

**2017 Agency Registration Agreement**  
**Western Arts Alliance Annual Conference**  
Seattle Sheraton

By signing this AGREEMENT, the AGENCY REGISTRANT acknowledges they have read and agree to abide by all terms of this AGREEMENT, including all Western Arts Alliance rules, regulations, and restrictions detailed below. The AGENCY REGISTRANT must sign and return this agreement to the Western Arts Alliance office at 715 SW Morrison St, Suite 600, Portland, OR 97205, fax 503-274-4768, staff@westarts.org, on or before the below dates based on rank status.

**Eligibility and AGENCY REGISTRATION Procedures & Guidelines**

To be eligible to attend the Conference as an AGENCY REGISTRANT, the attendee must be a current WAA member (or staff of a current member organization) with current dues paid in full. Membership payment may be included with the AGENCY REGISTRATION application.

Exhibitor registration periods are based on the number years an organization has been a member and exhibiting at WAA. This is called "Rank."

Determination of Rank

Rank 1: 10th or more year attending  
Rank 2: 5th, 6th, 7th, 8th & 9th year attending  
Rank 3: 2nd, 3rd & 4<sup>th</sup> year attending  
Rank 4: 1<sup>st</sup> year attending

AGENCY REGISTRANTS will be dropped back in rank if:

- a. A year of exhibiting or attending the Conference is missed. AGENCY REGISTRANTS must complete one year in this dropped rank before being restored to previous rank status.
- b. Membership lapses. A lapse of membership of more than 365 days clears any exhibiting or AGENCY REGISTRATION history accumulated and starts the organization or individual over in Rank 4.

Conference Registration Dates by Rank:

Rank 1: May 1 – May 9                      Rank 3: May 30 – June 7  
Rank 2: May 15 – May 23                 Rank 4: June 12 – June 20

AGENCY REGISTRATIONS are not complete until WAA has received the SIGNED AGENCY REGISTRATION AGREEMENT and payment for applicable fees by the date corresponding to the REGISTRANTS Rank:

Rank 1: May 12                                 Rank 3: June 9  
Rank 2: May 26                                 Rank 4: July 23

An AGENCY REGISTRATION is an alternative to traditional exhibition—this type of registration does not include an exhibit space and does not allow for the set-up of any marketing materials (displays, posters, headshots, table-tent marketing, photos, etc.) in or around the exhibit hall. WAA provides this registration option for those who register to participate in the Conference after the exhibit hall is sold out and for those who are confident they do not need a marketing platform such as a traditional exhibit space in order to conduct business at the Annual Conference. This option is not recommended to first time WAA attendees without prior conference experience.

An AGENCY REGISTRATION includes:

- Authorization to conduct business at the Conference
- Full access to the exhibit hall and all open seating areas in "The Commons"
- All the benefits of a full-week attendee registration
- Listing as an Exhibitor in the Conference Guide\*
- Eligibility to participate in Discovery Sessions and Speed Leads
- The option to participate in the official Independent and Juried Showcase programs

*\*For any Agency Registrations received before **August 1, 2017**, the attendee's name, organization and cell phone are included on the Exhibitor List published to the WAA Conference Website as well as in the official Conference Guide.*

AGENCY REGISTRANTS are encouraged to use the salon areas that WAA provides in and around "The Commons," however these areas are meant to be shared with the full delegation; AGENCY REGISTRANTS may not take up residence at any particular location.

An AGENCY REGISTRATION includes one individual registration. AGENCY REGISTRATION pricing is based on membership tier. Additional individuals from the REGISTRANT'S organization may attend the Conference but must register separately.

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Cancellations are subject to limitations:

- a) A conference exhibit or Agency Registration may be cancelled up to 45 days before the conference. The administrative fee for a cancelled exhibit space or agency registration is 30% of the total exhibit order.
- b) For information on cancellation of individual registrations and associated events, please see the Conference Registration Information page at <http://www.westarts.org>.
- c) All cancellations must be submitted in writing. Please note that refunds may not be processed until after the Conference.

