

# NIWeek 2020

May 18–20, Austin, TX

EXHIBITOR  
PROSPECTUS



## Why Exhibit?

With over 100 exhibiting companies and access to thousands of the world's top engineers, scientists, and academic leaders from a variety of industries and public organizations, NIWeek 2020 is sure to build on its legacy of providing the ultimate learning environment.

For exhibitors, the Exhibit Hall offers a unique opportunity to take center stage and show how your company's products and services are helping to accelerate engineering innovation. Our exhibition features:

- Dedicated Exhibit Hall hours
- Two networking receptions
- Lounge areas for meetings with attendees
- A livestream of the keynote sessions
- Featured NI product and solutions showcase
- Access to the NI sales team and R&D experts

## Who Should Exhibit?

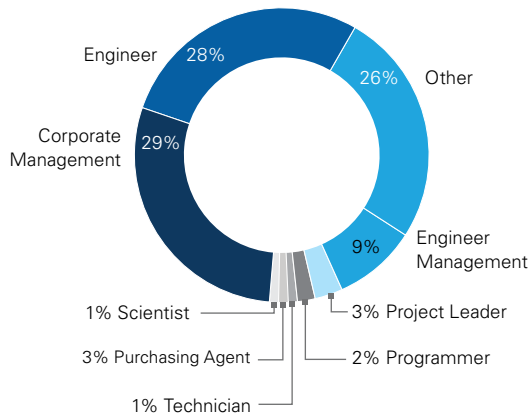
Leading system integrators who incorporate NI products into their solutions and product vendors involved in the following application areas have already reserved a space:

- 5G
- Academic
- Autonomous vehicles
- Digital energy
- Embedded systems
- Industrial control
- Internet of Things
- Mechatronics
- Modular instrumentation
- Motion
- PXI
- RF and wireless
- Robotics
- Semiconductor test
- Sensors
- Smart machines
- Sound and vibration
- Vision

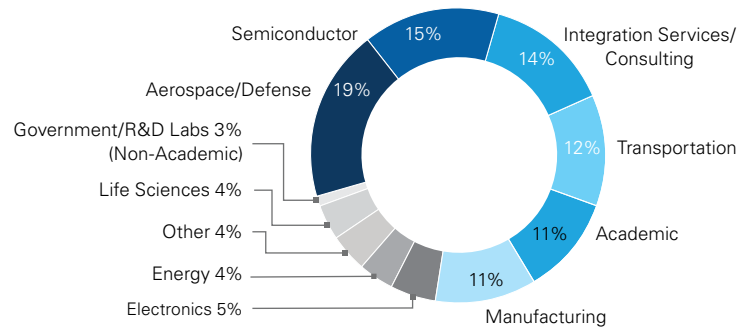
## Who Attends?

The Exhibit Hall is free to anyone interested in attending. Attendees can gain valuable knowledge on leading-edge technology, meet face-to-face with vendors, and network during the events held on the show floor.

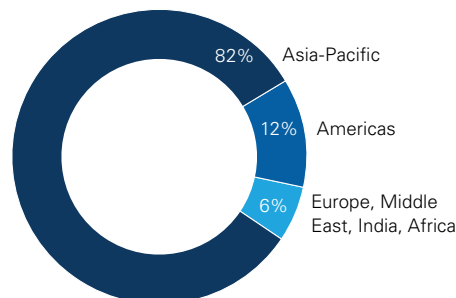
**JOB ROLE OF ATTENDEES**



**INDUSTRIES REPRESENTED**



**ATTENDEE GEOGRAPHIC BREAKDOWN**



## Exhibit Space Rates

| Square Footage | On-Site at NIWeek 2019 | After May 22, 2019 |
|----------------|------------------------|--------------------|
| 1 to 200       | \$30/sq ft (USD)       | \$34/sq ft (USD)   |
| 201+           | \$27/sq ft (USD)       | \$32/sq ft (USD)   |
| Turnkey        | \$1800 (USD)           |                    |

Standard booths are sold in increments of 100 net sq ft.

