



65th NATA Clinical Symposia
& AT Expo

EXHIBITOR PROSPECTUS



Indianapolis, IN

AT Expo ▪ June 26th – 28th, 2014

2014



What ATs are saying

“The NATA AT Expo is the single best source for athletic trainers to learn about new products, connect with current suppliers and compare products from different manufacturers.”

Jason Fish, Brooklyn College

“In a profession that is incredibly demanding & time consuming, the AT Expo makes comparing and purchasing products easy. It is a very buyer friendly atmosphere.” Janice Desi, Middlesex Orthopedic Surgeons

“The AT Expo is extremely valuable to any practicing ATC. There is no better place to find the most current products on the market.” Ryan Holleman, NC State

“The AT Expo broadens our horizons. We are only familiar with the tools we use daily, but when you attend the AT Expo, you become excited about the new tools and want to learn how to utilize them in your practice. It truly helps the evolution of our profession.” Jessica Lair, Student

“Without the AT Expo I have very little opportunity to discover new products and services that are on the market. Having the numerous and diverse area of vendors all in one location is one of the primary reasons for attending the NATA Convention.” Carey Faires, New Braunfels ISD



“I cannot think of any place other than the AT Expo where athletic trainers can get such a wide variety of hands-on, “try-it-for-yourself” information about products and services related to athletic training. At the Expo, I found several products that I was not previously familiar with that I am now going to purchase for my clinic.”

Jeff Russell, Ohio University

2014 Exhibit Space Contract

65th NATA Clinical Symposia & AT Expo
 Indiana Convention Center ▪ Indianapolis, IN
 Thursday, June 26th - Saturday 28th, 2014



Return contract with payment to NATA
 mail / fax / email Attn: Chad Cranford
 1620 Valwood Pkwy, Suite 115
 Carrollton, TX 75006
 ph 972.532.8849 fax 214.736.5462
 sales@nata.org

Exhibitor Status	Sq. Ft.	Booth Fees Before 3/3/2014	Booth Fees After 3/3/2014
Non-Member	100 sq. ft. - 300 sq. ft.	\$13.95 / sq. ft.	\$14.95 / sq. ft.
	400 sq. ft. & up	\$13.45 / sq. ft.	\$14.45 / sq. ft.
Corporate Member	100 sq. ft. - 300 sq. ft.	\$12.00 / sq. ft.	\$12.70 / sq. ft.
	400 sq. ft. *	\$11.58 / sq. ft.	\$12.43 / sq. ft.

- I would like to become a NATA Corporate Member (\$975 annually)
- I am a NATA Corporate Member
 Corporate Membership must be current at time of contract submission and time of exhibit to receive discounted rate

*Corporate Member rate applies to first 400 sq.ft. only.

I. Exhibit Space Preference

www.floorplangenie.com/events/nata/nata2014/public/fphtml.aspx

1st choice _____ 2nd choice _____
 3rd choice _____ 4th choice _____

- Corner Booth - Add \$200
- Please assign me the best available location

Booth size ____sq.ft. X ____sq.ft. Booth Cost \$ _____

Companies we would like to be located near _____

Companies we would **not** like to be located near _____

II. Marketing & Advertising Opportunities

- Hot Product Pavilion - \$99 C.M., \$195 N.M.
- Pre-Show Attendee Mailing List - \$339 C.M., \$399 N.M.
- New!* Convention Guide Tear-Outs - \$400
- NATA Mobile App Advertising - \$2,500
 2014 Convention Guide, 4-Color Ad
 Full Page \$3,350 1/2 Page \$2,775 1/4 Page \$2,088
- Convention Daily News, 4-Color Ad
 Full Page \$5,509 1/2 Page \$3,641 1/4 Page \$2,891

* See marketing & advertising opportunities page for details & add'l opportunities

Booth Cost \$ _____ + Marketing \$ _____ = Final Cost Due to NATA \$ _____

III. Payment Visa / MC / Amex / Discover / Check payable in U.S. funds to NATA

Cardholder Name _____
 Card # _____ Exp. Date _____
 Signature _____

IV. Exhibitor Operations Contact Name _____

Company Name _____ Listing Name (if different) _____
 Full Address _____
 Tel _____ Fax _____ E-mail _____

The above contact will receive marketing & operational materials for the 2014 show. Convention Guide information can be updated spring, 2014.

