APPLICATION AND CONTRACT FOR START UP EXHIBIT SPACE

WEST 2027

AFCEA/USNI Western Conference & Exposition
San Diego Convention Center - San Diego, California
February 16-18, 2027

Contact Information

Company Name……

Contact…… Title……

Tel…… Fax……

Email…… Website ……

Address……

City…… State…… Zip……Country……

Emerging Tech Hub Start Up exhibiting status is restricted to companies with under 5 years of established business and under $10 million in annual revenue. Industry can secure space as a start up for a maximum of 2 years.

Start Up Exhibit Space *Exhibit Space displays include one (1) 6' draped table, two (2) side chairs, basic carpet, two (2) exhibit hall only passes, one (1) wastebasket, a basic online listing (within interactive exhibitor list and event mobile app), and a company ID sign. All tabletop displays are restricted to the tabletop only. No materials or pop-up booths may be displayed behind, in front of, or next to the 6' table. All displays are limited to 54" in height from the top of the table. Alternate/Additional furniture may not be ordered/brought in, pricing includes all permitted furniture. 10'x10' displays are confined to the outlined display space and restricted to standard height and non-blocking exhibitor rules.*

☐ Tabletop (2' x 6') - $2,500

☐ Standard Booth* (10' x 10') - $4,000 Qty:_____

Emerging Tech Hub Location Preference: 1st Choice _____ 2nd Choice _____ 3rd Choice _____ Total Cost: _____

Initials	Deposit and Payment Schedule
	Due with application……..…..50%
	After August 13, 2026.....100%
Exhibit space will not be held or confirmed without deposit. Failure to make payments does not release the contracted or financial obligation of Exhibitor.	

Cancellation Penalties	Initials
Through April 16, 2026……..……0%	
April 17, 2026 – August 13, 2026……50%	
After August 13, 2026……100%	

Vendor Payment Portal Terms: See Rule #31

Email application to:
Email: expocontracts@spargoinc.com

Need Help? Contact:
westexhibits@spargoinc.com
888-215-2241 | 703-995-2567

Make checks payable to: AFCEA

Mail payments to: AFCEA International, c/o SPARGO, Inc.
1881 Campus Commons Dr., Suite 350, Reston, VA 20191

Credit Card Payments:
An invoice will be sent via email with instructions to submit a credit card payment online.

I, the undersigned, hereby make Application for Exhibit Space, at WEST 2027. I am an authorized representative of the company/organization with the full power and authority to sign and deliver this application. The company/organization listed on this application agrees to comply with the WEST 2027 Rules and Regulations and all policies, adopted by AFCEA International (AFCEA) and the United States Naval Institute (USNI) hereafter. Exhibitor agrees to receive all written and electronic correspondence from AFCEA, USNI, SPARGO, Inc. and official event contractors in reference to WEST 2027 and future AFCEA/USNI events. This application will become a contract upon Exhibitor's authorized signature and AFCEA/USNI's acceptance and approval.

Exhibitor Signature…… Date……

Printed Name…… Telephone……

Start Up Exhibit Space Inclusions and Display Rules

Inclusions:

- One (1) 6' Draped Table
- Two (2) Chairs
- Basic Carpet
- One (1) Wastebasket
- Two (2) Exhibit Hall Only Passes
- Basic Online Listing (Within Interactive Exhibitor List & Event Mobile App)
- Company Identification Sign (44”W x 7”H)

Start Up Table Top Display Rules:

Example of acceptable table top display:

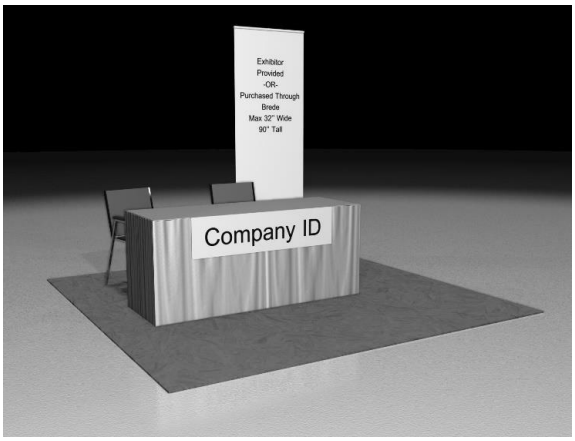

Table top Exhibitors are limited to one (1) banner to be placed directly behind their tabletop ONLY. Maximum dimensions are 32” wide and 90” tall.

