

Exhibitor Application



Anaheim Convention Center
Anaheim, California
November 4-6, 2025

Please return to:

ewNA Show Management
NürnbergMesse North America, Inc.
2400 Herodian Way, Suite 270
Smyrna, GA 30080, USA
Email steve.kamrass@nuernbergmesse-north-america.com
Phone +1(770) 618-5835

Company name _____	Show Contact Name _____
Title _____	Direct Phone _____
Address _____	Direct Email _____
City, State, ZIP Code _____	Invoice address (only if different) _____
Country _____	_____
Phone _____	_____
Email _____	_____
Website _____	_____

We are:

- Manufacturer Distributor Wholesaler Importer Other





Entry in the list of exhibitors under letter

Exhibitor Application and acceptance of the terms and conditions (please complete in detail or mark as applicable)

1. Exhibit Space

We request the following size and type of exhibit space (minimum exhibit space of 100 sq. ft. for in-line and corner booths, 400 sq. ft. for peninsula and island booths):

Front _____ ft Depth _____ ft Total _____

- | | | | | |
|--------------------------|---|-----------------|----------------|-------------------|
| <input type="checkbox"/> |  | In-line booth | (1 side open) | USD 41.00/sq. ft. |
| <input type="checkbox"/> |  | Corner booth | (2 sides open) | USD 46.00/sq. ft. |
| <input type="checkbox"/> |  | Peninsula booth | (3 sides open) | USD 48.00/sq. ft. |
| <input type="checkbox"/> |  | Island booth | (4 sides open) | USD 50.00/sq. ft. |

2. We would not like to be located next to the following companies: (without legal claim)

3. Our three (3) preferred booth locations are indicated in order of preference by booth number as they appear on the current ewNA floor plan:

1. _____ 2. _____ 3. _____

Exhibitor Stand Guidelines (required):

1. We confirm our understanding that any items not included in the exhibit space price per sq. ft. outlined in section 2 of the Terms and Conditions for Participation such as hard walls, carpet, booth furniture, electricity, etc. must be ordered separately from the application at a later date via the Exhibitor Service Manual provided by the show management appointed General Service Contractor, and/ or a third party stand construction firm. Manual provided by the show management appointed General Service Contractor, and/ or a third party stand construction firm.
2. We agree to the cancellation policy (section 6 in Terms and Conditions for Participation)
3. We have assigned our products/services to be exhibited to the appropriate categories on the enclosed list of products.

Co-Exhibitor(s):

- We have completed the enclosed co-exhibitor application form indicating any co-exhibitors who we are requesting be listed.

We accept all items on the Terms and Conditions for Participation, and hereby submit our official application to exhibit in embedded world North America 2025.

Place and date

Authorized signature of exhibitor

Co-Exhibitor Application (see section 7 of the Terms and Conditions for Participation)

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We as the exhibitor, wish to register the company stated below as co-exhibitor (see section 7 of the Terms and Conditions for Participation)

<u>Company name</u> _____	<u>Show Contact Name</u> _____	
<u>Title</u> _____	<u>Direct Phone</u> _____	<u>Direct Fax</u> _____
<u>Address</u> _____	<u>Direct Email</u> _____	
<u>City, State, ZIP Code</u> _____	<u>Invoice address (only if different)</u> _____	
<u>Country</u> _____	_____	
<u>Phone</u> _____ <u>Fax</u> _____	_____	
<u>Email</u> _____	_____	
<u>Website</u> _____	_____	
Entry in the list of exhibitors under letter <input type="text"/>	Our co-exhibitor is:	
	<input type="checkbox"/> Manufacturer <input type="checkbox"/> Distributor <input type="checkbox"/> Wholesaler <input type="checkbox"/> Importer <input type="checkbox"/> Other	

Co-Exhibitor Application (please copy this form for additional co-exhibitors)

and acceptance of the Terms and Conditions for Participation

1. We, as the exhibitor, confirm that the co-exhibitor will be present with our own personnel and exhibits or services.

Company name of exhibitor: _____

We accept all items of the enclosed Terms and Conditions for Participation.

Place and date

Authorized signature of exhibitor

embedded world North America 2025 – Terms and Conditions Participation

NürnbergMesse are hereinafter referred to as “Organizer” and NürnbergMesse North America referred to as “Show Management.”