V. Exhibitor Acceptance

The undersigned (exhibitor) is authorized to enter into this contract and understands this contract becomes valid when completed, signed and accepted by the NATA. By signing below, I am indicating my organization's agreement to abide by NATA's Rules and Regulations (attached here and posted online at posted online at www.nata.org) which may be amended occasionally and to all conditions under which exhibit space is leased to the NATA at the Indiana Convention Center. I accept responsibility for informing all employees and agents of the NATA Rules and Regulations and for ensuring compliance. I further understand the violation and cancellation policies. The undersigned agrees to accept the space assigned and will agree to accept reassignment, if necessary, to create a more effective exhibition.

Authorized Signature _____ Printed Name _____
 Title _____ Date _____

NATA Use Only Date Received _____ Account # _____ Total Due \$ _____
 Deposit Received \$ _____ Booth # _____ Dimensions _____ X _____ Total Square Footage: _____
 Priority Pts _____ Assigned by _____ ACT _____ iMIS _____ FP _____ Conf. _____ Add* _____



Marketing & Advertising Opportunities

Hot Product Pavilion

A popular attraction at the AT Expo, The Hot Product Pavilion is a display of the latest and best-selling products. To draw traffic to your booth, a tent card is placed next to your product featuring your company name, product name and booth number. Companies are allowed up to 5 products to be showcased in the Pavilion.

\$99 / entry Corporate Members \$195 / entry Non-Members

Pre-Show Attendee Mailing List

Promote your company to the attendees before the show to boost name & product recognition, announce your participation in the show and/or advertise any giveaways or contests conducted from your booth.

\$339 Corporate Members \$399 Non-Members

Convention Guide Tear-Outs

New this year! Promote your company in the Convention Guide tear-outs. Each attendee uses the Convention Guide to schedule, plan and navigate their way through our 3-day AT Expo. Make the advertisements for your products, services, booth and/or giveaways noticeable on perforated pages in the Guide. \$400 / 1/6 page print

Convention Guide Advertising

Professionally printed, bound and packed with every detail of the NATA Clinical Symposia & AT Expo, the *NATA Convention Guide* serves as a valuable tool for attendees and an excellent advertising opportunity for exhibitors. Buyers use the Guide as an effective sourcing reference throughout the year thus amplifying its advertising benefit. Plus a full copy of the Guide is posted online for members who are unable to attend the meeting, extending its advertising reach far beyond attendees. Full Page \$3,350 ½ Page \$2,775 ¼ Page \$2,088

Convention Daily News Advertising

The *Convention Daily News (CDN)* is NATA's convention newspaper and the most visible resource for last-minute program changes, association news and tradeshow updates. Printed and distributed all three days of the tradeshow, the *CDN* is also posted each day for members who are unable to attend the show, extending your marketing & advertising reach. Full Page \$5,509 ½ Page \$3,641 ¼ Page \$2,891

Mobile App Advertising

Featuring tradeshow maps in detail, educational programming, daily schedules and directories, The NATA Clinical Symposia & AT Expo mobile app was used by over 8,000 attendees last year. Advertise your company and booth number in this highly visible platform. \$2,500 / ad

Exclusive Mobile App Sponsor

Own the splash page and every banner throughout the app as the exclusive NATA Clinical Symposia & AT Expo Mobile App Sponsor. This exclusive marketing real estate will highlight your company to every app user - they will know who you are and where to find you. \$10,000

Lobby Banners

Make an advertising splash with bold lobby banners. Highlight your company and call attention to your booth with strategically placed banners throughout the lobby where thousands of ATs will congregate between events and prior to entering the AT Expo. Price will vary based on banner size and quantity. Call for details

Corporate Membership Application



Email / Fax / Mail this application with full payment to:

National Athletic Trainers' Association
Attn: NATA Corporate Membership
1620 Valwood Parkway, Suite 115, Carrollton, TX 75006
Phone: 972.532.8849 Fax: 214.736.5462
Email: sales@nata.org

NATA Corporate Membership opens the door to the athletic training market and allows you to reach thousands of qualified buyers at a discounted rate. Join today!

