



SEPTEMBER 4TH – SEPTEMBER 8TH, 2025
SCHAUMBURG RENAISSANCE CONVENTION CENTER

EXHIBITOR CONTRACT

By completing the following, you are making a formal application for exhibit space, which will become binding upon confirmation from Sim Gaming Expo and Immersive Entertainment Inc.

EXHIBITOR INFORMATION

Company: _____
(please submit company name as you would like it to appear in the website, credentials and show materials)

Exhibiting As: _____

Address: _____

City: _____ State: _____ Zip: _____

Country: _____ Phone: _____ Fax: _____

Website URL: _____

Primary Product / Service: _____

CONTACT INFORMATION

Name: _____ Title: _____

Phone _____ Email _____

TERMS AND CONDITIONS

CONTRACT ACCEPTANCE

This contract states the terms of agreement for the provision of exhibit space at the 2025 Sim Gaming Expo. The expo will be held at the Schaumburg Renaissance Convention Center located at 1551 Thoreau Dr. N. Schaumburg, IL 60173, from Thursday, September 4th 2025 through Monday, September 8th 2025. Setup for the expo begins on Thursday, September 4th, 2025 and the expo is open Friday, September 5th, Saturday, September 6th and Sunday, September 7th, 2025. Expo tear-down will take place on Monday, September 8th, 2025.

This agreement is between the companies and organizations that are purchasing exhibit space and/or exhibiting, hereafter referred to as "Exhibitor" and the Sim Gaming Expo.

Upon acceptance of the contract, the Exhibitor shall be bound by these terms and conditions set forth herein and by such amendments or additional rules and regulations, which may be established by Sim Gaming Expo. References to Sim Gaming Expo or SGE herein shall be deemed to include the Producer (Immersive Entertainment Inc.), its partners, the advisory committees and any duly authorized representative, agent or employee of the foregoing.

Attendance is subject to the terms and conditions of this Exhibitor Contract. Sim Gaming Expo reserves the right to reject any registration application for space for any reason, make changes to Exhibitor's booth space, requests and/or Expo show floor plan

ELIGIBILITY TO EXHIBIT

Sim Gaming Expo, in its sole discretion, determines whether a prospective exhibitor is eligible to participate in the event. Eligibility is generally limited to persons or companies who manufacture or produce products, equipment, software, supplies or services for the gaming industry, motorsports and aviation industries as well as those items related to gaming lifestyle and technology.

Sim Gaming Expo reserves the right to restrict or remove any exhibit which Sim Gaming Expo, in its sole discretion, believes is objectionable or inappropriate. Show management reserves the right at any time to refuse the rental of exhibit space to any company whose display of goods or services is not, in the opinion of show management, compatible with the general character and objectives of the exhibition, or to remove or change exhibits it finds offensive.

EXHIBIT SPACE INFORMATION

Exhibit space rates:

\$15.00 (USD) per square foot.

(10% Discount applies to booths larger than 10'x10')

Please reference online floor plan for current booth availabilities or contact:
sales@simgamingexpo.com

BOOTH SELECTION

(Move in 9/4/2025 – Move out 9/8/2025)

One 10'x10' Booth = 100 sq ft

One 20'x20' Booth = 400 sq ft.

☐ 10'x10' - \$1500

☐ 10'x20' - \$2,700

☐ 20'x20' - \$5,400

☐ Other: _____

50% Deposit required with Exhibitor agreement to guarantee position on the show floor.

INCLUDED ITEMS

All booths include pipe and drape with 8-foot back wall and 3-foot sides. ID sign is also included.

ADDITIONAL SERVICES

Additional exhibitor services can be ordered directly through Sim Gaming Expo's official show contractor SourceOne Events. For full details please refer to the official show exhibitor kit.

BOOTH LOCATION PREFERENCE

Although the Sim Gaming Expo's intent is to place Exhibitors in their requested space. It may not always be possible due to "high demand", please refer to official show floor plan for booth numbers.

1st Choice: _____

2nd Choice: _____

3rd Choice: _____

Exhibitor does not wish to be located adjacent to booth: _____

CONTRACT ACCEPTANCE FOR EXHIBIT SPACE RENTAL:

The Exhibitor agrees that this agreement including the Terms and Conditions set forth by Sim Gaming Expo with or without appropriate or timely payment of any and all fees; this agreement shall become binding and enforceable in accordance with its terms.