AGENCY REGISTRANTS assume all liability for security of possessions and equipment while at the conference.

WAA prohibits sales of material products at the conference.

**Exhibit Space, Display and Performance Restrictions**

AGENCY REGISTRATIONS do not include an exhibit space and do not allow for the set-up of any marketing materials (displays, posters, headshots, table-tent marketing, photos, etc.) in or around the exhibit hall.

All meetings, showcases, solicitations, and other activities must be conducted so as not to infringe on the rights of other exhibits or disturb conference delegates.

Displays and/or signage are not allowed for AGENCY REGISTRATIONS.

AGENCY REGISTRANTS must provide headphones for any audiovisual meetings with laptops and sound involved while sharing space within the salon.

WAA prohibits live performance in The Commons except as specifically designated. Artist may not appear in character within the exhibit hall. Live performances are not permitted outside of Juried Independent Showcases.

Animals are not allowed at the Conference, except for service dogs, without written approval from WAA Staff prior to the Conference.

**Professional Conduct**

AGENCY REGISTRANTS must abide by the WAA Code of Ethics and the North American Performing Arts Managers and Agents' (NAPAMA) Guidelines for Ethical Behavior. To review the NAPAMA guidelines, please visit [www.napama.org](http://www.napama.org). By submitting an AGENCY REGISTRATION, AGENCY REGISTRANTS agree to comply with the guidelines.

AGENCY REGISTRANTS and their representatives are expected to act at all times in a professional manner. The AGENCY REGISTRANT shall not infringe upon the rights and privileges of another exhibitor or AGENCY REGISTRANT. Any complaints regarding infractions of the rules or disputes between AGENCY REGISTRANTS and/or exhibitors should be made directly to Western Arts Alliance. Any decision by WAA shall be final, binding and non-appealable. Unethical or criminal conduct or infraction of the rules HEREIN on the part of the AGENCY REGISTRANT or its representatives will subject the AGENCY REGISTRANT, its representatives, or both, to ejection from the exhibit hall and forfeiture of the AGENCY REGISTRATION fee and/or rank status in the registration lottery process and assignment. In such an event, the AGENCY REGISTRANT acknowledges that it shall not receive any refund of its AGENCY REGISTRATION fee.

AGENCY REGISTRANTS shall not solicit business in aisles or in other exhibitors' spaces.

Canvassing in the exhibit halls or distributing advertising material or souvenirs by an attendee using an AGENCY REGISTRATION is strictly prohibited. The offender will be escorted off property by show security. Personnel recruiting in any form is not permitted. The offender will be escorted off property by show security.

AGENCY REGISTRANTS may only visit another exhibitor's space during official show hours. Handling display items, taking collateral materials and/or CDs, or the taking of photographs of another exhibitor's exhibit or display is not permitted without the exhibitor's permission. Western Arts Alliance observes an Equal Opportunity policy which affords all persons the right to be treated equally.

**Liability and Responsibility**

AGENCY REGISTRANT, on behalf of itself and its officers, directors, agents, employees, and assigns, hereby represents and warrants that (a) AGENCY REGISTRANT's marketing, advertising, and publicity materials, including,

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but not limited to, photographs, rosters, posters, images, videos, and recordings, and (b) any showcase or other artist performance(s) organized or promoted by AGENCY REGISTRANT which has also been advertised and/or promoted as part of the WAA Conference, regardless of whether such showcase is arranged through a third party and regardless of whether such showcase takes place on or off of any official conference hotel or location, will not violate or infringe upon any common law or statutory right of any person, firm or corporation including, without limitation, contractual rights, copyrights, trademarks, and rights of privacy.