I. Corporate Member Benefits

For \$975 annually, Corporate Members receive:

- Use of the term "NATA Corporate Member"
- Use of the NATA Corporate Member logo
- A 50-word listing in the printed Buyers' Guide every fall & spring
- Recognition as a Corporate Member in the online Athletic Training Marketplace, <http://athletictrainingmarketplace.com>
- Booth space discount at the NATA AT Expo
- Recognition as a Corporate Member in our AT Expo Convention Guide
- Discount on advertising in *NATA News*
- Discount on web banner advertising on nata.org
- Discount on NATA membership list rentals
- Complimentary subscription to the *NATA News*
- Complimentary subscription to the *Journal of Athletic Training*

II. Product Categories (Select up to three)

- | | |
|---|--|
| <input type="checkbox"/> Athletic Tape | <input type="checkbox"/> Infection Control & Prevention |
| <input type="checkbox"/> Athletic Training Equipment | <input type="checkbox"/> Nutritional Products |
| <input type="checkbox"/> Bandages | <input type="checkbox"/> Pain Relievers |
| <input type="checkbox"/> Braces | <input type="checkbox"/> Program Management |
| <input type="checkbox"/> Cold Therapy | <input type="checkbox"/> Protective Clothing |
| <input type="checkbox"/> Conditioning Equipment | <input type="checkbox"/> Software |
| <input type="checkbox"/> Electrotherapy | <input type="checkbox"/> Splints |
| <input type="checkbox"/> First Aid Equipment | <input type="checkbox"/> Straps |
| <input type="checkbox"/> Fitness Equipment | <input type="checkbox"/> Strength & Conditioning Equipment |
| <input type="checkbox"/> Foot Care & Protection | <input type="checkbox"/> Tables |
| <input type="checkbox"/> Guards | <input type="checkbox"/> Testing & Measurement |
| <input type="checkbox"/> Heat Stress Prevention & Treatment | <input type="checkbox"/> Therapeutic Devices |
| <input type="checkbox"/> Heat Therapy | <input type="checkbox"/> Other: |
| <input type="checkbox"/> Hydration | _____ |

III. Official Contact Information (As it will appear in the printed Buyers' Guide)

Company/Organization

Name/Title of Contact Person

Company/Organization Address

City State Zip

Phone Fax

Email Website

IV. Company Bio (As it will appear in the printed Buyers' Guide - 50 word max)

Please submit your 50-word company description via email to sales@nata.org.

V. Corporate Member Acceptance

\$30 of the membership dues is allotted for the subscription to the *Journal of Athletic Training*. Payments or contributions to the National Athletic Trainers' Association are not deductible as charitable contributions for federal income tax purposes. Payments may be deductible as a business expense. If in doubt, please consult your tax advisor. NATA does not discriminate against any protected class. A percentage of dues are allocated for lobbying.

NATA's Corporate Membership program is open to companies that provide athletic training materials, supplies, equipment or services. Each Corporate Member may designate an individual as the Corporation's representative to NATA. Corporate Members are not eligible for district affiliation and may not vote or hold office within NATA. They are, however, entitled to special benefits and discounts.

*NATA reserves the right to refuse any Corporate Membership Application.

On behalf of the company/organization named in section III, I hereby apply for NATA Corporate Membership. I understand the eligibility requirements for this membership category and verify that my organization meets the requirements. We agree to abide by the Association's Bylaws and Policies & Procedures Manual.

Name Title

Phone Email

Signature Date

VI. Payment Details (Full payment required)

Checks payable in U.S. funds to NATA

\$ Amount Due Check Number

VISA MC AMEX

Card Number Expiration Date

Cardholder Name

Signature Date

For NATA Use Only – Accepted by: _____	
Date Rec'd _____	iMIS#: _____
Total Cost \$ _____	Total Paid: \$ _____
iMIS: _____	ACT: _____
	MAG: _____



NATIONAL ATHLETIC TRAINERS' ASSOCIATION

2014 Exhibitor Space Contract Rules and Regulations

These rules and regulations (the "Rules") apply to all exhibitors that occupy booth space at the National Athletic Trainers' Association (the "Organizer") AT Expo to be held at the Indiana Convention Center (the "Center"), Indianapolis, IN June 26-28, 2014 (the "Trade Show").