Although Sim Gaming Expo will attempt to accommodate Exhibitor requests for specific booths, no guarantees can be made that the Exhibitor will be assigned the specific booth(s) requested. Exhibitor acknowledges that it is not contracting for a specific booth(s), but rather for the right to participate as an Exhibitor in the 2025 Sim Gaming Expo.

DEPOSIT REQUIRED AND PAYMENT FOR SPACE:

Exhibitors selecting exhibit space can make two (2) payments; 50% deposit of the total cost of the exhibit space is due with your signed Exhibitor agreement. The remaining balance is due on or before March 4th 2025. Exhibit space will not be assigned / guaranteed without a 50% deposit or full payment if after March 4th 2025. Space applications received after March 4th 2025 require 100% of the total space contracted for.

CANCELLATION POLICY:

Cancellations made before March 3rd 2025 will receive a full refund. Cancellations made between March 4th 2025 and June 4th 2025 are liable for 50% of the exhibit fee. Any cancellations made after June 4th 2025 are liable for the full space contract amount.

By Signing below, the signer certifies that they have the authority to sign this contract and bind the company listed above to this contract. Company also agrees to abide by the terms and conditions established by the Sim Gaming Expo.

Name (please print): _____

Title: _____

Phone: _____ Email: _____

Authorized Signature: _____ Date: _____

AGREED TO BY IMMERSIVE ENTERTAINMENT INC.

Name (please print): _____

Title: _____

PAYMENT METHOD

☐ Invoice ☐ Check Enclosed ☐ Credit Card *(complete form below)*

Credit Card Type: ☐ Master Card ☐ Visa ☐ American Express ☐ Discover

Credit Card Number: _____

ExpDate: _____ Security Code: _____ Billing Zip Code: _____

Name on Card (please print): _____

Signature: _____

CANCELLATION

In the event that the Exhibitor cancels participation in the event, Exhibitor shall promptly notify Sim Gaming Expo in writing via certified mail and with evidence of receipt. If such written notice is received within 184 days prior to the opening date of the event, then the Exhibitor will remain liable for 50% of the total exhibit fee. If notice of cancellation is received less than 91 days prior to the event, Exhibitor will remain liable for 100% of the total exhibit fee, regardless of when this contract is executed by Exhibitor. In addition, Exhibitor will remain liable for 100% of all fees paid or payable in respect of sponsorships and promotional products, regardless of when this contract is executed or cancelled by Exhibitor. These amounts are considered to be liquidated and agreed upon damages for the injuries Sim Gaming Expo will suffer as a result of Exhibitor's cancellation. The provision for liquidated and agreed upon damages is a bonafide provision and not a penalty. The parties understand that the withdrawal of the space reserved from availability and, if applicable, the cancellation of sponsorships and/or promotional materials, in each case at a time when other parties would be interested in such space and/or products, will cause Sim Gaming Expo to sustain substantial damages that will not be capable of determination with mathematical precision. Therefore, the provisions for liquidated and agreed upon damages have been incorporated into this contract as valid pre-estimate of these damages. The date of cancellation shall be the date Sim Gaming Expo receives notice.

Sim Gaming Expo reserves the right to treat Exhibitor's downsizing of booth space as a cancellation of the original contract and an offer to purchase new booth space. Exhibitor may be required to move to a new location if it requests a downsizing of space.

CANCELLATION ASSESSMENT SCHEDULE:

From Contract Signing - March 3rd 2025.....	0%
March 4th -June 4th 2025.....	50%
June 5th 2025 or after	100%

CANCELLATION OF THE EVENT

If Sim Gaming Expo cancels the event due to circumstances beyond the reasonable control of the Sim Gaming Expo (such as riot, strike, civil disorder, act of war, act of God, terrorism, epidemic, pandemic, government mandated restrictions, or any cause whatsoever that is not within Sim Gaming Expo's reasonable control), Sim Gaming Expo shall refund to each Exhibitor its exhibit space rental payment previously paid, minus a 15% administrative processing fee, in full satisfaction of all liabilities of Sim Gaming Expo to Exhibitor. Sim Gaming Expo reserves the right to cancel, rename or relocate the event or change the dates on which it is held. If Sim Gaming Expo changes the name of the event; relocates the event to another facility; or changes the dates for the event to dates that are not more than 90 days prior or 13 months later than the dates on which the event originally was scheduled to be held, no refund will be due to the Exhibitor, but Sim Gaming Expo shall assign to Exhibitor, in lieu of the original space, such other space as Sim Gaming Expo deems appropriate and Exhibitor agrees to use such space under the terms of this contract. If Sim Gaming Expo elects to cancel the event other than for a reason previously described in this paragraph, Sim Gaming Expo shall refund to each Exhibitor its entire exhibit space rental payment previously paid, in full satisfaction of all liabilities of Sim Gaming Expo to Exhibitor. Exhibitor agrees that, except as previously provided in this paragraph, it shall and hereby does waive any and all claims for damages or compensations resulting from or relating to the cancellation, renaming, relocation or rescheduling of the event.