Display is restricted to the top of the provided table. Materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of eight feet (8’) is allowed only by a popup banner **behind** your booth. **No backdrops** are allowed with these spaces.

Alternate/additional furniture, displays, etc. are not permitted with tabletops.

Start Up Booth Display Rules:

10' x10' booth display options allow for companies who require additional display space beyond a table top. Display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. A maximum height of eight feet (8’) is only permitted in the back five feet (5') of your booth with displays not exceeding four feet (4') in the front five feet (5'). Back drops are restricted to an eight foot (8') maximum height.

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Company Name: _____ **Date:** _____

Print: _____ **Signature:** _____

WEST 2027 Exposition Rules

1. **Purpose**
The objective of WEST 2027 is to further AFCEA/U.S. Naval Institute objectives by providing a forum through exhibits and technical panels. Exhibitors are limited to firms, organizations, and agencies whose exhibits are in harmony with the purpose of this Exposition. Active selling or order taking is NOT permitted.
2. **Location of Exhibits**
The Exposition will be held at the San Diego Convention Center, San Diego, California.
3. **Subleasing**
Exhibitor may not sublet his exhibit space, nor any part thereof, nor exhibit, offer for sale, or advertise articles not manufactured or sold by the exhibiting company, except where such articles are necessary for proper demonstration or operation of the exhibitor's display, in which case identification shall be limited to the manufacturer's normal regular nameplate. Exhibitor may not permit non-exhibiting company representatives to operate from his booth. Rulings of AFCEA/U.S. Naval Institute shall, in all instances, be final with regard to use of exhibit space.
4. **Occupancy Default**
Any exhibitor failing to occupy space contracted for shall not be relieved of the obligation of paying the full rental charge of such space. If not occupied by the time set for completion of the installation of the displays, such space shall be taken by AFCEA/U.S. Naval Institute, and re-allocated or reassigned for such purposes or use AFCEA/U.S. Naval Institute may see fit.
5. **Eligibility**
AFCEA/U.S. Naval Institute has the sole right to determine the eligibility of any company or product for inclusion in the Exposition.
6. **Cancellation or Change of Exposition**
In the event that the premises in which the Exposition is conducted should become unfit for occupancy or substantially interfered with by reason of any cause or causes not reasonably within the control of AFCEA/U.S. Naval Institute or its agents, the Exposition may be canceled or moved to another appropriate location, at the sole discretion of AFCEA/U.S. Naval Institute. AFCEA/U.S. Naval Institute shall not be responsible for delays, damage, loss, increased costs, or other unfavorable conditions arising by virtue of cause or causes not reasonably within the control of AFCEA/U.S. Naval Institute. Causes for such action beyond the control of AFCEA/U.S. Naval Institute shall include, but are not limited to: fire, casualty, flood, epidemic, earthquake, explosion, accident, blockage, embargo, inclement weather, governmental restraints, act of a public enemy, riot or civil disturbance, impairment or lack of adequate transportation, inability to secure sufficient labor, technical or other personnel, labor union disputes, loss of lease or other termination by the San Diego Convention Center, municipal, state or federal laws, or act of God. Should AFCEA/U.S. Naval Institute terminate this agreement pursuant to the provisions of this section, the exhibitor waives claims for damage arising therefrom. Refunds of "Paid Exhibit Space Fees" in the event of event termination or cancellation shall be made to exhibitors at the sole discretion of AFCEA/U.S. Naval Institute and in any case, will not exceed the amount of each exhibitor's paid exhibit space fee less any pro rata adjustments based on non-reimbursable direct and/or indirect event costs or financial obligations incurred by AFCEA/U.S. Naval Institute through the date of exhibitors' notification of event termination or cancellation or through the completion of event termination or cancellation processes, whichever is later.
7. **Cancellation by Exhibitor**
In the event of cancellation by an exhibitor, AFCEA/U.S. Naval Institute shall determine an assessment covering the reassignment of space, prior services performed, and other damages related to cancellation, according to the following schedule:

Through April 16, 2026, 0% of total booth rental fee;
April 17, 2026 - August 13, 2026, 50% of total booth rental fee;
After August 13, 2026, 100% of total booth rental space fee.