General: the Organizer reserves the right to render all interpretations and decisions relating to the Rules, and to establish further rules and regulations as the Organizer may deem necessary to the general success and well-being of the Trade Show. The organizer shall have sole control over admissions of all persons to the Center and its exhibit area (the "Exhibit Hall"). The Organizer reserves the right to refuse to rent or provide booth space to any exhibitor. **Violation of the rules will result in the deletion of one or more priority points, and/or expulsion from the Trade Show and may jeopardize the exhibitor's opportunity to exhibit at future events. Exhibitors shall not undertake any activity that may cause harm, intended or otherwise, to any persons present in the Exhibit Hall, and shall cease any activity upon request by the Organizer.**

Payment for Space: No space assignment will be fulfilled without exhibitor payment in full.

A. Payments of exhibition fees are as follows:

1. 25% of the total exhibition fee is due with the submission of contract. Exhibit space will not be assigned without a deposit. A second payment equal to 25% of the total exhibition fee (for a cumulative payment of 50%) is due on or before December 6, 2013. The balance of the total exhibition fee is due on or before March 3, 2014.
2. If an Exhibitor contracts after the initial 2013 space draw assignment, but prior to December 6, 2013, 50% of the total exhibition fee is due with the submission of the exhibit contract. If the exhibitor contracts on or after December 6, 2013, but prior to March 3, 2014, 75% of the total exhibition fee is due with submission of the exhibit contract. If the exhibitor contracts on or after March 3, 2014, 100% of the total exhibition fee is due with submission of the exhibit contract. Remaining balance payments per this section of this contract follow the same schedule as A.1. above.

B. Only the company name listed on the contract is considered an official 2014 Trade Show exhibitor. All exhibitors must make payments in accordance with the schedule outlined above. Under no circumstances will the exhibitor be permitted to participate in the 2014 Trade Show and/or occupy its exhibit space if full payment has not been received.

Assignment of Space: Initial space draw assignments will be done based on exhibitor priority points. Exhibitors will have 30 days upon initial receipt of the 2014 contract to submit the contract and 25% deposit to Organizer for space draw consideration. All contracts received within the 30-day submission window will be placed in priority point order and assigned exhibit space accordingly. After the initial space draw, space assignment is based on a first-come, first-served basis. Notwithstanding any other provisions of these Rules, the Organizer reserves the right to assign booth space based on other equitable considerations, to alter the exhibit floor plan and change location assignments at any time, as it may deem necessary.

Space Cancellations: Booth space cancellations must be submitted to the Organizer **in writing**, and acknowledged by Organizer. Cancellations become effective on the date written notification is received by the Organizer. If written notice of participation cancellation is received by the Organizer on or before December 6, 2013, the exhibitor shall pay a cancellation fee equal to 25% of the total exhibition fee. If written notice of participation cancellation is received by the Organizer after December 6, 2013, but prior to March 3, 2014, the exhibitor shall pay a cancellation fee equal to 50% of the total exhibition fee. If written notice is received by the Organizer after March 3, 2014, the exhibitor shall pay a cancellation fee equal to 100% of the total exhibition fee. Exhibitors contracting on or after March 3, 2014 are responsible for the full (100%) exhibition fee, even in the event of cancellation any time thereafter. Any deposits made by the exhibitor may be used to fully or partially reduce the cancellation fees described above.

Downsizing: Downsized booths will follow the same schedule as listed above in **Space Cancellations**.

General Arrangement of Exhibits: Exhibitor shall arrange exhibits so as not to obstruct the general view or hide other exhibits. All exposed and/or unsightly sides and parts of a display must be finished so as not to be objectionable to other exhibitors or attendees. Overhead signs supported from the floor are permitted if (a) the top of the sign is no higher than the permitted booth height, (b) the sign is no wider than half the length of the side of the booth where hung and (c) the sign is set back at least 25% of the booth's width dimension from the back line of the booth. No sign may span an aisle. Exhibitor must have carpet or floor covering in its booth. No open flames may be used, and no combustible objects, including packing containers and/or wrapping paper, may be stored behind displays or near any electrical wiring. No canopies may be erected over exhibits. Exhibitor shall ensure that its exhibit complies with all applicable laws, including the public accommodations requirements of the Americans with Disabilities Act. Exhibitor agrees to take necessary measures to safeguard visitors from any hazards associated with its exhibit.