## 10 ft x 10 ft Standard Exhibit Space Inclusions

- One 6 ft draped table
- Two chairs
- One wastebasket
- One electricity drop (120 V, 1000 W outlet)
- Wireless Internet access
- Show-color carpet
- Pipe and drape
- Company identification sign (4 in. letters)
- One full conference pass (see inclusions below)
- Three booth staff passes (see inclusions below)

## Turnkey Booth Inclusions

- 1 m wide display counter
- Graphic panel to be customized by the exhibitor
- Electricity (500 W outlet)
- Carpet
- 32 in. LCD monitor mounted
- Mouse and keyboard
- Three booth staff passes (see inclusions below)

## Exhibitor Registration Inclusions

**Exhibitor Full Conference Pass**—Includes access to the Exhibit Hall during expo hours and setup/teardown, all conference technical sessions and keynotes, expo networking receptions, the conference party, continental breakfasts, lunches, and refreshment breaks. It also includes conference materials while supplies last.

**Exhibitor Booth Staff Pass**—Provides access to the Exhibit Hall during expo hours and setup/teardown, keynotes, and expo networking receptions. (This pass does not provide access to lunches or technical sessions.)

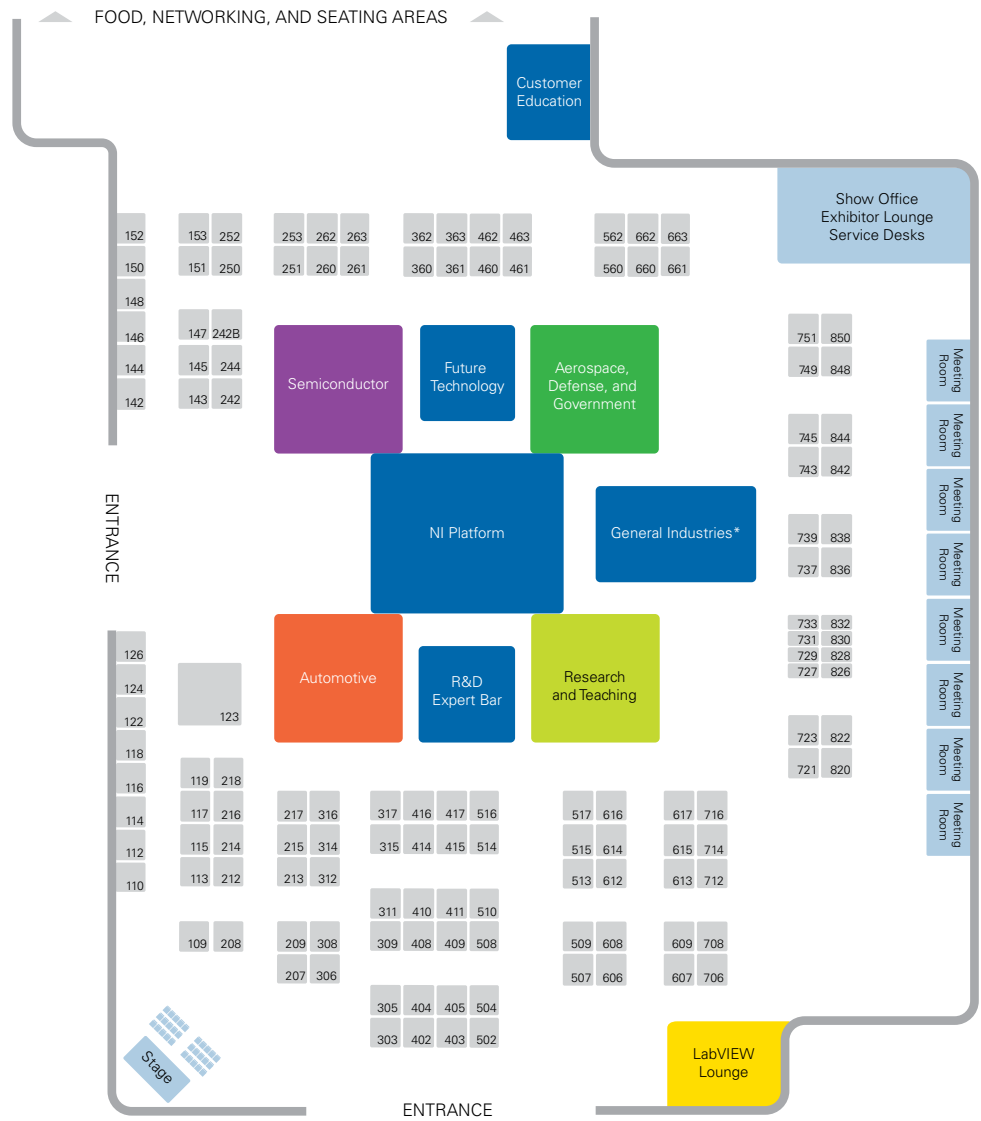
**Alliance Day Access**—If you are a current NI Alliance Partner, registration for Alliance Day will be added to your full conference registration. Alliance Day access must be purchased additionally for exhibitor booth staff. If you have any questions about your Alliance Partner membership status, contact the Alliance Partner Network Team at [alliance@ni.com](mailto:alliance@ni.com).

