



# EXHIBITOR PROSPECTUS

ADVERTISING & SPONSORSHIPS • EXHIBIT SPACE CONTRACT • RULES

**PENNSYLVANIA CONVENTION CENTER**  
**PHILADELPHIA, PA**  
**JUNE 29 - JULY 1, 2022**





# WHY YOU SHOULD EXHIBIT

98%

OF ATTENDEES SPEND TIME WALKING THE AT EXPO SHOW FLOOR WHILE AT CONVENTION

74%

OF ATTENDEES ARE EITHER THE DECISION MAKER, PURCHASER OR DIRECT INFLUENCER ON PURCHASING ATHLETIC TRAINING PRODUCTS AND SERVICES IN THEIR FACILITY

## ATs as Influencers

RANK	RESPONSE
1	I WILL TELL A FELLOW ATHLETIC TRAINER ABOUT A PRODUCT I SAW AT THE AT EXPO.
2	I WILL TELL A MEMBER OF MY ORGANIZATION'S ADMINISTRATIVE TEAM ABOUT A PRODUCT I SAW AT THE AT EXPO.
3	I WILL TELL ONE OF MY ATHLETES/PATIENTS ABOUT A PRODUCT I SAW AT THE AT EXPO.
4	I WILL TELL MY ATHLETIC DIRECTOR ABOUT A PRODUCT I SAW AT THE AT EXPO.
5	I WILL TELL THE PARENTS/GUARDIANS OF MY ATHLETES ABOUT A PRODUCT I SAW AT THE AT EXPO.
6	I WILL TELL MY MEDICAL DIRECTOR ABOUT A PRODUCT I SAW AT THE AT EXPO.

## AT Expo Rating By Attendees

EXCELLENT/GOOD: 89%

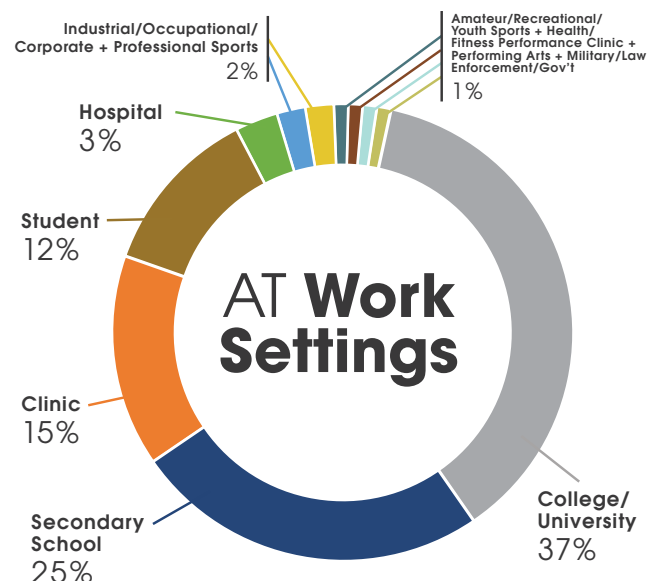
### Return to In-Person:

"Looking forward to getting back to face-to-face interactions which is critical for this type of product applications."

"Time to get back to what we do best! Can't wait to see everyone in person!"

"We are looking forward to NATA in person!"

"We are very eager to return to in person!"





# MARKETING YOUR BOOTH

The AT Expo continues to expand each year with new endeavors and continued growth on the tradeshow floor. With 350+ exhibiting companies, you simply can not afford to pass on marketing and advertising opportunities to call attention to your booth. Give attendees a spotlight on your presence at the show!

SHOWCASE

## Hot Product Pavillion: \$349 each

Glass case display of the product(s) of your choosing, placed in a high-traffic area at the show. Includes a tent card featuring your company name, product name and booth number, along with a writeup in the Convention Daily News and listing in the Convention Guide. Showcase up to 5 products.

## Convention Guide/App Coupon: \$600 each

Announce giveaways or other promotional attraction and draw traffic to your booth. Highly visible and effective advertisement provided to every attendee.

## Convention Guide Advertising: \$5,000 Full Page / \$3,500 Half Page

Professionally printed, the Convention Guide provides information about the NATA Clinical Symposia & AT Expo. It is given to every attendee at registration and is made available online for members unable to attend convention. The Guide serves as a valuable sourcing tool for athletic trainers throughout the year - you don't want to miss out on this high-exposure advertising.

## Convention Guide Belly Band: Call for Pricing

Get noticed immediately with your message, logo and artwork wrapped around the outside of the Convention Guide, given to every attendee at registration. Exclusive and exceptionally visible advertising.