Good Neighbor Policy: The Organizer recognizes a spirit of friendly and honest competition as a valid business practice; however, the use of deceptive and/or unethical methods to obtain information and/or gain an advantage over a competitor is considered a violation of the Rules and Regulations.

Sound and Odor: Sound or other demo equipment must not interfere with adjacent booths. Sound must not be louder than a conversational level and exhibitor agrees to cease use of demo equipment if the Organizer receives complaints. Odor from demo equipment must be kept at levels determined acceptable by the Organizer or be discontinued.

Forms of Entertainment or Amusement: Attention-getting devices in the form of entertainment or amusement must be approved by the Organizer prior to the opening of the Exhibit Hall. Only activities that, at the discretion of the Organizer, are in keeping with the professional environment of the Trade Show will be allowed. No alcohol is allowed to be distributed by exhibitors within the Center or Trade Show.

Dress Code: The Trade Show is a professional event. Booth personnel please dress accordingly. If exhibit staff is doing on-site demonstrations, athletic apparel with acceptable body coverage, at the discretion of the Organizer, is permitted.



NATIONAL ATHLETIC TRAINERS' ASSOCIATION

2014 Exhibitor Space Contract Rules and Regulations

Photography, Video and Audiotape Activities: Except for services ordered through the official photographer, exhibitors must have prior written approval from the Organizer for any photographing, videotaping or audio taping activity in the Exhibit Hall. If an exhibitor request is approved by the Organizer, a security guard must be hired at the exhibitor's expense to accompany any camera crew for videotaping within the exhibitor's booth space. By participating in the Trade Show, exhibitor personnel consent to the photographing and videography of individuals, companies, and exhibit booths by the Organizer and the media that may be used in all forms for all purposes, including any advertising, trade or commercial purposes.

Inline Booths: Side dividers at the 8' height may be extended no more than 4' from the back line of the booth. Inline booths must not exceed 8' in height. All display fixtures over 4' in height that are within 10 lineal feet from an adjoining exhibit must be located within 5' of the exhibit booth back line. No partitions other than the side rails provided by the official general service contractor will be allowed unless specifically approved by the Organizer.

Island Booths: Island booths must not exceed 20' in height.

End caps: An end cap booth is not permitted by the Organizer.

Canopies: No canopies or tent style booths are permitted by the Organizer.

Hanging Signs: Hanging signs are permitted over island booths (400 sq. ft. and over). The maximum height allowed for island booths is 20'; therefore, the highest point of the hanging sign should not exceed 20'. Hanging signs should be set back 10' from adjacent booths.

Two-story Booths: Two-story booths must not exceed 20' in height and must be approved in writing by the Fire Marshal. The exhibiting company and/or its representing agency is responsible for securing safety certification from a licensed architect or structural engineer, as well as all local approvals (Fire Marshal, the Center) and having them readily available on-site. The plans for the two-story booth must be submitted to the Organizer in writing at least 6-months prior to the first day of the Trade Show.

Booths and Equipment: The booth prices include back wall, booth dividers and 24-hour perimeter security. The Inline booth price includes one ID sign as ordered on the front side hereof. All other furnishings, equipment, security services, etc., required by each exhibiting company shall be at its own expense and responsibility and may be ordered through the official contractors.

Decorating, Storage, Handling & Shipping and Electrical Services: Labor will be available and pursuant to the rules of the Center and may be required to assist in the assembly, dismantling, packing and unpacking of displays. No exhibitor shall use the Exhibit Hall or its booth for storage. The official general service contractor will furnish complete information about available services and costs, including accessible storage, to all exhibitors.

Porter Service: If you have giveaways that generate trash, you will need to order porter service to remove your empty cartons. Any exhibitor disposing of cartons, containers or other trash in the aisles will be charged for removal and cleaning.

