 CAD

Deposit (non-refundable, each space). \$600 CAD

**Non-profit or government funded exhibitors are reserved to special sections of the exhibit floor. Eligibility requirements may apply.*

Booth Information

Each exhibit space includes:

- Booth space unit (3m x 3m or approximately 10' x 10')
- One of Standard booth structure or pipe and drape
- (1) ID sign (approx 18cm x 112cm)-single line
- (1) Table
- (2) Contour side chairs
- (1) Wastebasket

Exhibitor Registrations

Exhibiting commercial companies will receive **one (1) full main conference registration** (valued up to \$735) and **one (1) exhibit area pass per booth unit**. Extra exhibit area pass cost is \$100.

Non-profit, government funded exhibitors receive **two (2) exhibit area passes per booth unit**.

Note: ISAAC reserves the sole right to determine booth allocations and type availability.

UPDATE: Space Selection

ISAAC 2020 **ADVANCE space selection IS NOW AVAILABLE.** The Exhibit Hall layout and map are confirmed and finalized, and is provided on the next page.

Updates on exhibit hall availability will be communicated by email, as well as on the ISAAC website and Facebook pages (both of which can be accessed by navigating [here](#)).

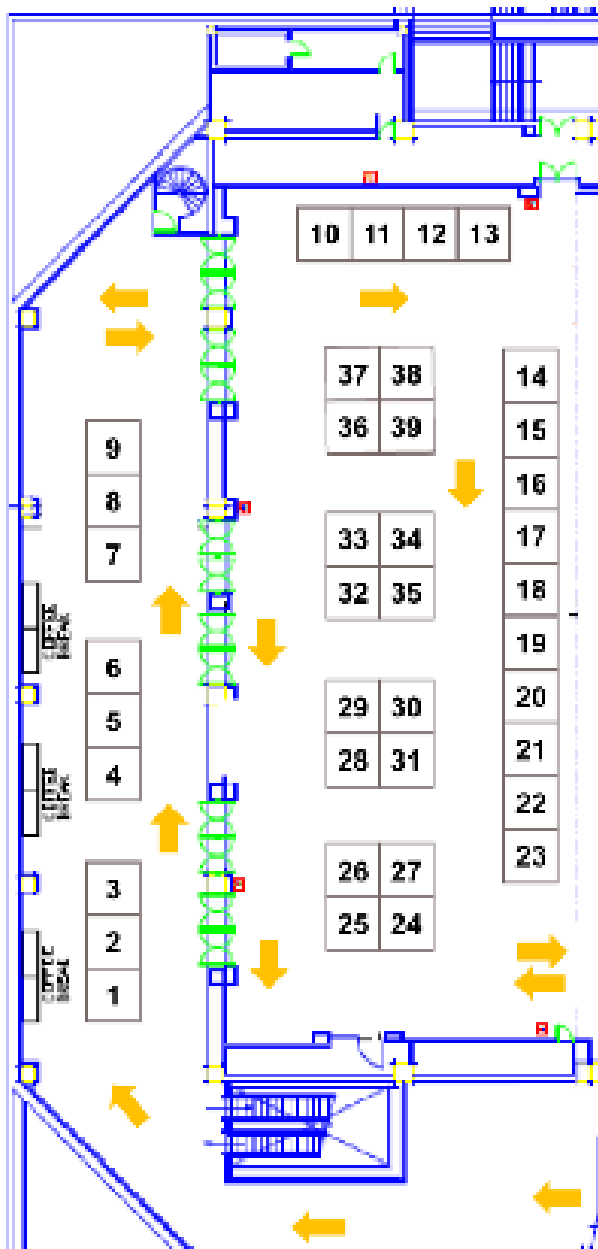
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EXHIBIT AREA FLOOR PLAN

GRAN CANCUN ROOM 3RD FLOOR

Premium – Booth #'s: 1 - 9
Standard – Booth #'s: 10 - 39

EXHIBITION AREA FLOOR PLAN 39 STANDS 3x3 mts



ISAAC Conference 2020 Exhibitor Rules and Regulations

This contract by and between ISAAC and the exhibiting company ("Exhibitor") hereby applies to the invoice for exhibit space in the Exposition to be held between August 3rd – August 6th, 2020. The signing of this contract indicates agreement by the Exhibitor to comply with the Exposition regulations, instructions and conditions of the contract published below and with all the conditions under which facilities at the Cancún ICC Convention Centre in Cancún, México are provided to ISAAC.