## Lobby Banners: \$4,000 Full / \$2,500 Half

Highlight your company and your booth with bold lobby banners, strategically placed in areas of high foot traffic. Own the full banner for maximum exposure or save on cost and split a half size banner (top/bottom).

## T-Shirt Sponsor: \$2,500 Small Logo / \$4,000 Large Logo

Show the athletic training profession that you "have their back!" Put your company logo on the back of the official NATA Convention t-shirt given to every attendee. This t-shirt is designed for the attendee to wear whether in a work setting or hanging out on the weekend. Make a lasting impression and reserve your space today!

## Convention Lounges: \$5,000

Sponsor a lounge to gain brand visibility where attendees gather to network between sessions. Lounges are placed in traffic heavy areas of the convention center and are outfitted with furniture and access to power outlets. Sponsors to provide artwork, NATA to provide signage. Sponsors are allowed to place a brochure or giveaway in the lounge.

## Education Theme Sponsor: \$10,000 (Full set of select sessions)

## Education Session Sponsor: \$2,000 (per session)

Have your brand front and center within the highly sought after CEUs that attendees obtain while at convention. Sponsorship includes your logo as part of the pre-roll slides played before the session starts as well as ability to have materials or samples in the room(s). Your company logo will also be in the schedule of events and wherever the session(s) are promoted pre-, on-site and post-show. Themes for 2022 include:

GET IN  
PRINT

BE A  
SPONSOR



# 2022 Exhibit Space Contract

2022 NATA Clinical Symposia & AT Expo

Exhibit Days: June 29 - July 1, 2022

Philadelphia, PA - Pennsylvania Convention Center

EARLY SPACE DRAW DEADLINE: January 28, 2022

Email: sales@nata.org; Fax: 214.736.5462

**Booth Space Cost:**  
\$17.95 sq.ft. ( on/before March 4, 2022)  
\$19.95 sq.ft. ( after March 4, 2022)  
Corner Fee: \$200

**Each 10x10 Booth Space Includes:**  
8' draped back wall, 3' draped side wall, standard sized ID sign, four (4) exhibitor badges, listing in convention guide/app and option to build a virtual companion booth. Each exhibitor will earn one (1) priority point for exhibiting in the 2022 NATA AT Expo.

### Discounts for booth size at AT Expo!

- 5% discount: 400-599 sq.ft
- 10% discount: 600-899 sq.ft.
- 15% discount: 900+ sq.ft.

Companies to be near:

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_

Companies NOT to be near:

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_

### EXPAND your reach beyond your exhibit booth with these marketing and advertising opportunities!

- Hot Product Pavilion - \$349 \$ \_\_\_\_\_
- Convention Guide/App Coupon - \$600 \$ \_\_\_\_\_
- Pre-Show Attendee List - \$499 \$ \_\_\_\_\_
- Post-Show Attendee List - \$499 \$ \_\_\_\_\_
- Lobby Banner (double sided) - \$4,000 full/\$2,500 half \$ \_\_\_\_\_
- Education Theme Sponsor - \$10,000 \$ \_\_\_\_\_
- Education Session Sponsor - \$2,000 \$ \_\_\_\_\_

**TOTAL Marketing & Advertising:** \$ \_\_\_\_\_

*Many other opportunities are available! Please contact NATA to discuss a custom sponsorship program for your company!*

**Booth Fee Calculation:** Booth size \_\_\_\_ X \_\_\_\_ = \_\_\_\_ sq.ft. less discount \_\_\_\_% = Total Booth Fee \$ \_\_\_\_\_

**Due Now:** 50% Booth Fee \$ \_\_\_\_\_ + Total Sponsorship & Advertising \$ \_\_\_\_\_ = Total \$ \_\_\_\_\_

### Exhibitor Operations (Pre-SHOW SET-UP OPERATIONS & ACCOUNTING CONTACT)

Operations Name: \_\_\_\_\_

Operations Phone: \_\_\_\_\_

Operations Email: \_\_\_\_\_

Accounting Name: \_\_\_\_\_

Accounting Phone: \_\_\_\_\_

Accounting Email: \_\_\_\_\_

### Exhibitor Acceptance:

By completing this form, you are making a formal application for exhibit booth space, which will become binding only upon confirmation from NATA. A submitted application does not guarantee acceptance. By Signing below, you certify that you have the authority to sign for and bind the Exhibitor. Upon acceptance by NATA, the Exhibitor agrees that this Exhibit Space Contract, including the 2022 NATA Exhibit Space Rules & Regulations, attached hereto and incorporated by reference herein, shall become binding and enforceable.