Rules for Installation and Dismantling of Exhibits

Exhibit Installation: Exhibit instructions, rules and installation hours will be made available online. All booths and exhibits must be setup during the designated installation hours. Installation hours will be strictly enforced. Exceptions will be considered for those companies which submit a request in writing to the Organizer for an Early/Late Work Pass. Upon approval by the Organizer, the company may proceed with an early or late exhibit installation. Any booth space with an incomplete exhibit after the final installation hour may be reassigned by the Organizer without any obligation on the part of the Organizer for any refund whatsoever, and the Organizer will not be liable for any expense incurred by the exhibitor. If freight has been delivered to the booth, the Organizer reserves the right to order labor from the general contractor to setup the booth at the exhibitor's expense. Exhibitor shall keep exhibit staffed and intact during all Trade Show hours. Failure to do so will result in a loss of priority points.

Exhibit Dismantling: **Absolutely no dismantling may occur before 1:00 p.m. on Saturday, June 28, 2014.** Any exhibitor that dismantles or removes any portion of an exhibit prior to 1:00 p.m. on Saturday, June 28, 2014, may be prohibited from purchasing booth space at future trade shows for a period of 1 to 3 years and will lose priority points. Exhibitors will have until 10 a.m., Sunday, June 29, 2014, to remove their exhibits and materials from the Center. No early dismantling, teardown or removal of any portion of an exhibit will be permitted during the Trade Show without special written permission from the Organizer.

Sharing or Subletting of Space: No exhibitor shall assign, sublet or apportion the whole or any part of the space allotted to its exhibit therein, or permit any other person or party to exhibit therein any goods, service or apparatus other than those of the type typically manufactured or sold by the exhibitor in its regular course of business.

Use of Booth: Presentations, demonstrations, distribution of literature, promotion, etc. are permitted only within the exhibitor's booth. Activities that may cause people to congregate in the aisles are prohibited.

Selling on the Exhibit Floor: Exhibitors are not permitted to execute financial transactions on the exhibit floor without approval from the Organizer. If the Organizer permits such transactions, the exhibitor is solely responsible for abiding by the local and state sales tax codes. Non-exhibitors may not market products on the exhibit floor. Any person violating the Rules set forth in this section will be immediately evicted from the Exhibit Hall.

NATIONAL ATHLETIC TRAINERS' ASSOCIATION

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Exhibitor Conduct: Exhibitors will be admitted to the Exhibit Hall **two hours prior to the opening of the Trade Show**. Exhibitors must leave immediately when the Exhibit Hall closes each day. All exhibitor representatives, models and demonstrators must be 18 years of age or older and must be registered as exhibit booth personnel. Exhibitor may only distribute or provide a medicine if it is an over-the-counter product in its original form. Exhibitor shall not perform any medical procedures during the Trade Show, including but not limited to taking x-rays and inserting IVs. The use of helium in any form is not allowed. No weapons of any kind are permitted in the Trade Show. The Organizer reserves the right to require modification of any exhibit or activity, to refuse to permit excessive noise, distribution of souvenirs, advertising matter and to impose or require any other restriction or modification at its sole discretion. Food and beverages may be distributed in sample sizes only, if approved by the Center. If any corkage fee is applicable, the exhibitor will work directly with the Center. All exhibit decorations must be fire retardant.

Use of NATA Members List: After the Trade Show the Organizer will provide each exhibiting company with a post-convention attendee list of the NATA members that attended the Trade Show (the "Member List"). The Member List is the NATA's confidential information, and exhibitor may not disclose the Member List or its contents to any third party. Exhibitor's use of the Member List is strictly limited to one mailing that may be sent only once to each member on the Member List.