1. **EXPOSITION SITE AND TIME:** The Exposition will be held on Monday, August 3rd through Thursday, August 6th, 2020, at the Cancún ICC Convention Centre in Cancún, México. ISAAC reserves the right to make changes in the exhibit hours and dates; however, any such changes will be made known as far in advance of the Exposition as possible and exhibitors will be notified accordingly.
2. **EXHIBIT SPACE RENTAL FEE:** The exhibit space rental fee per booth 3m x 3m (approx. 10' x 10') unit is as follows —
 - **Standard:** \$2,500 CAD for commercial ISAAC corporate member space; \$3,000 CAD for commercial ISAAC non-corporate member space; \$1,250 CAD Registered Charitable, 501 c.3, Not-For-Profit, Government Funded.
 - **Premium:** \$3,500 CAD for commercial ISAAC corporate member space; \$4,500 CAD for commercial ISAAC non-corporate member space.
3. **PAYMENT:** All payments in Canadian currency (CAD) to ISAAC. Exhibit space payments should be made according to the following schedule:
 - \$600 CAD per booth space deposit.
 - Total balances are due when invoiced (prior to June, 2020), or by arrangement through ISAAC.
4. **BOOTH ALLOCATION:** Space assignments are made on a first-come, first-served basis. ISAAC will make reasonable efforts to ensure that exhibitors are provided with one of its three noted booth choices. If that is not possible, ISAAC will notify the exhibitor and offer available alternative choice(s). ISAAC reserves the right to re-assign booth spaces at its sole discretion, based upon final number of registered Conference exhibitors. **Exhibitors at the Registered Charitable, 501 c.3, Not-For-Profit, Government Funded rate, are required to select only "Standard" booths (booth numbers and choices to be listed on booth space map and provided when available).**
5. **INSTALLATION AND DISMANTLE:** Exhibitors will have reasonable time to erect and dismantle their exhibits, which will be specified in the Exhibitor Service Manuals, to be provided by ISAAC. Exhibit materials not removed from the hall by the time specified will be removed by ISAAC at the Exhibitor's expense and liability. No Exhibitor will be permitted to dismantle their exhibit displays or remove products from the Exhibit Hall prior to the close of the trade show. Refer to the Exhibitor Manual for complete schedules, rules and regulations, and instructions for the installation and removal of the exhibits.

6. **CONTRACT FOR SPACE:** The Application and Contract for Exhibit Space shall be considered a binding contract between the two parties and subject to the rules and regulations as set forth by ISAAC in this contract when it is submitted with deposit of rental fee and accepted in writing by ISAAC. By submitting an application for exhibit space, the Exhibitor releases ISAAC from any and all liabilities to Exhibitor, its agents, licensees, or employees that may arise or be asserted as a result of submission of an application or of participation in this Exposition.
7. **CANCELLATION/NON-PAYMENT:** In the event a company needs to relinquish its booth space:
 - CAD \$600.00 deposit is non-refundable.
 - On or after February 23rd, 2020 and on or prior to March 30th, 2020, and informs ISAAC in writing of space relinquishment, 25% of balance owing will be forfeited.
 - After March 30th, 2020 and on or before May 18th, 2020, and informs ISAAC in writing of space relinquishment, 50% of balance owing will be forfeited.
 - After May 18th, 2020, 100% of balance owing will be forfeited.
8. **ARRANGEMENT OF EXHIBITS:** The space provided will be as shown on the floor plan to the extent possible, but ISAAC reserves the right in its sole discretion to make changes in the location, size, and display limits of any booth.
9. **USE OF SPACE:** Exhibitors may not sublet, assign, or apportion any part of the space allotted, and may not represent, advertise, or distribute literature for the product or services of any other firm or individual except as approved in writing by ISAAC.
 - Booth Sharing: ISAAC member companies may share booths with other ISAAC member companies only with the express written permission of ISAAC.
 - Exhibitors' promotional activities are confined to the actual space purchased, or in areas approved by Show Management and are prohibited in convention center public spaces, or common areas owned or operated by convention center or leased by ISAAC Show Management. No Exhibitor will be permitted to display or distribute literature outside the confines of the assigned booth space in the Exposition area without the express written permission of ISAAC. Distribution or display of promotional material in or to attendees' hotel guest rooms, public areas, or technical sessions is strictly prohibited. ISAAC also reserves the right to remove, at exhibitor cost, any merchandise deemed by Show Management as not suitable for display at ISAAC Conference 2020. Exhibitors will be bound by the booth rules that will be included in the Exhibitor Manual.
10. **SELLING OF PRODUCTS FOR SHOW DELIVERIES PROHIBITED:** Selling of merchandise for delivery at ISAAC Conference 2020 is strictly prohibited. ISAAC provides display space to participating companies to exhibit and demonstrate products and services on the basis of their potential information and commercial value, and not for the purpose of direct commerce. Orders may be taken, but sales transactions involving exchange of product for payment is strictly prohibited. Also note that accepting orders onsite may have Mexican IVA (value added) tax implications. Exhibitors are solely responsible for understanding their Mexican IVA tax responsibilities to the Government of México.