Signature \_\_\_\_\_ Exhibiting Company Name \_\_\_\_\_



# 2022 NATA Exhibit Space Rules & Regulations

These 2022 Exhibit Space Rules and Regulations (the "Rules") are incorporated into the 2022 Exhibit Space Contract between the Exhibitor identified in the Contract and Organizer (the "Contract") and apply to all exhibitors that agree to occupy booth space at the National Athletic Trainers' Association (the "Organizer") AT Expo to be held at the Pennsylvania Convention Center (the "Center"), Philadelphia, PA, June 29 - July 1, 2022 (the "Trade Show"). BY AGREEING TO EXHIBIT AT THE TRADE SHOW, YOU AGREE TO THESE RULES AS PART OF THE CONTRACT.

**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. Exhibitors shall not undertake any activity that may cause harm, intended or unintended, 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 secured without approval by Organizer and Exhibitor payment as follows.

A. Payments of exhibition fees are as follows:

1. If an Exhibitor submits an application for booth space before January 28, 2022, the following will apply: a deposit equal to 50% of the total exhibition fee is due with the submission of the Contract to Organizer. Exhibit space will not be assigned without receipt of this 50% deposit. A second payment equal to 50% of the total exhibition fee (for a cumulative payment of 100%) and any remaining balance is due on or before March 4, 2022.
2. If an Exhibitor submits an application for booth space on or after January 28, 2022 and prior to March 4, 2022, the following will apply: a deposit equal to 50% of the total exhibition fee is due with the submission of the Contract to Organizer. Exhibit space will not be assigned without receipt of this 50% deposit. A second payment equal to 50% of the total exhibition fee (for a cumulative payment of 100%) and any remaining balance is due on or before March 4, 2022.
3. If the Exhibitor contracts on or after March 4, 2022, 100% of the total exhibition fee is due with the submission of the Contract. Exhibit space will not be assigned without receipt of full payment.

B. Only the company name listed on the Contract is considered an official 2022 Trade Show exhibitor and the booth space is not transferable without NATA's prior written consent. Exhibitor must make payments in accordance with the schedule outlined above. Under no circumstances will the Exhibitor be permitted to participate in the 2022 Trade Show and/or occupy its exhibit space if full payment has not been received by the applicable payment deadlines.

**Assignment of Space:** Initial space draw assignments will be done based on exhibitor priority points. All contracts received and accepted by Organizer prior to January 28, 2022 will be placed in priority point order and assigned exhibit space accordingly in the initial space draw assignment. After January 28, 2022, space assignment for the remaining spaces 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, in its sole and absolute discretion.

**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 acknowledged by the Organizer. If written notice of cancellation is received by the Organizer on or before January 28, 2022 the Exhibitor shall pay as liquidated damages and not a penalty a cancellation fee equal to 25% of the total exhibition fee. If written notice of participation cancellation is received by the Organizer after January 28, 2022, but prior to March 4, 2022, the Exhibitor shall pay as liquidated damages and not a penalty a cancellation fee equal to 50% of the total exhibition fee. If written notice is received by the Organizer on or after March 4, 2022, the Exhibitor shall pay as liquidated damages and not a penalty a cancellation fee equal to 100% of the total exhibition fee. Exhibitors contracting on or after March 4, 2022 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 be considered a cancellation and 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 or tents 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, in the Organizer's sole discretion, to obtain information and/or gain an advantage over a competitor is considered a violation of the Rules.

**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 which are in keeping with the professional environment of the Trade Show at the discretion of the Organizer will be allowed. No alcohol is allowed to be distributed by exhibitors within the Center or Trade Show.

**Copyrights and Licenses:** Exhibitors must obtain all appropriate licenses and rights to use copyrighted materials as part of their booth display or promotion during the Trade Show.

**Dress and Conduct Code:** The Trade Show is a professional event. Booth personnel shall dress accordingly. If exhibitor is doing on-site demonstrations, athletic apparel with acceptable body coverage, at the discretion of the Organizer, is permitted. Exhibitor booth staff will interact with attendees and other exhibitor booth staff respectfully and thoughtfully and abide by these Rules. Exhibitors will respect the rights of attendees and other exhibitors to conduct business in a non-threatening or non-offensive manner.

**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, or lower if the Center's ceiling does not permit extending to 20' 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 designated by the Organizer.

**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 Exhibitors which submit a request in writing to the Organizer for an Early/Late Work Pass. Upon approval by the Organizer, the Exhibitor 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 stated and intact during all Trade Show hours. Failure to do so will result in a loss of priority points.

**Exhibit Dismantling:** No early dismantling, teardown or removal of any portion of an exhibit will be permitted during the Trade Show or prior to 1:00 p.m. on Friday, July 1, 2022 without special written permission from the Organizer. Exhibitors will have until 10 a.m. Saturday, July 2, 2022, to remove their exhibits and materials from the Center.

**Sharing or Subletting of Space:** Exhibitor shall not 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. Any purported assignment, sublet, or apportionment shall be null and void.