AFCEA/U.S. Naval Institute must receive written notification of the cancellation by registered or certified mail. Date cancellation notice is received by AFCEA/U.S. Naval Institute will determine above assessment charges. In the event of either a full or partial cancellation of space by an exhibitor, AFCEA/U.S. Naval Institute reserves the right to reassign canceled booth space, regardless of the cancellation assessment. Subsequent reassignment of canceled space does not relieve the canceling exhibitor of the obligation to pay the cancellation assessment. Appropriate payment must be received within 15 days of cancellation.
8. **Limitation of Liability**
Exhibitor agrees to make no claim for any reason whatsoever against AFCEA/U.S. Naval Institute, its employees, agents, or representatives for loss, theft, damage, or destruction of goods; nor for any injury, including death, to himself, employees, agents or representatives; nor for any damage of any nature, including damage to his business for failure to provide exhibit space; nor for failure to hold the Exposition as scheduled; nor for any action or omission of AFCEA/U.S. Naval Institute. The exhibitor is solely responsible for his own exhibition material and products, and should insure exhibit and products from loss or damage from any cause whatsoever. It is understood all property of an exhibitor is in his care, custody, and control in transit to, or from, or within the confines of the exhibit hall. AFCEA/U.S. Naval Institute shall bear no responsibility for the safety of the exhibitor, its personnel, employees, agents or representatives or personal property.
9. **Insurance**
The exhibitor shall, at its sole cost and expense, procure and maintain through the term of this contract, comprehensive general liability insurance against claims for bodily injury or death and property damage occurring in or upon or resulting from the premises leased. Such insurance shall include contractual liability and product liability coverage, with combined single limits of liability of not less than minimum $1,000,000 per occurrence/$2,000,000 aggregate coverage. Such insurance shall name AFCEA/U.S. Naval Institute, SPARGO, Inc., San Diego Convention Center as an additional insured. During the term hereof, the exhibitor shall maintain Workers' Compensation and Occupational Disease insurance in full compliance with all federal and state laws, covering all of exhibitor's employees engaged in the performance of any work for exhibitor. All property of the exhibitor is understood to remain under its custody and control in transit to and from the confines of the hall. Proof of such insurance, including a Certificate of Insurance, shall be provided to SPARGO, Inc. or its agent or representative as soon as practical but in no event more than three (3) calendar days after request, time being of the essence. Failure to remit such proof shall be a material breach of this agreement.
10. **Union Labor**
Exhibitor shall employ only union labor, as made available by official contractors in the setting up and dismantling of the exhibits and in the operations when required by union agreements. Exhibitors planning to build special displays should employ union display companies in their fabrication, carpentry and electrical work.
11. **Installing, Exhibiting, Dismantling**
Hours and dates for installing, exhibiting, and dismantling shall be those specified by AFCEA/U.S. Naval Institute. Exhibitor shall be liable for all storage and handling charges resulting from failure to remove exhibit material from the Exposition before the specified conclusion of the dismantling period set by AFCEA/U.S. Naval Institute.
12. **Damage to Property**
Exhibitor is liable for any damage caused by exhibitor, exhibitor's agents, employees or representatives to building floors, walls, or columns, or to standard booth equipment, or to other exhibitor's property. Exhibitor may not apply paint, lacquer, adhesive or other coatings to building columns, floors, or walls, or to standard booth equipment.
13. **Floor Loading**
Under no circumstances may the weight of any equipment or exhibit material exceed the specified floor load limit of the exhibit hall. Exhibitor accepts full and sole responsibility for injury or damage to property or persons resulting from failure, knowingly or otherwise, to distribute the exhibit material and products in conformity with the maximum floor load specifications.
14. **Alcoholic Beverages**
The dispensing, distribution or use of alcoholic beverages in the Exposition Hall is prohibited without the express prior approval of AFCEA/U.S. Naval Institute
15. **Flammable Materials**
No flammable fluids or materials of any nature, including decorative materials, use of which is prohibited by national, state, or city fire regulations may be used in any booth.
16. **Lotteries or Contests**
The operation of games of chance or lottery devices, or the actual or simulated pursuit of any recreational past time is permitted only on written approval from AFCEA/U.S. Naval Institute
17. **Noise and Odors**
Noisy or obstructive work will not be permitted during open hours of the Exposition, nor will noisily operating displays, nor exhibits producing objectionable odors. AFCEA/U.S. Naval Institute shall have sole discretion in determining what is noisy, obstructive, or objectionable.