## How to Reserve Your Exhibit Space for 2020

1. Click [here](#) to complete the exhibitor application.
2. Visit [ni.com/niweek](http://ni.com/niweek) or email [niweekexhibition@ni.com](mailto:niweekexhibition@ni.com) for more information.

# 2020 Exhibit Hall Map

Exhibit Hall floor plan is subject to change.



\*The General Industries Pavilion focuses on energy, electrical equipment/machinery, consumer electronics, and life sciences.

## Exhibit Hall Hours and Activities

Hours are subject to change.

### MONDAY, MAY 18

Welcome Reception  
5:30–7:00 p.m.

### TUESDAY, MAY 19

Exhibit Hall Open Hours  
10:00 a.m.–5:00 p.m.

### Dedicated Exhibit Hall Hours

(No sessions during this time)  
10:00–11:00 a.m.

### WEDNESDAY, MAY 20

8:00 a.m.–3:00 p.m.

### Breakfast with Exhibitors

8:00–9:00 a.m.

## EXHIBITOR TERMS AND CONDITIONS

**SHARING EXHIBIT SPACE, CO-OCCUPANCY:** Two companies may share one exhibit space, but the single exhibit space integrity must be maintained and may not be separated. NI may require exhibit space drawings to ensure the Exhibitor follows these guidelines. There must be one point of contact for the overall exhibit space who will be responsible for all exhibit space fees and any other related fees. One exhibit space number will be assigned for the entire space, but each sharing company will receive a separate conference program description. Additional conference passes will not be provided for booths sharing space.

**CANCELLATION BY EXHIBITOR:** Any cancellation by Exhibitor must be delivered by email and shall be effective upon NI's receipt of such notice. If such notice of cancellation from Exhibitor is received by NI: (I) before August 31, 2019, no fee will be charged; (II) between September 1, 2019, and March 31, 2020, Exhibitor shall continue to owe fifty percent (50%) of the total contracted amount owed by Exhibitor on the date of cancellation; (III) on or after April 1, 2020, Exhibitor shall continue to owe one hundred percent (100%) of the total contracted amount owed by Exhibitor on the date of cancellation. Such notification in writing should be sent by email to [niweekexhibition@ni.com](mailto:niweekexhibition@ni.com). (If exhibitor does not cancel and does not utilize the exhibit space at NIWeek 2020, Exhibitor shall continue to owe one hundred percent (100%) of the total contracted amount.)

**TERMINATION BY NI:** NI retains the right to terminate this agreement and refund payment to Exhibitors that no longer meet the eligibility requirements for exhibiting at NIWeek. Further, if, by reason of any act of God, war, terrorism, fire, natural disaster, law or other act of government, scarcity of raw materials, or any other cause beyond its reasonable control, NI (I) is prevented from holding NIWeek or (II) cannot permit Exhibitor to occupy its Exhibitor space, then NI has the right to reassign Exhibitor to an equivalent exhibit area and/or reschedule the conference for a date no later than May 2021. Should NI cancel NIWeek for its own convenience, NI's liability to Exhibitor for all reasons and causes arising out of or related to participation in or commitment to participate in NIWeek is limited to an amount not greater than the fee paid by Exhibitor to NI.

**CONDUCT OF EXHIBIT:** Exhibitor must conduct exhibit activity within the confines of their allotted booth space at all times, unless their Exhibitor Participation Agreement specifically outlines functions that take place elsewhere. NI may at its sole discretion prohibit, restrict, and/or evict an Exhibitor whose conduct or exhibition, in NI's sole discretion, (I) is objectionable for any reason, including but not limited to excessive noise, vibration, glaring or flashing lights, safety, method of operation, or (II) detracts from the general character of NIWeek. In the event of such restriction or eviction, NI shall not be liable for any refunds of Exhibitor fees or other expenses incurred by Exhibitor. NI may, in its sole discretion, require reduction of sound level or elimination of sound producing devices if it deems that such devices are being operated at an unacceptable level. Exhibitor may not exhibit any products that are considered by NI to be in competition with NI products. Exhibitor may not permit persons other than its own representatives to use its booth for any purpose, or to participate in any other exhibitor-related function. Exhibitors not abiding by the above conditions are subject to termination of sponsorship, with no refunds or compensation. All rules outlined in the Exhibitor Manual must be adhered to.