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

**Selling on the Exhibit Floor:** Exhibitors are not permitted to execute financial transactions, which shall include, without limitation, the sale of merchandise, on the exhibit floor without approval from the Organizer. If the Organizer permits such transactions, the Exhibitor is solely responsible for and liable for abiding by the local and state sales tax codes. Non-exhibitors may not market products on the exhibit floor.

**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. Exhibitor shall not permit and shall not drive any nails, tacks or screws into the floor, walls or woodwork of the Center. The Organizer reserves the right to require modification of any exhibit or activity, to refuse to permit excessive noise, distribution of souvenirs, or 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 and Organizer. If any corkage fee is applicable, the Exhibitor will work directly with the Center. All exhibit decorations must be fire retardant.

**Liabilities:** The Exhibitor shall defend, hold harmless and indemnify the Organizer, the Center and their respective directors, officers, employees, representatives, agents, successors and assigns (collectively, the "Indemnified Parties") from and against all third party claims, demands, proceedings, suits 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, or result from the Exhibitor's (a) use of the booth and/or participation in the Trade Show, (b) sales and/or distribution of products, (c) intellectual property infringement, misappropriation of a trade secret, or the invasion of any right of privacy or publicity, (d) violation of the Rules. Exhibitor is responsible for any and all damages to property or person caused by the acts or omissions of the exhibitor or its employees, contractors, or those acting on its behalf. Exhibitor's payments for the booth space will be returned if the Trade Show is canceled, except as provided in the "Force Majeure" section of these Rules. Organizer is not responsible for stolen or damaged property in Exhibit Hall.

**Force Majeure:** Organizer shall not be responsible for delays or non-performance caused by events or circumstances beyond its control, including, without limitation, the following: acts of God; war or threat of war; actual or threatened strikes or labor disputes; government regulation, action, order, or advisory (including but not limited to Federal, state, local or municipal); travel advisory warnings by the government; directives or guidance issued by, or public health threats as determined or recognized by, the Centers for Disease Control and Prevention, National Institute of Health, World Health Organization, or local public health agency; civil disturbance; terrorism or threats of terrorism; curtailment or disruption of transportation or transportation facilities; epidemics or pandemics; disaster; fire; flood; property casualty; earthquakes; hurricanes; unseasonable extreme inclement weather; shortages or disruption of the electrical power supply causing blackouts or rolling blackouts (in the city where the Center is located); or any other comparable conditions or circumstances occurring either in the location of the Trade Show or in the countries/states of origin preventing or prohibiting at least twenty percent (20%) of the attendees from attending or arriving for the Trade Show or otherwise making it on an economic, political, personal safety, or policy basis inadvisable, commercially impracticable, illegal, or impossible to hold the Trade Show as originally intended (each a "Force Majeure Event"). If the Trade Show is cancelled by Organizer due to a Force Majeure Event, exhibitor shall be entitled to a refund of any fees paid hereunder, except that 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. For the avoidance of doubt, Organizer's sole liability, and exhibitor's exclusive remedy, in the event of cancellation by Organizer due to a Force Majeure Event will be limited to the partial refund set forth in this section.

**Online Event:** Transition to an online only or virtual only platform shall not be deemed to be cancellation of the Trade Show. The Organizer in its sole discretion may transition the Trade Show to a virtual exhibition for health or safety considerations, in which case the Contract (including without limitation fees and refund policy) shall continue in full force, to the extent applicable and as determined by Organizer in its sole discretion.

**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 and the Center 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 Texas.

**Exhibitor Appointed Contractor (EAC):** EAC forms are not required, but can be emailed to Organizer.

**Enforcement of Rules:** Each Exhibitor agrees to adhere to all of these Rules. Any action taken against an Exhibitor for violation of the Rules will be determined by the Organizer, in its sole discretion, on the basis of the particular circumstances of each case. The Organizer reserves the right to terminate the Contract without liability, or to terminate or modify the Exhibitor's display privileges at any time for breach of the Rules by Exhibitor. The Organizer's decisions and interpretations shall be accepted as final in all cases.

**Violation of Rules and Regulations:** Without limiting Organizer's rights and remedies for Exhibitor's breach of the Contract or these Rules, violation of the Rules may result in corrective action in Organizer's sole discretion, including but not limited to 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 without refund, or (d) termination of the current exhibit or Contract without refund, and/or subsequent ineligibility to exhibit at future trade shows. The Organizer is not liable for any refunds on rentals or other exhibit expenses in connection with action taken under this section. All decisions of Organizer are final and non-appealable.

**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 to Exhibitor 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 Exhibitor in an amount greater than the amount of exhibition fees paid to Organizer.

**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.