INSTALLATION AND DISMANTLING OF EXHIBITS

Each Exhibitor must erect and completely install the display in the space contracted by such Exhibitor no later than 120 minutes prior to the published opening time of the exhibit hall. Work will be strictly prohibited after that time.

INSTALLATION AND DISMANTLING OF EXHIBITS (CONT.)

Exhibits must be arranged as to not create any obstruction to the view of other exhibits or create a hazard. Location of exhibit will abide by official show floor plan. Displays cannot extend beyond the bounds of the next booth. The taking, posting or placing of advertisement outside of the space contracted for will not be permitted elsewhere in the venue. Booths must be fully staffed during the designated Exhibitor hours.

Exhibitors will not be permitted to dismantle and/or remove any part of an exhibit, equipment or material prior to 5pm CST, Sunday, September 7th, 2025. All materials must be totally removed from the exhibit hall no later than 12pm Noon on Monday, September 8th, 2025. Exhibitor booths must be cleared of all trash. Booths may not be dismantled before 5pm CST, September, 7th,2025, without affecting participation in future Sim Gaming Expo shows. Loading or unloading is permitted only through the designated loading dock. No loading or unloading is permitted through the front doors of the Schaumburg Renaissance Convention Center.

INSTALLATION AND DISMANTLING HOURS

Installation

Thursday, September 4th, 2025 from 8am to 8pm
Friday, September 5th, 2025 from 8am to 10am

Dismantling

Sunday, September 7th, 2025 from 5pm to 10pm
Monday, September 8th, 2025 from 8am to 4:30pm

HANDLING AND STORAGE

The Schaumburg Renaissance Convention Center will not accept or store exhibit materials or empty crates. The Exhibitor will make their own arrangements for delivery and receipt of shipments and storage of crates before move-in time. These services are available from the official expo general contractor SourceOne Events. Fire regulations prohibit the storage of empty crates and cartons within the Exhibitor's booth area. Crates and cartons will be stored by the official general contractor and returned to the booth promptly at the end of the show as part of the handling contract.

INSURANCE

Sim Gaming Expo requires that each Exhibitor at its own expense secure and maintain commercial general liability insurance providing both bodily injury and property damage coverage. Coverage must be for the entire duration of the event (move-in through move-out) with limits of not less than \$1,000,000 per occurrence and \$2,000,000 in aggregate and agrees to add Sim Gaming Expo, Immersive Entertainment Inc., Schaumburg Renaissance Convention Center and SourceOne Events as additional insured on its policy.

The Exhibitor must provide a certificate of insurance (COI) to Sim Gaming Expo as written evidence of their coverage no later than March 4th 2025. Exhibitor will not be allowed to participate in the expo if COI has not been provided. All property of the Exhibitor is understood to remain under their custody and control, in transit to or from the confines of the hall, subject to the rules and regulations of the expo. Exhibitor understands that Sim Gaming Expo does not maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance if it chooses to do so.

SECURITY

Sim Gaming Expo will provide general perimeter security. Exhibiting companies are responsible for the security of their booth and all materials related to their booth. It is the ultimate responsibility of Exhibitor's to protect their property as noted under the insurance section. Exhibitors are encouraged to secure any valuable exhibit material prior to leaving the show floor. Any company wishing to employ additional security may do so at their discretion.

SPACE USAGE AND ALLOCATION

The space applied for is to be used solely for the exhibitor whose name appears on the application, and it is agreed that the applicant will not assign, sublet, or apportion the whole or any part of the space or meeting room allotted.

All promotional material must be distributed from within the confines of the exhibitor's own contacted space. Materials bearing any name or form of advertisement may not be displayed anywhere other than the space contracted. Each exhibitor is responsible for keeping the aisle or aisles near contracted space free of congestion resulting from demonstrations or promotions. Exhibitors are not permitted to obstruct the view or adversely affect the displays of other exhibitors.