**ENTRY; BADGES:** Exhibitor badges (I) are to be used exclusively by Exhibitor's booth personnel and (II) must be worn by such personnel at all times when such personnel are on the NIWeek premises, including without limitation during setup, teardown, and the conference. Exhibitors may enter the exhibition hall (a) during the scheduled NIWeek exhibition times, (b) during designated setup and dismantle times, and (c) one hour prior to show opening.

Exhibitors are to remain in their booths during the times specified in (a) and (b) above.

**SAFETY:** Exhibitor agrees, represents, and warrants that the equipment used in connection with its exhibit will conform to any and all applicable safety codes and must be operated in a manner that does not pose a hazard to any person or property. Without limiting the foregoing, Exhibitor shall (I) provide complete shielding from any and all chips, sparks, strong lights, moving machinery, smoke, or toxic substance, (II) place conspicuous safety markings, masking, flagging, or railings around any projection or other objects where persons might injure themselves, and (III) adequately safeguard machinery, equipment, and other objects that could harm persons. NI shall, in its sole discretion, have final judgment regarding the adequacy of safeguarding shields and barriers.

**CONTRACTORS:** Exhibitors may not use drayage, electrical, plumbing, or other third-party contractors in connection with its exhibition other than those contractors officially designated by NI or approved in writing by NI thirty (30) days prior to the first scheduled installation date for NIWeek.

**COMPLIANCE WITH APPLICABLE LAW:** Without limiting any other provision herein, Exhibitor assumes all responsibility for compliance with any and all (I) reasonable requests of NI with respect to the installation, conduct, and disassembly of its exhibit, (II) pertinent laws, ordinances, regulations, and codes of local, state, and federal governing bodies, including without limitation the Americans with Disabilities Act, fire laws, and electrical codes, and (III) the rules and regulations of the operators and/or owners of the Austin Convention Center.

**INTELLECTUAL PROPERTY:** Exhibitor grants to NI the nonexclusive right to use Exhibitor's name and logo in promotional materials relating to NIWeek, including without limitation on the event's website and in emails promoting the event. Exhibitor (I) represents and warrants that the information and other matter presented or otherwise used by Exhibitor during or in connection with NIWeek will not infringe the intellectual property or other proprietary rights of any third party, (II) expressly assumes sole responsibility for any licensing agreements and royalty payments for the use of music, video, or printed matter that may be protected under the intellectual property laws of the United States of America or other competent jurisdictions, and (III) shall indemnify and hold NI harmless from any and all liability that may arise out of or relate to Exhibitor's breach of (I) or (II) above.

**RECORDING:** Exhibitor hereby (I) agrees and acknowledges that NIWeek may be recorded or otherwise reproduced, (II) authorizes NI and its designees to record, transcribe, modify,

reproduce, perform, display, and distribute in any form and any media, now existing or hereafter invented, (III) assigns to NI any and all right, title, or claim with respect to any and all such recordings, and (IV) agrees to execute any additional assignment, release, or other documentation reasonably requested by NI in connection with such activity or which may be required to give effect to this provision.

**CONDITION OF PREMISES:** Exhibitor agrees and acknowledges that (I) the premises are provided on an "as is" basis, (II) NI does not make any representations or warranties regarding the premises, and (III) NI shall not be liable for any preexisting conditions of the premises or conditions arising during Exhibitor's participation in NIWeek.

**CARE OF PREMISES:** Exhibitor agrees not to paste, nail, or otherwise affix any exhibit, sign, or other materials to walls, doors, or other surfaces in a manner that marks or defaces the premises or booth equipment or furnishings. Exhibitor shall return the premises in the same condition as they were received and bears sole liability for any and all damage caused by its failure to comply with this provision.

**ASSIGNMENT; SUBLEASE; SPEAKING OPPORTUNITIES; PANEL PARTICIPATION:** The rights granted hereunder are personal in nature. Unless NI provides Exhibitor with express prior written authorization, which it may refuse in its sole discretion, Exhibitor shall not (I) assign or sublease its allocated exhibit space, or (II) share or assign speaking or panel participation opportunities allocated to Exhibitor.