1. Venue, Duration, Hours

Venue:
Anaheim Convention Center
800 West Katella Ave
Anaheim, CA 92802

Show Duration:
Tue - Thu / November 4 - 6, 2025

Show Dates/Hours:
Tue - Wed/ November 4 – 5, 2025, 9:00 a.m - 4:00pm
Thu / November 6, 2025, 9:00am - 2:00pm

2. Exhibit Space Rental

Prices are per sq. ft. of exhibit space

USD 41.00 In-line booth (1 side open) min. 100 sq. ft.
USD 46.00 Corner booth (2 sides open) min. 100 sq. ft.
USD 48.00 Peninsula booth (3 sides open) min. 400 sq. ft.
USD 50.00 Island booth (4 sides open) min. 400 sq. ft.

Exhibit space rental includes:

- Rent of the exhibit space during assembly, exhibition and dismantling.
- Basic entry in the print Show Directory
- Basic Entry in Online Interactive Floor Plan/Directory

3. Basic Stand Requirements:

All exhibitors are **required to place carpet or flooring covering their contracted space.**

All exhibiting companies are **required to provide proof of insurance via Certificate of Liability Insurance** (referred to as COI) to show management prior to August 28, 2025. Exhibitors are obliged to make their own adequate insurance arrangements. An example of the relevant form will be available to you in the ewNA 2025 Exhibitor Service Manual. For additional information regarding the liability insurance coverage of the organizers, refer to Section 19.

4. Exhibitor Application/ Booth Selection

Applications to exhibit at embedded world North America must be completed either:

- 1) Via the online exhibitor application complete with authorized electronic signature, which is equivalent to a handwritten signature.
- 2) Via print application complete with authorized signature.
- 3) Such an application constitutes a contractual offer to the organizers.

By signing this form, the Terms & Conditions for Participation are recognized as binding by the applicant, who is also responsible and liable for adherence to the said conditions by persons employed by them at the event.

Exhibitors may indicate on the exhibitor application in the appropriate section, the desired booth location(s) by listing the preferred booth number(s) in order of preference, as labeled on the official show floor plan, available on the show website.

5. Booth Confirmation/Payment Conditions

- Upon receipt of the application by Show Management, exhibitors will be provided a stand confirmation letter indicating stand number accompanied by an invoice requiring a 50% deposit due within 20 days of issue date as a means to secure exhibit space. Should the deposit not be received in within 15 days of issue date, Show Management reserves the right to release the reserved space offered to the exhibitor in stand confirmation letter.

- The remaining exhibit space rental balance is due no later than September 3, 2025.

- Exhibitors who submit applications after July 8, 2025 will be required to pay 100% of exhibit space invoice within 15 days of issue date to secure exhibit space.

- All payments are to be made in **USD** without charges, quoting invoice number. The organizers will accept international wire transfer.

- An entitlement to occupy the allocated exhibit space exists only after payment of invoices in full.

6. Cancellation Terms

Once this contract is signed and exhibit space is allocated, the exhibitor is contracted to exhibit space. An exhibitor who cancels their booth space reservation must pay a cancellation fee, as seen below, which allows the organizers to recover the administration expense incurred in preparing for the

participation of the cancelling exhibitor and which they will incur in attempting to resell to the booth.

Cancellations or downsizes of exhibit space must be made in writing only and are subject to the following provisions:

- Cancellations or booth downsizes received on or after July 10, 2025, are subject to a cancellation fee equal to 100% of the cancelled exhibit space price.
- Cancellations or booth downsizes received prior to July 10, 2025, are subject to a cancellation fee equal to 50% of the cancelled exhibit space price.
- If exhibitor has not set up their booth by 5pm on November 3, 2025 (evening before opening day of show) and has not notified Show Management in their office at the Convention Center with written notice, the right to reassign booth space is reserved.

7. Co-Exhibitor Terms and Participation Fees

Co-exhibitors are companies who appear on a direct exhibitor's stand and present their own products with their own personnel. Their independence must also be recognizable without physical separation. Co-exhibitors are only admissible if they fulfill the conditions for participation in the event and the information requested on the application form for co-exhibitors has been entered in full. Co-exhibitors are subject to the same conditions as the exhibitor.

8. Exhibitor Passes

Each exhibitor will be given passes according to stand size for their exhibition stand and operating personnel for admittance during the trade show at no charge. Three (3) passes will be issued for every 100 sq. ft of exhibit space.

Any additional exhibitor passes beyond this allotment may be purchased for qualified persons at the price of **USD \$25** each. In case exhibitor passes are lost the organizers will charge **USD \$25** per badge to replace lost exhibitor passes. Exhibitor passes will not be mailed in advance, but rather picked up on-site during the set dates/times before and during the exhibition.

