



# HOLIDAY SHOWCASE

ASSOCIATION **FORUM** of

December 3-4, 2025

McCormick Place

## EXHIBITOR PROSPECTUS

Association Forum's Holiday Showcase is the Midwest's No.1 event for connecting industry suppliers, face-to-face, with **more than 1,500 qualified buyers in just 2 day!**

Holiday Showcase is the perfect opportunity at the perfect time of year to connect face-to-face with key decision makers representing the Chicago area's \$10.3B association market.

### Holiday Showcase 2024 attendee profile: **BECOME AN EXHIBITOR**



**2:1**

#### Ratio of qualified buyers to exhibitors

It's a busy day on our exhibit floor as buyers vastly outnumber exhibitors, so there is always a potential client to talk to.

CEOs are the key decision makers of their organizations, and it's an attendee category we aggressively promote to.

**561**

#### unique organizations in attendance

Holiday Showcase is THE face-to-face event for our association community to meet. We draw both associations that are members as well as non-members – everyone is at Holiday Showcase!

**Over 51%**

#### of attendees influence meetings decisions

Holiday Showcase has been built on the association meetings industry, but the buying power of our audience extends beyond the meeting professional to include buyers and influencers in marketing, membership, chapter relations, IT and others.

#### Over 100 corporate meeting planners

Our community extends well beyond the associations market, giving exhibitors even more opportunities to make qualified business connections.

#### Member Booth Fee

Inline 10' x 10"	\$4,200
Premium 10' x 10'	\$4,830

#### Non-Member Booth Fee

Inline 10' x 10	\$5,200
Premium 10' x 10'	\$5,830

#### Included with your 10' x 10' Booth:

- One 8' back wall and 3' high sidewalls, hotel carpet, one 6' skirted table, two (2) chairs, and wastebasket
- Two conference registrations (includes admittance to education sessions, exhibit hall and opening & closing reception)
- Opportunity to add two additional exhibitor registrations to your booth, at \$550 each; \$650 on or after Oct. 1 (includes admittance to opening reception, general education sessions and exhibit hall).
- Booth and company listing on the Holiday Showcase website
- Pre and Post event attendee list with email addresses for those that opt in available anytime after registration starts

#### Membership

To qualify for the member rate, you must be an active member of Association Forum. If you are interested in becoming a member, please contact [membership@associationforum.org](mailto:membership@associationforum.org).

Visit [holidayshowcase.org](http://holidayshowcase.org) to view the complete rules and regulations, current online floorplan, and to reserve your booth space today.



**[www.holidayshowcase.org](http://www.holidayshowcase.org)**  
**#HS2025 @WEareForum**

The below listed rules and regulations are part of Association Forum's Holiday Showcase application and contract for exhibit space. By signing the exhibit space contract, exhibitor agrees to abide by these rules and regulations.

## ADMISSION

The Association Forum shall have sole control over all admission policies at all times.

Association professionals, qualified meeting planners and qualified non-exhibiting companies/consultants may access the exhibit hall.

Badges must be worn at all times. No exhibitors will be admitted to the expo floor without their exhibitor badge. Badges are not transferrable.

Exhibitors are asked to notify a security agent or show management of any suspicious behavior or unauthorized activity during the exhibition.

## AMERICANS WITH DISABILITIES ACT

Exhibitor represents and warrants that its exhibit and product/service information shall comply with the Americans with Disabilities Act, its regulations and guidelines (collectively "ADA"). Exhibitor shall indemnify, defend and hold harmless the Association Forum, its directors, officers, employees, and agents, and each of them, from and against any and all claims and expenses, including attorney fees and costs, arising out of or related to exhibitor's breach of this provision or noncompliance with any provision of the ADA.

## BOOTH OCCUPANTS

No more than four (4) exhibitors are allowed for each 10' x 10' space. Any exhibiting company found with more than four (4) representatives in their exhibit booth will be fined an amount equal to one (1) booth. No children under 18 or animals (except medical dogs) are permitted in the booths or on the show floor without show management approval.