**RESPONSIBILITY; INDEMNITY:** Exhibitor assumes full responsibility for and agrees to indemnify and defend NI and its shareholders, directors, agents, employees, subsidiaries, and affiliates from and against any and all claims, suits, actions, damages, or liabilities on account of or based upon injury to any person, including without limitation death (including without limitation injuries or death suffered by employees of either party), or loss or damage to property that arises in connection with Exhibitor's participation in NIWeek.

**SETTING UP AND DISMANTLING EXHIBITS:** Such space must be fully set up and ready for use by date specified in the Exhibitor's Manual. Exhibitor must keep their exhibit space fully intact during exhibit hours and staffed until the official close of the Exhibition Hall. No part of Exhibitor's exhibit or its displays shall be removed during exhibit hall hours. Exhibitor's space must be fully dismantled and removed from the exhibit hall according to times stated in the Exhibitor's Manual. Any exhibit not completely dismantled by the times noted in the Exhibitor's Manual will be removed by NI's contracted convention services at the expense of the Exhibitor. Setup and dismantle hours are subject to change at the discretion of NI.

**FLOOR PLAN CHANGES:** NI reserves the right to make changes to the exhibit hall floor plan in order to accommodate unplanned activities. If changes are made, notification and an updated floor plan will be forwarded to Exhibitor in a timely manner.

**LIMITATION OF LIABILITY FOR PERSONAL PROPERTY:** National Instruments assumes no liability for loss, damage, or disappearance of any property, including computer equipment, software, and peripherals used by Exhibitor in connection with its participation in NIWeek or the use or occupancy by Exhibitor of the exhibit area. Exhibitor agrees to assume sole risk of loss for its property and to waive any and all claims and hold NI harmless from and against any loss of, damage to, or disappearance of such property.

**NI SHALL IN NO EVENT BE LIABLE FOR ANY INDIRECT, INCIDENTAL, SPECIAL, PUNITIVE, EXEMPLARY, OR CONSEQUENTIAL DAMAGES, OR DAMAGES FOR LOSS OF PROFITS, REVENUE, DATA, OR USE, INCURRED BY EXHIBITOR, WHETHER IN AN ACTION IN CONTRACT OR TORT, REGARDLESS IF NI HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. NI'S LIABILITY TO EXHIBITOR FOR ALL REASONS AND CAUSES ARISING OUT OF OR RELATED TO PARTICIPATION IN OR COMMITMENT TO PARTICIPATE IN NIWEEK IS LIMITED TO AN AMOUNT NOT GREATER THAN THE FEE PAID TO NI.**

**INSURANCE:** Exhibitor (I) agrees to carry, and represents and warrants that it does carry, sufficient insurance to cover exhibit material against damage and loss, and adequate liability insurance against injury to its own employees and the person and property of others and (II) expressly agrees and acknowledges that NI will not maintain insurance covering Exhibitor's property and that it is the sole responsibility of Exhibitor to maintain such insurance.

**STATUS OF THE PARTIES:** Exhibitor and NI are acting solely as independent contractors, and in no way is Exhibitor to be construed as a partner, joint venturer, or agent of NI under these Terms and Conditions, and Exhibitor shall not represent to the contrary, either expressly, implicitly, by appearance, or otherwise.

**GOVERNING LAW:** THIS AGREEMENT SHALL BE GOVERNED BY, AND INTERPRETED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF TEXAS. EXCLUSIVE JURISDICTION FOR DISPUTES ARISING OUT OF OR RELATING TO THIS AGREEMENT OR EXHIBITOR'S PARTICIPATION IN NIWEEK SHALL BE VESTED IN THE STATE AND FEDERAL COURTS IN TRAVIS COUNTY, TEXAS.

**SEVERABILITY:** The invalidity or unenforceability of any provision of this Agreement, in whole or in part, shall neither impair nor affect the validity or enforceability of any other provisions of this Agreement.

**ENTIRE AGREEMENT:** These Terms and Conditions, together with the NIWeek 2020 Exhibition Participation Agreement and, if the Exhibitor is an NIWeek Sponsor, the National Instruments Conference and Exhibition Form and related documents, embody the entire understanding between the parties regarding the subject matter hereof and supersede all prior representations, discussions, and communications, whether oral or written. No change, alteration, or modification hereof may be made except in a writing signed by both parties.



[ni.com/niweek](http://ni.com/niweek)