9. Assembly/Dismantle

Assembly:

Saturday, November 1, 2025 – Monday, November 3, 2025. 8:00am - 8:00pm

Exhibition stands for which assembly has not commenced by 3 pm on Monday, November 3, 2025 will be decorated by the organizers, if they cannot be other-wise disposed of. Costs incurred will be charged to the exhibitor.

Dismantling: Thursday, November 6, 2025 2:00pm - 10:00pm

Friday, November 7, 2025 7:00am – 5:00pm

Show Management does not permit early dismantling.

Access to the halls during assembly and dismantling times is only permitted on display of special passes, which are not valid during the exhibition.

10. Stand Design Guidelines

The exhibitor is responsible for stand equipment and decoration.

Show Management operates from the IAEE Guidelines. The overriding principle for the design of all exhibition stands is transparency. All open sides of the stand must be freely accessible. This means that at least **50%** of the respective gangway side must **not** be obstructed **by structures** or fittings.

The standard booth height is 8 ft.

The backs of stand partition walls, advertising carriers or other design elements facing neighboring stands and exceeding a height of 8 ft must be of neutral design and clean and must not contain any text or graphics.

Island Stands exceeding the height of 12 ft require the approval of the organizers. The maximum stand height is 20 ft.

If a rental stand is not purchased by exhibitor, a fascia must be fitted on all open sides of the exhibition stand. The fascia is not required, if the necessary stand appearance is provided in some other way. The organizers reserve the right to give further instructions concerning the design of stands. All other stand partition walls, floors, hall walls, pillars, installations, fire-fighting equipment and other permanent hall fixtures must not be pasted over, nailed, painted or damaged in any way. The exhibitor is liable for damage done and will be charged with the costs. Pillars, installations and fire-fighting equipment within the stand are part of the allotted exhibit space and must be accessible at all times.

The exhibitor agrees to comply with these conditions. Non-compliance may result in claims for damages by the organizers or the neighboring exhibitors affected. Special rules and regulations by the Anaheim Convention Center and General Contractor apply.

11. Exhibition and Approved Goods

Admissible as exhibitors are: manufacturers, distributors, wholesalers, importers, representatives and publishers, domestic and foreign, offering only those products and services that can be assigned to the list of products provided. All exhibition goods

embedded world North America 2025 – Terms and Conditions Participation

must be described in detail in the application. Product copies, counterfeits, etc. that violate the regulations for the protection of industrial property rights are not admitted.

12. Exclusion of Exhibits

The organizers are entitled to demand the removal of items which have not been listed in the application form or prove to be dangerous, a cause of annoyance or otherwise unsuitable, or which can be proved to be a violation of industrial property rights. If this demand is not complied with, the said items will be removed by the organizers at the expense if the exhibitor. If a violation of industrial property rights by an exhibitor is proved (e.g. on the grounds of a valid court ruling against the exhibitor), the organizers may exclude the exhibitor from participating in a subsequent event.

13. Advertising

Advertising of all kinds is allowed only within the exhibit space rented by the exhibitor for their own firm and only for products and/or services produced or distributed by them. Insofar as these have been listed in the application form and admitted. The use of equipment to achieve an increased advertising effect by optical and/or acoustic means requires the written consent of the organizers.

Advertisement, promotions and promotional activities are limited to only space permitted in writing by Show Management within areas on Convention Center or Hotel property

14. Protection of Industrial Property Rights

Protection of copyright or other patent rights of exhibits is the responsibility of the exhibitor.

15. Photographs, drawings, films

The organizers are entitled to have photographs, drawings, and films made of the exhibition, exhibits and exhibition constructions and stands and to use these for publicity or press purposes without exhibitors being able to object for any reason. This also applies to photographs produced directly by the press or television with the consent of the organizers. For photographs, drawings and films of stands against payment, exhibitors must only use service contractors authorized by the organizers and in possession of a relevant permit. Only these service contractors may be commissioned before or after the official daily opening hours. Other service contractors are not admitted during these hours. Exhibitors are not permitted to produce photographs, drawings, and films of the stands and exhibits of other exhibitors.

16. Direct Selling

Direct selling is not permitted.

17. Cleaning

The organizers are responsible for general cleaning of the grounds and hall passages. Stand cleaning is the responsibility of the exhibitors and must be completed daily before the opening of the exhibition. Exhibitors should use the service contractor engaged by the organizers for stand cleaning.

18. Supervision

The organizers will arrange general supervision in the exhibition center. This shall not affect the liability provisions of item 19.

Exhibitors are strongly encouraged to make their own arrangements for the security of their stands and exhibition items and affect appropriate insurance cover. Valuable items which can be easily removed should be locked away at night. Additional stand supervision is available at the exhibitor's own expense by using the service contractor engaged by the organizers.