## BOOTH SUBLETTING

Show management policy prohibits subcontracting of exhibit space. Should an exhibitor decide to cancel, exhibit space reverts back to show management.

## CANCELLATION POLICY

Any cancellations or reductions of space must be directed in writing to Association Forum. If exhibitor participation is cancelled, or space is reduced prior to August 15, 2025, a 50% cancellation fee will apply. If participation is cancelled, or space is reduced on or after August 15, 2025, the exhibitor will be responsible for the entire contracted exhibit fee. Show management assumes no responsibility for including the name of the canceled exhibitor or a description of their product in the show due to print schedule.

## CHANGES IN FLOOR PLAN

The Association Forum reserves the right to relocate the event and the specific booth assignment(s) of any/all contracted exhibiting companies at their discretion.

## COMPETING EVENTS

Exhibitors are prohibited from holding events that conflict with Association Forum sponsored events. Violation will result ineligibility to participate in future Holiday Showcase events.

## COPYRIGHTS

Exhibitor acknowledges and agrees that it shall be solely responsible for obtaining any licenses, permits, etc. that may be required for it to broadcast, perform or display any copyrighted materials including, but not limited to, music, video and software. Exhibitor shall indemnify, defend and hold harmless the Association Forum, its directors, officers, employees, and agents, and each of them, from and against any and all claims and expenses, including attorney fees and costs, arising out of or related to exhibitor's breach of this provision. The floor plan and layout of the Holiday Showcase exhibit floor is exclusive and proprietary to the Association Forum. An exhibitor may only make use of such layout for its own promotion and public relations. It may not offer such layout to any third party, including but not limited to any publication, newspaper or other organization.

## DISPLAY RULES AND REGULATIONS

Holiday Showcase booth space is 10' wide and 10' deep. Display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. **The maximum height of 8 feet is allowed only in the rear half of the booth**, with 3 feet height restriction imposed on all materials in the remaining space forward to the aisle.

Displays built for wider back walls cannot be squeezed or tilted to fit; such displays **MAY NOT BE USED**.

Aisles must be kept clear; exhibits should be arranged so that booth representatives will be inside of space assigned. No obstacles (such as arches, poles) are to be placed down center aisles of booth blocks per fire codes. Custom end-of-aisle draping is not allowed. The hanging of signs and banners is prohibited. All material used for decoration, e.g., paper, cardboard, cloth etc., shall be flame-retardant. No live cut trees or wreaths are allowed in the exhibit hall (approved artificial only). Safety & fire exits & equipment

must be left accessible and in full view at all times. For detailed display rules and regulations and safety and fire regulations please refer to the Exhibitor Kit.

## EXHIBIT BOOTH DECORATOR AND SHIPPING

If you require additional furnishings, electrical needs, telephone, floral arrangements, Internet connections and audiovisual needs, these items may be ordered on the forms provided in the exhibitor service kit that will be sent to each booth captain and posted on the official Holiday Showcase website.

## FOOD AND BEVERAGE

No outside food or beverage may be brought into the hotel without written permission from the hotel. Fees may apply for any outside food and beverage that is brought onsite. For sponsorship information, please contact Phyllis Scott, Senior Director, Business Operations at [scott@associationforum.org](mailto:scott@associationforum.org) or (312) 924-7033. The authorized caterer for Holiday Showcase is the OVG Hospitality. Please email [businessdev@associationforum.org](mailto:businessdev@associationforum.org) for questions regarding food and beverage guidelines in the exhibit hall.

## HOLD HARMLESS, LIABILITY AND INSURANCE

Exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damage to exhibitor's displays, equipment and other property brought upon the premises of the exhibit hall. Exhibitor shall defend, indemnify and hold harmless the Association Forum, McCormick Place, show decorator and contractor, their respective directors, officers, agents and employees from losses, damages and claims inside or outside the exhibit hall that may arise as a result of actions of the exhibitor, its employees or agents. Association Forum, McCormick Place, show decorator and contractor, or their respective directors, officers, agents or guests shall not be liable to exhibitor, its employees or agents for any damages, loss or injury from fire, electricity, water, storm, riot, smoke, theft, accident or any other cause. The exhibitor agrees to provide insurance coverage for personal injury and property damage liability covering the exhibitor and his property in such amount as the exhibition facility requires. The Association Forum, McCormick Place and show decorator and contractor shall each be named as an additional insured on all of exhibitor's policies of insurance. A copy of the insurance requirements will be included in the Service Kit. Insurance protection against fire,

theft or damage to the exhibitor's materials must be carried at the exhibitor's expense.