With regard to AGENCY REGISTRANT's representations and warranties, AGENCY REGISTRANT shall indemnify and hold harmless WAA, its successors, officers, directors, agents, employees, and assigns from and against any claims, loss, damages, liabilities, costs and expenses, including reasonable attorneys' fees and court costs actually incurred, resulting from or arising out of, wholly or in part any breach of AGENCY REGISTRANT's representations and warranties, including, but not limited to, any act or omission of AGENCY REGISTRANT, its officers, directors, artists, agents, and employees, and assigns. The express obligation shall include without limitation all liability, damages, loss, claims, and actions on account of property loss, libel, defamation, invasion of privacy or right of publicity, or infringement of copyright or trademark.

In addition, should WAA determine in its sole discretion that AGENCY REGISTRANT has breached any of AGENCY REGISTRANT's representations and warranties, WAA shall have the right, in its sole discretion, to cancel any showcase or other artist performance(s) organized or promoted by AGENCY REGISTRANT which has also been advertised and/or promoted as part of the WAA Conference and/or terminate AGENCY REGISTRANT's right to distribute marketing, advertising, and publicity materials without any obligation to refund any costs, expenses, or conference fees to AGENCY REGISTRANT. All such rights and remedies may be exercised cumulatively, or in the alternative at the sole discretion of WAA Staff. In the event of such violation, WAA additionally reserves the right to refuse conference attendance for the following year.

**Assignment**

The terms of this AGENCY REGISTRATION AGREEMENT will be binding on and inure to the benefit of the parties hereto and their respective successors and permitted assigns. This AGENCY REGISTRATION AGREEMENT and the AGENCY REGISTRANT'S rights and obligation hereunder may not be assigned or transferred by the AGENCY REGISTRANT without WAA's consent.

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WAA must receive your completed agency registration and payment for applicable fees by:

Rank 1: May 12	Rank 3: June 9
Rank 2: May 26	Rank 4: June 23

**Scan and email to:** [staff@westarts.org](mailto:staff@westarts.org)

**Fax to:** 503-274-4768

**Mail to:** Western Arts Alliance, 715 SW Morrison St., Suite 600, Portland, OR 97205

**Summary of Restrictions and Guidelines:**

- AGENCY REGISTRATIONS do not include an exhibit space and do not allow for the set-up of any marketing materials (displays, posters, headshots, table-tent marketing, photos, etc.) in or around the exhibit hall, including exhibit spaces or public areas such as aisles, entrance ways, lounges, registration areas, approaches, corridors, meeting rooms or any other areas of the exposition hall or hotels affiliated with the event in any way.
- Displays and/or signage are not allowed for AGENCY REGISTRATIONS.
- AGENCY REGISTRANTS are encouraged to use the salon areas that WAA provides in and around The Commons, however these areas are meant to be shared with the full delegation; AGENCY REGISTRANTS may not take up residence at any particular location.
- AGENCY REGISTRANTS shall not solicit business in aisles or in other exhibitors' spaces.
- All meetings, showcases, solicitations, and other activities must be conducted so as not to infringe on the rights of other exhibits or disturb conference delegates.
- AGENCY REGISTRANTS must provide headphones for any audiovisual meetings with laptops and sound involved while sharing space within the salon.
- AGENCY REGISTRANTS take all responsibility for obtaining all rights associated with the presentation of their clients.
- Canvassing in the exhibit halls or distributing advertising material or souvenirs by an attendee using an AGENCY REGISTRATION is strictly prohibited.
- WAA prohibits live performance in The Commons except as specifically designated. Artist may not appear in character within the exhibit hall. Live performances are not permitted outside of Sponsored and Independent Showcases.
- Animals are not allowed at the Conference, except for service dogs, without written approval from WAA Staff prior to the Conference.

**Organization Name:** \_\_\_\_\_

**Agency Registrant's Name:** \_\_\_\_\_

**Cell Phone Number:** \_\_\_\_\_

*For any Agency Registrations received before August 1, 2017, the attendee's name, organization and cell phone are included on the Exhibitor List published to the WAA Conference Website as well as in the official Conference Guide.*

**Contact Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_