11. **RESTRICTIONS:** ISAAC reserves the right to restrict or prohibit exhibits which, because of noise, method of operation, or any other reason, are objectionable or otherwise detract from, or are out of keeping with, the character of the Exposition as a whole. ISAAC may prohibit installation or request removal or discontinuance of any exhibitor or promotion that, if continued, departs substantially from exhibitor's preapproved design and description. In the event of such restrictions, prohibitions, or removal, ISAAC will not be liable to the Exhibitor.
12. **EXPOSITION BADGES:** Exhibit personnel must wear ISAAC approved identification badges while on the exhibit floor.
13. **SOUVENIRS AND SAMPLES:** Distribution of souvenirs and samples is permitted provided there is no interference with other exhibits. ISAAC may withhold or withdraw permission to distribute souvenirs, advertising, or any other material it considers objectionable.
14. **CONDUCT OF EXHIBITOR'S EMPLOYEES:** Exhibitor's employees whether full, part-time, or temporary personnel hired by the exhibitor, shall conduct themselves in an ethical manner at all times. Solicitation of employment to any of the attendees or any exhibitor personnel is strictly prohibited and considered unethical and shall result in serious penalties and/or loss of privilege to exhibit in or attend future ISAAC events. Show Management may also ask any persons deemed, in Show Management's opinion, to be acting in an obstructive manner, or inappropriately dressed, to leave the exhibit floor. As with all other attendees, exhibitor's employees are subject to the Conference 2020 Code of Conduct.
15. **LIABILITY AND INSURANCE:** ISAAC will provide regular guard/security service at entrances to the Exposition area. However, ISAAC will not be liable for damage or loss to any exhibitor's properties through theft, fire, accident, or any other cause whether the result of negligence or otherwise. The Exhibitor shall indemnify ISAAC against, and hold it harmless from any complaints, suits, or liabilities resulting from negligence of the Exhibitor in connection with the Exhibitor's use of display space. It is recommended that exhibitors insure their exhibit and display materials. Commercial exhibitors should carry a minimum of USD \$1,000,000.00 standard commercial insurance and liability coverage, which must name both ISAAC and the Cancún ICC Convention Centre as co-insured. The Exhibitor should obtain a waiver of subrogation releasing the carrier's subrogation rights, from any insurance carrier that carries fire, explosion, or any other risk coverage insuring their property. ISAAC assumes no liability for any injury that may occur to visitors to the Exposition. In the event that said exhibitor contracts with a firm to erect and/or dismantle their exhibit display at ISAAC, it is understood that the contractor will service and maintain all insurance coverages as required by national, state, and/or local governmental authorities. Contractors must carry a minimum of USD \$1,000,000.00 standard commercial insurance and liability coverage, which names both ISAAC and the Cancún ICC Convention Centre as co-insured. ISAAC reserves the right to verify Certificates of Insurance for both Exhibitors and Contractors as a pre-condition for entrance to any of the facilities of the Cancún ICC Convention Centre.