## HOTEL ACCOMMODATIONS

Exhibitors are encouraged to choose the Marriott Marquis and Hyatt Regency McCormick Place for their Holiday Showcase accommodations.

## INCLEMENT WEATHER

The Association Forum shall not be responsible for losses or poor attendance due to inclement weather. Holiday Showcase will proceed regardless of weather. Under circumstances to be determined by the board of directors, the Association Forum may elect to reimburse exhibitors a percentage of the exhibit fee to the extent allowed by the convention cancellation insurance after Association Forum's expenses are covered. Expenses for travel, shipping or collateral materials will not be covered.

## INSTALLATION OF EXHIBITS

Exhibitors have move-in and move-out times as indicated in the Exhibitor Kit. All exhibits must complete and be ready for inspection by the fire marshal and Association Forum staff at 10:00 a.m., Thursday, Dec. 4. All exhibits must remain intact until Holiday Showcase is officially closed at 5:00 p.m.

## MEMBERSHIP

In order to qualify for the member rate, you must be an active member of Association Forum. If you're not a current member, please visit [www.associationforum.org](http://www.associationforum.org) or contact [membership@associationforum.org](mailto:membership@associationforum.org)

## NOISE

Public address, sound producing or amplifying devices that project sound beyond the exhibitor's space are prohibited.

## PAYMENTS OF PAST DEBTS

Any organization that applies for exhibit space is responsible for ensuring that there are no outstanding debts between the exhibit space applicant(s) and Association Forum. This shall include any advertising debts incurred by the applicant(s) or its advertising agency(ies). The Association Forum will not consider any applications with outstanding debts to the Forum or whose advertising agency(ies) have outstanding debts. These balances must be completely settled and monies received by the Association Forum prior to the receipt of, contract deadline in order for the contract to be accepted.

## REMOVAL OF EXHIBITS

No exhibit may be dismantled before 5 p.m. on Thursday, Dec 4. All exhibits must be dismantled by 8 p.m. on Dec. 4. All materials and displays not dismantled or arranged for dismantlement will be discarded. **Early teardown will result in a \$1,000 penalty and may jeopardize eligibility to participate in future events.**

## RESPONSIBILITIES

The Association Forum shall assume no responsibility nor shall exhibitor look to the Association Forum for any losses, direct or indirect, which may occur as a result from any act or omission, whether intentional or negligent, on the part of the Association Forum, its officers, employees and agents, which may result from any activities.

## RESTRICTIONS

The Association Forum reserves the right to prohibit or require the removal of any display or exhibit, or any part of an exhibit, which it deems not suitable or in accordance with these regulations or in accordance with acceptable professional ethics or prohibits for other reasons deemed necessary or appropriate by the Association Forum. All exhibits shall conform in all respects to applicable safety, health and fire codes plus rules of McCormick Place.

## SECURITY

Insurance of booth contents and personnel is recommended. The Association Forum does not insure exhibitor property. The Association Forum shall use reasonable care in providing security services during the hours of installation, the show and dismantling for the protection of the exhibitor's materials and display. Beyond this, the Association Forum, the show facility, their respective officers, directors and employees or agents shall not be responsible for the safety or protection of the property or of the exhibitor, its employees and agents from any cause. Exhibitor shall provide to the Association Forum copies of all insurance and/or policy riders which shall include the Association Forum as a co-insured.