Rulings of Sim Gaming Expo shall in all instances be final with regard to use of any exhibit space. Furthermore, the exhibitor agrees that the Sim Gaming Expo has sole authority over the assignment of exhibit space and may be required to change the exhibitors confirmed exhibit space in order to accommodate the needs of the show. Before exercising its discretion, Sim Gaming Expo will contact exhibitor.

All measurements shown on the floorplan are believed to be accurate, but Sim Gaming Expo reserves the right to make such modifications as may be necessary to meet the need of exhibitors and the exhibit program as a whole.

BOOTH FLOOR COVERING

Sim Gaming Expo requires all exhibit booths to be fully covered with an appropriate floor covering. I.e: carpeting, interlocking foam tiles and rollable vinyl flooring.

FIRE REGULATIONS

Exhibitors agree to abide by and conform to the Fire Marshall regulations set forth by Sim Gaming Expo and the Village of Schaumburg where the expo will take place, which are incorporated herein by this reference.

CARE OF BUILDING & EQUIPMENT

Exhibitor, its employees, representatives, or agents must not injure or deface the walls or floors of the building, the booths, or the equipment of the booths. When such damage appears, Exhibitor is liable to the owner of the property so damaged. Nothing will be posted on, tacked, nailed, screwed or otherwise attached to the columns, walls, floors, ceiling, furniture, or other property of the Schaumburg Renaissance Convention Center.

AMERICANS WITH DISABILITIES ACT

Exhibitors acknowledge their responsibilities under the Americans with Disabilities Act (hereinafter "Act") to make their booths accessible to handicapped persons. Exhibitor shall also indemnify and hold harmless Simulation Gaming Expo, Immersive Entertainment Inc., Schaumburg Renaissance Convention Center against cost, expense, liability or damage, which may be incident to, arise out of or be caused by exhibitor's failure to have their booth comply with requirements under the Act.

USE OF COPYRIGHTED MATERIAL

Exhibitor agrees to pay all royalties, license fees or other charges, and is also responsible for obtaining all necessary license and permits for any music, either live or recorded, or other entertainment of any kind or natures, played, staged, or produced by the Exhibitor, their agents or employees in Exhibitor's booth or display.

The Exhibitor shall indemnify, defend, and hold harmless Sim Gaming Expo and the Schaumburg Renaissance Convention Center from and against any and all claims, losses, liabilities or damages resulting from the Exhibitor's failure to comply.

CONSENT TO USE AND DISTRIBUTION OF IMAGE / VOICE

Registration and attendance at the Sim Gaming Expo constitutes an agreement by the Exhibitor (and all registered staffers of exhibiting company) to the use and distribution, both now and in the future, of the Exhibitor's image and/or voice in photographs, videos and electronic reproductions of such events and activities by Sim Gaming Expo.

PAYMENTS

Applicant agrees to pay the exhibit space amount. Exhibit space rates are \$15.00 per square foot. Upon acceptance of this application by Sim Gaming Expo, it shall be a legally binding contract between the Exhibitor and Sim Gaming Expo.

Fifty percent (50%) of the exhibit fee must accompany this application as a deposit, with the balance due no later than March 4th 2025. All applications received after this time must be accompanied by full payment. Requests for booth space will be considered only after a signed application and deposit have been received. Refund of the Exhibitor's deposit will be made in the event that Sim Gaming Expo does not accept the Exhibitor's application.

The acceptance of a deposit by Sim Gaming Expo with an application does not in any way constitute acceptance of the application or grant permission to exhibit. If an application is denied, a full refund of the deposit will be made.

The applicant agrees that in the event booth space of greater square footage is selected, assigned or allotted to it at its request or with its consent, it will pay the additional amount required promptly upon receipt of notice to that effect.

It shall be the Exhibitor's responsibility to ensure that the exhibit space(s) specified in this agreement conform(s) to the show's official floor plan and the rules, regulations and guidelines established by Sim Gaming Expo. If this agreement and the floor plan do not agree, the floor plan shall govern.

Subject to receiving payment as described, the following exhibit space(s) is (are) reserved for you at this time by Sim Gaming Expo. The Exhibitor understands and agrees that show management reserves the authority to reassign exhibit space dimension and location at the show. Spaces confirmed are not transferable.

FAILURE TO MAKE PAYMENT

Exhibit invoice payments are due based on the schedule in the signed contract. Any Exhibitor contracting for space who shall fail to make the payment as herein provided, whether such Exhibitor desires to exhibit or not, shall thereby and thereupon forfeit all rights to the use of the selected space, and Sim Gaming Expo shall have the right to dispose of such space in such a way as it may consider to its interests without any liability on the part of Sim Gaming Expo. Any Exhibitor who fails to pay for and occupy said space shall be and shall remain liable for the payment agreed on.