18. **Music**
Any exhibitor using music must ensure that licensing fees have been paid to the appropriate agency, i.e., ASCAP or BMI. AFCEA/U.S. Naval Institute is not responsible for any licensing fees for music played in exhibitor's booth.
19. **Obstruction of Aisles or Booths**
Any demonstration or activity that results in excessive obstruction of aisles or prevents ready access to nearby exhibitor's booth shall be suspended for any periods specified by AFCEA/U.S. Naval Institute.
20. **Attendance**
Admission policies shall remain, at all times, the prerogative of AFCEA/U.S. Naval Institute, and may be revised or amended to suit unforeseen conditions.
21. **Booth Personnel**
Exhibitor representatives are restricted to personnel engaged in the display, demonstration, application or sale of the company's product or services. Booth personnel shall wear "exhibitor" badge identification always furnished by AFCEA/U.S. Naval Institute while they are in the exhibit area. All other employees and representatives of the exhibiting companies must register as Show Attendees. AFCEA/U.S. Naval Institute reserves the right to restrict or limit the number of booth representatives. All exhibits must have personnel present during show hours. Exhibitors are strictly prohibited from sharing badges with another employee, exhibitor, or attendee. Exhibitors caught sharing badges will have their badge confiscated and be removed from the event.
22. **Height and Non-Blocking Regulations**
All exhibit display construction design must conform to the regulations set forth in the "Display Rules and Regulations," a copy of which is supplied to each exhibitor by AFCEA/U.S. Naval Institute. "Display Rules and Regulations" provides details as to what is allowed for exhibitor's booth so as to enable use of the space without detriment to neighboring exhibitors or the Exposition.
23. **Electrical Safety**
All wiring on booths or display fixtures must meet underwriters' rules and standard fire department inspection. This applies to booth construction only and not to pre-wired radio and electronic equipment.
24. **Use of Space**
Displays and demonstrations are limited to the confines of an exhibitor's own booth, as is the distribution of literature or other items.
25. **Display**
AFCEA/U.S. Naval Institute shall have full authority for approval or arrangement and appearance of items displayed. AFCEA/U.S. Naval Institute may, at its discretion, require replacement, rearrangement, or redecoration of any item or any booth, and no liability shall attach to AFCEA/U.S. Naval Institute for the costs that may evolve upon exhibitor thereby. Exhibitors with special backgrounds or side dividers must make certain that such material is furnished in such a manner as to not be unsightly to exhibitors in adjoining booths. If such surfaces remain unfinished at twelve noon of the day before the scheduled opening of the show, AFCEA/U.S. Naval Institute shall authorize the official decorator to effect the necessary finish and the exhibitor must pay all charges involved thereby.
26. **Exhibitor Representative's Responsibility**
Exhibitor agrees to indemnify AFCEA/U.S. Naval Institute, its employees, agents, or representatives against—and hold them harmless for—all claims arising out of the acts of negligence of exhibitor, exhibitor's agents, employees or representatives, and any claims for injury to exhibitor, its employees, agents, representatives, or event attendees.
27. **Waiver of Rights**
Any rights of AFCEA/U.S. Naval Institute under this contract shall not be deemed waived in any manner except as specifically waived in writing and signed by an authorized officer of AFCEA/U.S. Naval Institute.
28. **Relocation and Floor Plan Revisions**
AFCEA/U.S. Naval Institute retains the exclusive right to revise the exhibition hall floor plan and/or move assigned exhibitors as necessary.
29. **Amendment and Addition Rules**
Any matters not specifically covered by the preceding rules shall be subject solely to the decision of AFCEA/U.S. Naval Institute. AFCEA/U.S. Naval Institute may, at any time, amend or add further rules to these rules, and all amendments made shall be binding on exhibitor equally with the foregoing rules and regulations.
30. **Agreement to Rules**
Exhibitor, for himself or itself, his or its personnel, employees, agents or representatives, agrees to abide by the foregoing rules and those provided and contained in the Exhibitors Manual, and by any amendments and additional rules that may be put into effect by AFCEA/U.S. Naval Institute.
31. **Vendor Payment Portal Terms**
Due to the volume of participating exhibitors and sponsors, AFCEA International is unable to accommodate requests for onboarding into third-party vendor payment portals. Requests to onboard AFCEA International into your payment system will not be accepted, regardless of submission timing or inclusion with a signed contract. All exhibitors/sponsors are solely responsible for making payments as outlined in the agreement, and deposit and final payments must be received by the due dates specified therein. No exceptions will be made to these terms, and requests for onboarding do not alter or supersede the terms of this agreement.