## USE OF ASSOCIATION FORUM AND HOLIDAY SHOWCASE NAME AND LOGO

Association Forum and Holiday Showcase are trade names belonging to Association Forum. Participation as an exhibitor/sponsor in the Event does not entitle the exhibitor/sponsor to use such names or logos other than with reference to the exhibitor/sponsor's participation as an exhibitor/sponsor. Participation in the event does not imply endorsement or approval by Show Management of any product, service, or participant and none shall be claimed by any participant.

## UP-SELLING BOOTHS

Charging a premium fee above and beyond Association Forum's published price without disclosure for exhibit space within a block is strictly prohibited. Violation will result in a loss of priority points as part of the booth selection system.

## VIOLATION OF RULES AND REGULATIONS

Violation of these rules and regulations as well as those of McCormick Place will afford the Association Forum the right to execute one or more of the following remedies:

1. The exhibitor may be prohibited from exhibiting at the current year's Holiday Showcase and will forfeit all booth payments.
2. The exhibitor may be prohibited from exhibiting at the following year's Holiday Showcase. Provided, however, that the imposition of one or more of these remedies by the Association Forum shall not in any way limit available remedies provided in other provisions of this Agreement or by law.

## FOR MORE INFORMATION ON EXHIBITING AT HOLIDAY SHOWCASE CONTACT:

PHYLLIS SCOTT

Senior Director, Business Operations

+1.312.924.7033

[scott@associationforum.org](mailto:scott@associationforum.org)

# 2025 Application

Dec 3-4, 2025  
McCormick Place  
www.holidayshowcase.org

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Contact Title

\_\_\_\_\_  
Email Address Phone

## BOOTH SPECIFICATIONS AND FEES:

### BOOTH PACKAGE:

10' x 10' exhibit space, 6' skirted table, 8' back wall and 4' high sidewalls, 7" x 44" ID sign, waste basket, two full conference registrations, two additional registrations available for purchase. Standard booths are inline. Premium booths are corners.

<i>List top 3 booth selections (if needed):</i>		# of Booths	Price	Total Cost	<i>*The main contracted company participating in each 10' x 10' booth needs to be a current Association Forum membership status must be through March 31, 2026.</i>
_____	*Inline Member	_____	\$4,200	_____	
_____	Inline Non-member	_____	\$4,830	_____	
_____	*Premium Member	_____	\$5,200	_____	
_____	Premium Non-Member	_____	\$5,830	_____	
<b>Total Amount Due</b>				\$ _____	
Bill/Charge Deposit Only				Bill/Charge Full Amount	

## METHOD OF PAYMENT

All applications received prior to August 15, 2025 must be accompanied by a **non-refundable 50% deposit**. Booth space will not be assigned without payment of deposit. Outstanding balances are due no later than October 14, 2025. **Applications received on or after September 15, 2025 must be accompanied by full, non-refundable payment.** Failure to make payment in full when due will result in release of booth space.

\_\_\_\_\_ Check (payable to: Association Forum) \_\_\_\_\_ Visa \_\_\_\_\_ Master Card \_\_\_\_\_ American Express \_\_\_\_\_ Discover

\_\_\_\_\_  
Credit Card Number Exp CVC

\_\_\_\_\_  
Name on Card

\_\_\_\_\_  
Cardholder's Signature Date

## ACCEPTANCE:

We, the authorized representative of the undersigned company, on behalf of said company subscribe and agree to all terms, conditions, authorizations and covenants obtained in this Contract and the Rules and Regulations governing Association Forum's Holiday Showcase. We understand that violations will jeopardize participation in current and future Association Forum events.

Acceptance of this application binds us to the payments as stated above. We understand that Show Management reserves the right to demand release of our space for failure to adhere to the Rules and Regulations: to re-allot space; to offer requested space only when available; and to reject any and all applications at any time for any reason or no reason at all.

\_\_\_\_\_  
Signature Date

## MAKE CHECKS PAYABLE

TO: Association Forum  
Exhibit Fees - Holiday Showcase  
10 S. Riverside Plaza, Suite 800  
Chicago, Illinois 60606

## RETURN CONTRACT TO:

Phyllis Scott, Senior Director, Business Operations  
E-mail: scott@associationforum.org  
312-924-7033