Liabilities: The exhibitor shall defend, hold harmless and indemnify the Organizer, the Center and their respective employees, representatives, agents, successors and assigns (the "Indemnified Parties") from and against all third party claims, demands, proceedings, suites and actions, including any liabilities, obligations, settlements, costs and expenses (including reasonable attorneys' fees) (collectively, "Claims") incurred by, borne by or asserted against the Indemnified Parties to the extent such Claims in any way relate to, arise out of, result from (a) the exhibitor's use of the booth and/or participation in the Trade Show, (b) sales and/or distribution of products, (c) intellectual property infringement or (d) violation of the Rules. Exhibitor is responsible for any damage caused by the exhibitor or its employees. Exhibitor shall not drive any nails, tacks or screws into the floor, walls or woodwork of the Center. The Organizer, its agents and employees will not be liable to exhibitor for any damages arising from failure to hold the Trade Show as scheduled. Exhibitor's payments for the booth space will be returned if the Trade Show is canceled. However, if the Trade Show is canceled because of fire, an act of God, the public enemy, strike, acts of terrorism, epidemic or any law or regulations of public authority which makes it impossible, impractical or illegal to hold the convention, actual expenses incurred or committed by the Organizer in connection with preparing for the Trade Show will be prorated and deducted from exhibitor's payment before refunding the difference to the exhibitor. Organizer is not responsible for stolen or damaged property in Exhibit Hall.

Insurance: Exhibitor shall, at its own expense, secure and maintain through the period of the exhibition, inclusive of move-in and move-out days, the following insurance: (a) Worker's Compensation and (b) coverage in the amount of one million dollars (\$1,000,000) of Combined Single Limit coverage to include: Comprehensive Form, Premises/Operations, Contractual, Broad Form Property Damage, Products/Completed Operations and Personal Injury. The certificate shall name the Organizer as an additional insured, shall provide that the policies may not be canceled or materially altered unless at least 30 days prior written notice has been given to the Organizer and shall cover occurrences on any part of the Center property, as well as any occurrences related to exhibitor's participation in the Trade Show. **Exhibitor shall, upon request, provide the Organizer with the Certificate of Insurance. Failure to provide said Certificate to the Organizer does not relieve exhibitor of the responsibility to obtain this coverage.** Exhibitor's obligations under this paragraph are material and if Exhibitor fails to comply with them, Exhibitor shall be liable to the Organizer for all damages, consequential or otherwise, the Organizer suffers as a result. The insurance carriers providing such insurance shall have no less than an "A" rating according to A.M. Best's rating and shall be authorized to do business in the State of Indiana.

Exhibitor Appointed Contractor (EAC): Exhibitors must submit all EAC information and insurance to The Expo Group, Organizer's general services contractor, no later than June 11, 2014. If this information is not received the EAC will not be allowed on the Trade Show floor and The Expo Group will provide official labor to install the exhibitor's booth.

Enforcement of Rules: Each exhibitor agrees to adhere to all the Rules. Any action taken against an exhibitor for violation of the Rules will be determined on the basis of the particular circumstances of each case. The Organizer reserves the right to terminate or modify the exhibitor's display privileges at any time for breach of the Rules. The Organizer's decisions and interpretations shall be accepted as final in all cases.

Violation of Rules and Regulations: Violation of the Rules may result in any or all of the following: (a) verbal and/or written warning to the exhibitor, (b) loss of accrued priority points, (c) eviction from the Trade Show, (d) termination of the current exhibit and subsequent ineligibility to exhibit at future trade shows, or (e) up to \$1,000 in fines. The Organizer is not liable for any refunds on rentals or other exhibit expenses. In the case of an eviction, dismantling of the booth will take place after the Exhibit Hall closes to prevent disruption of the show.

In Case of an Eviction: 1. Exhibitor must leave the Center immediately without protest or appeal, 2. Exhibitor shall not dismantle its booth until the Trade Show ends for the day, 3. The Organizer is not liable for any refunds on exhibit space or other expenses, and 4. Exhibitor will be accompanied from the Center by security, and after the Trade Show ends for the day, exhibitor shall not re-enter the Center to dismantle and remove its exhibit unless accompanied by security.

Liability Limits: In no event shall the Organizer be liable for any lost profits or special incidental or consequential damages (however arising, including negligence) arising out of or in connection with the Trade Show, the exhibitor's exhibit or this contract. Further, in no event shall the Organizer be liable to you in an amount greater than \$75.

Choice of Law and Venue: This contract is governed in all respects by the laws of the State of Texas as such laws applied to agreements entered into and to be performed entirely within Texas between Texas residents. For the purpose of any dispute arising out of this Contract, the parties submit exclusively to the jurisdiction of the state and federal courts located in Dallas County, Texas.