TAX AND LICENSING

Exhibitors who choose to sell products or services assume full responsibility for securing licenses and collecting all applicable fees and taxes.

Exhibitor will comply with all federal, state, and local laws as well as the rules and regulations of the host venue. Exhibitors will be liable for all obligations resulting from noncompliance and will indemnify and hold harmless Sim Gaming Expo from any and all costs and/or expenses (including counsel fees) involved in addressing or defending any matters arising in whole or part from Exhibitor's sale of products or services.



OFFICIAL EXPO GENERAL CONTRACTOR

For more information regarding exhibit installation, dismantling, services, freight, etc., contact:

SourceOne Events

Mike Bojesen

596 Lamont Rd.

Elmhurst IL, 60126

Telephone: (708) 344-4111

Email: info@sourceoneevents.com

EXHIBITION ORGANIZER

For more information regarding exhibit space, meetings or general inquiries regarding the Sim Gaming Expo, please contact:

Immersive Entertainment Inc.

Jorge Anzaldo

3036 N. Hamlin Ave.

Chicago IL, 60618

Telephone: 312-505-6872

Email: j.anzaldo@simgamingexpo.com

EXHIBITOR BADGES AND PERSONNEL

Admission will be by Exhibitor badge only. Appropriate badges will be furnished to Exhibitors and their employees by Sim Gaming Expo upon proper registration. Identification badges are not transferable. Each company is entitled to 3 complimentary badges per 10'x10' contracted space. Additional 3-day badges will be at the discounted rate of \$50 each. Exhibitor badges must be worn at all times to gain access to the show floor. The Exhibitor shall have an authorized representative present at the show throughout all exhibit periods and during the installation and dismantling of its exhibit. The name of the authorized representative shall be furnished to Sim Gaming Expo not less than 60 days before the installation start date.

BOOTH FURNITURE, LABOR, AND DRAYAGE

When notified, Exhibitors are encouraged to forward prepaid shipments directly to the warehouse of the official expo general contractor, SourceOne Events at the address below, with the name of the show, name of the Exhibitor, and booth number. A copy of the bill of lading should also be forwarded to SourceOne Events. Schedule of prices and applications for furniture rental and labor services will be sent to Exhibitors well in advance of show time. Orders for utility services may have advance order deadline requirements that must be adhered to by Exhibitors in order to ensure installation prior to show opening. Special forms, showing rates of other basis of charges will be sent in advance of show.

AMENDMENT TO TERMS AND CONDITIONS

Any and all matters or questions not specifically covered by the terms and conditions contained herein shall be subject to the sole discretion of Sim Gaming Expo. Sim Gaming Expo may, in its sole discretion, make reasonable changes, amendments, or additions to these terms and conditions. Any such changes, amendments, or additions shall be binding on Exhibitor equally with the other terms and conditions herein.

FORCE MAJURE

A "Force Majeure Condition" means any act of God; declared or undeclared war or a threat of war or other hostilities; acts of terrorism, coups or civil disorder, regulations or acts of government; hazardous weather (forecasted or actual); disaster; strikes or work stoppages; Level 2 or higher travel warnings issued by Centers for Disease Control and Prevention or local, state or national government that affect the city where the event is located; epidemics, pandemics or other disease outbreaks (including public health emergencies); or if twenty-five percent (25%) or more of anticipated attendees were unable to attend the expo due to any of the above circumstances or other unforeseen and uncontrollable emergencies, any of which renders Sim Gaming Expo's or Schaumburg Renaissance Convention Center's performance commercially impossible, inadvisable, commercially impracticable or illegal.

PERSONAL CONDUCT

Conduct by anyone that is illegal, violent, dangerous, irresponsible or puts innocent victims at risk, or that is otherwise harmful or offensive, damages the reputation of others, or undercuts public respect and support for Sim Gaming Expo, will not be tolerated. In the event of such conduct, Sim Gaming Expo or Schaumburg Renaissance Convention Center may request removal in their sole discretion. No refunds will be given in the event of such removal.

VIOLATIONS

Any violation of these terms and conditions will nullify Exhibitor's right to occupy space. Such Exhibitor will not be released from liability and will forfeit to Sim Gaming Expo all funds that have been paid. In case of any violation of the terms and conditions on the part of the Exhibitor, right is hereby given to Sim Gaming Expo, at its option, to terminate the agreement to occupy space.