19. Liability Insurance

The organizers are liable to the exhibitor and persons authorized to act on their behalf for demonstrable damage incurred during the event in the exhibition center up to a limit of USD \$5,000 only if such damage is caused by the negligence of the organizers or their staff. The said limit does not apply in cases of deliberate damage or gross negligence. For damage resulting from failure of equipment, operational failures or other incidents having an adverse effect on the event, the organizers are liable only in case of deliberate intent or gross negligence. The organizers are not liable for damage, theft or other loss of exhibits and stand equipment and consequential damage.

The exhibitor is obliged to fit the exhibited machinery and equipment with safety devices complying with the accident prevention rules of the appropriate professional associates. The organizers are entitled to prohibit the exhibition or operation of machinery and/or equipment at their discretion.

20. Site Regulations/Contraventions

Exhibitors shall agree to accept the site regulations during the trade show in all parts of the exhibition center. The instructions of the organizers' employees, who possess official identity cards, must be complied with. Contraventions of the Terms & Conditions for Participation or instructions within the framework of the site regulations shall entitle the organizers, if such contraventions continue after warning, to immediate closure of the stand at the exhibitor's own risk and expense and without claim to compensation.

21. Force Majeure

If the exhibitor is prevented from participating in the event for reasons for which neither he nor the organizers are responsible (force majeure), the stand rental shall be reduced by half. If the organizers are prevented (by force majeure) from holding the event, they are required to notify the exhibitors accordingly without delay. The claim to stand rental is voided, but the organizers may charge the exhibitor for work carried out to their order to the extent of the costs incurred thus far, as the result of such work may still be of interest to them. Should the organizers be in a position to hold the event at a later date, they are likewise required to notify the exhibitor to this effect without delay. The exhibitor is entitled to cancel their participation in the event at the new time within one week of receiving such notification, in which case they are entitled to refund of monies paid for the cancelled stand rental.

If the organizers are compelled to curtail or cancel an event for reasons of force majeure after it has commenced, the exhibitor has no claim to any refund or cancellation of the stand rental.

22. Exclusion of Liability

In the event fails to take place as scheduled or is interrupted and/or discontinued or access to the premises is prevented or interfered with by reason of any strike, lockout, injunction, act of war, act of God, acts of domestic or foreign terrorism, fire, violence, civil disturbance, building malfunction, inclement weather, epidemic, emergency declared by any government agency, or for any other causes beyond the reasonable control of Show Management including damage caused by visitors to the Event, other Exhibitors or persons acting on their behalf, the Exhibitor releases Show Management from all damages or claims for damages, including booth rental, sponsorships, or entrance fee refunds. Exhibitor also acknowledges general event attendance is an inherent risk associated with participation in expositions or trade show events. Exhibitor acknowledges Management neither presents nor implies attendance guarantees at embedded world North America 2025. As such, in the event embedded world North America 2025 fails to present sufficient attendance in terms of quality and/or quantity by any standards, the Exhibitor releases Show Management from all potential related damages or claims, including but not limited to booth rental, sponsorships, marketing, or entrance fee refunds.

Under no circumstance shall Management be required to defend or indemnify Exhibitor for loss or damages caused or incurred by Exhibitor.

23. Contractual Terms

The terms for participation in the embedded world North America 2025 are the Terms & Conditions for Participation, the Anaheim Convention Center site regulations, the organizational (e.g. exhibitor information), technical (e.g. Exhibitor Service Manual) and other conditions notified to the exhibitor before the exhibition begins. If NürnbergMesse North America provides additional exhibition services through a Service Partner in response to a separate order, the general terms and conditions of business of the respective Service Partner shall prevail over these Terms and Conditions for Participation in case of discrepancies. Personal data is collected, processed and used by the organizers and, if applicable, by Service Partners in accordance with the relevant data protection regulations for the purpose of potential customers and for handling the services offered.

24. Modification

The organizers reserve the right to cancel, postpone or relocate the event, to shorten or lengthen the exhibition, or for technical, official or other in the opinion of the organizers' compelling reasons to assign to the exhibitor another space or to modify and reduce the size of the space. A withdrawal from the contract resulting from these actions will not be accepted.

25. Exhibitor claims, written forms, place of fulfillment, jurisdiction

All exhibitor claims against the organizers must be made in writing. The statutory period of limitation begins on the last day of exhibition. Agreements that deviate from these or supplementary terms must be in writing. US law and the US text shall prevail. Place of fulfillment and jurisdiction is Atlanta. However, the organizers reserve the right to bring their claims before the court of the place at which the exhibitor has their place of business.