16. **INTERPRETATION AND ENFORCEMENT:** These regulations become a part of the contract between the exhibitor and ISAAC. ISAAC has full power of interpretation and enforcement of these rules and may amend them at any time. Also, the Exhibitor agrees to abide by all additional reasonable rules and regulations published from time to time with advanced notice. All matters in question not covered by these regulations are subject to the decision of ISAAC and all decisions so made shall be binding on all parties affected by them as the original regulations. Exhibitors or their representatives who fail to observe these conditions of contract or who, in the opinion of ISAAC, conduct themselves unethically, may be dismissed from the Exposition without refund or other appeal.
17. **COMPLIANCE WITH APPLICABLE LAWS:** Exhibitor, its agents, and representatives shall abide by, conform to, and comply with all laws of the City of Cancún, State of Quintana Roo, and Government of México, including but not limited to all rules and regulations of the Cancún ICC and the requirements of the Municipio De Benito Juárez Departments of Civil Protection and Public Security, and further shall not do, nor allow to be done, anything on the premises during the term of this contract in violation of these rules, laws, and ordinances.
18. **OTHER TERMS AND CONDITIONS:** The Exhibitor shall comply with all fire laws, electrical codes and all other rules, regulations, codes or statutes with respect to the installation, conduct, and disassembly of its exhibit. The Exhibitor shall also comply with all reasonable requests of ISAAC and the Cancún ICC Convention Centre officials with respect to installation, conduct, and disassembly of its exhibit. The exhibit shall be conducted in a decorous manner in order not to be objectionable to other Exhibitors, the Cancún ICC Convention Centre, or the public. ISAAC or the Cancún ICC Convention Centre reserves the right to close, remove, or require changes in any exhibit or to remove the Exhibitor's personnel agents, representatives, independent contractors, invitees, or guests who are deemed detrimental to ISAAC, the Cancún ICC Convention Centre, other Exhibitors, or the public. The license granted by this Contract is personal and may not be transferred or assigned without the consent of ISAAC. The premises are licensed on an "as is" basis and ISAAC will not be liable for pre-existing conditions arising during the period of the license. The Exhibitor shall return the premises in as good condition as they were received. ISAAC shall in no event be liable to the Exhibitor in excess of any consideration paid by the Exhibitor to ISAAC and received by ISAAC, for breaches of Contract or conduct by ISAAC, by its agents, representatives, and independent contractors, whether acting within or out of the scope of their authority by agents, or by the general public. ISAAC shall not be liable for failure to perform its obligations under this Contract due to strikes, riots, infectious disease, terrorism, natural calamities, acts of God, or any other cause beyond its control. Anyone visiting, viewing, or otherwise participating in the Exhibitor's exhibit is deemed to be the invitee or licensee of the Exhibitor rather than the invitee of ISAAC. ISAAC and the Cancún ICC Convention Centre shall not be liable for injury of any type from any cause to property of the Exhibitor or to persons conducting or otherwise participating in the conduct of the exhibit or to invitees or liability for the actions of its agents, employees, or independent contractors, whether acting within or out of the scope of their authority, and responsibility or liability resulting directly or indirectly, or jointly, from other causes which arise because of the actions or omissions of its agent, employees, or independent contractors, whether acting within or out of the scope of their authority. There is no other agreement or warranty between the Exhibitors and ISAAC except as set forth in this application and contract for Exhibit space. The right of ISAAC under this contract shall not be deemed waived except as specifically

stated in writing and signed by an authorized representative of ISAAC. The exhibitor agrees to abide by all rules and regulations published from time to time by, and governing, ISAAC.

19. **PERSONS WITH DIABILITIES:** Exhibitors shall be responsible for making their exhibit accessible to persons with disabilities as required by international convention and legislation of various national governments including, but not necessarily limited to, the United Nations Convention on the Rights of Persons with Disabilities, Canadian Human Rights Act 1985, Americans with Disabilities Act, Australian Disability Discrimination Act 1992, etc., and shall hold ISAAC harmless from any consequences of failing to do so.
20. **PERFORMANCE OF MUSIC AND LICENSES:** Exhibitors are responsible for individual music licensing fees if applicable to the Exhibitor's booth and/or vendor hospitality function. Exhibitors hereby represent that they have, or shall have by the time of the event, obtained all required licenses for the live or recorded performance of music. Exhibitors shall indemnify and hold harmless ISAAC, its directors, officers, agents, members, and representatives from and against all claims, costs (including any attorney's fees), expenses, and liabilities arising from breach of the foregoing representations.
21. **USE OF THE ISAAC NAME:** Participation by an Exhibitor in the ISAAC Conference and Exhibition does not entitle the Exhibitor to use the name ISAAC other than reference to the Exhibitor's participation as an exhibitor in the event. Participation at ISAAC does not imply endorsement or approval by ISAAC of any product, service, or participant and none shall be claimed by a participant.
22. **OTHER:** This contract is made under and shall be governed by the laws of the Province of Ontario (Canada) in all respects, including matters of construction, validity, and performance. If any circumstances beyond the control of ISAAC causes cancellation of all or any portion of the event, ISAAC agrees to refund any portion of the exhibitor fees which ISAAC is reimbursed by insurance or other third party and shall not be liable for any other refund or payment arising from the cancellation or for other liability or damages arising from the event.