# 2023 NATIONAL CONFERENCE EXHIBITOR'S PROSPECTUS

& Marketing Opportunities



www.thechurchnetwork.com | 972.699.7555 | 972.699.7617 fax

### IN 2023

Aministrative leaders from across America will convene to experience The Church Network's 67th National Conference to be held in Dallas-Fort Worth, Texas, at the Irving Convention Center.

July 18-21, 2023



### **WORKSHOPS**

More than 60 relevant, well-presented workshops include such subjects as administration, church marketing and publishing, finance and stewardship, legal and tax, human resources, and technology. You may apply to conduct an exhibitor workshop (see page 5). Also, you can sponsor workshops (see page 7).

### **ENVIRONMENT AND EXPERIENCE**

National conference is a time for church administrative leaders to relax and refresh, to renew and build new friendships, to be challenged by renowned keynote speakers, and to gain information about products and services. This environment—2023 Trade Show, conference app, notebook, sponsorships—is a big advertising opportunity.

### **EXHIBIT GUIDELINES**

### **EXHIBIT BOOTH FEE STRUCTURE**

Please refer to the Exhibit Booth & Advertising Contract enclosed with this brochure for the booth fee pricing structure. A deposit of \$600 per booth is required to reserve your booth space. The remainder of the fee is due by April 30, 2023. Booths cannot be assigned without a signed contract and the \$600 per booth deposit. If registering after April 30, full payment is due with your contract. See next page to see what your booth fee includes.

### **2023 TRADE SHOW**

More than 100 suppliers of products and services will exhibit at the conference, representing accounting and auditing services, architects, calendaring and scheduling software, church directories, church management services, software, construction companies, flooring, investment and lending institutions, Internet consulting, leadership training, marketing software, property/liability insurance, and more.

### REGISTRATION OF EXHIBITORS

Each booth includes the complimentary registration of two individuals. There is a registration fee of \$190 for each additional person over two people per booth. Each registration includes a set of meal tickets for the Wednesday opening dinner, Thursday lunch and Friday lunch. Deadline for registering the individuals working in your booth is June 23, 2023. For example: if you plan to purchase two booth spaces and have five individuals, the registration of four individuals is included in the cost of your booths, but you must pay \$190 for the fifth person. All five persons will have tickets to the three meals taking place during the trade show.

If your company is selected to present a workshop, all presenters must be registered in your booth.

### **SPACE ALLOCATIONS**

The reservation of booth space is on a first-come first-served basis; however, we will attempt to provide preferential treatment to those companies that provide the greatest amount of support to the ministry of The Church Network (TCN). We will begin to make booth assignments starting on March 1, 2023. TCN reserves the right to shift space at any time if, in TCN's sole judgment, it becomes necessary to do so. TCN reserves the right to make modifications to the published floor plan as may be necessary. TCN has the final say in the assignment of booth space. In the event no space is available, you will be placed on a waiting list. Your deposit will be refunded if no space becomes available.

### **YOUR BOOTH FEE INCLUDES**

Registration for (2) individuals per booth including two sets of meal tickets for the meals taking place during the show: the Tuesday opening dinner, Wednesday lunch, and Thursday lunch

(Please note: We must have the names of the person working in your booth by June 23, 2022. Name badges created prior to the show are complimentary, 3ut there will be a fee of \$10 for each name badge we must create onsite.)

#### Two refreshment breaks

One conference notebook per contracted company

A 10% discount on advertising in the conference app or notebook if \$200 deposit paid by July 21, 2022.

Names and addresses of conference attendees (Email addresses only if you purchase and use the lead retrieval service through our conference mobile app by scanning a person's badge. See <u>TCN's Privacy Policy</u>.)

Spacious 10' x 10' booth space professionally draped on the back and sides

One 6' draped table

One 17" x 11" identification sign

with your company name

Two side chairs

One wastebasket

Additional items, such as electricity, Internet connections, and additional furnishings must be purchased separately via the decorator.



### **INSURANCE**

Certification of liability insurance MUST be provided. Failure to provide such certificate may result in denial of exhibition privileges and forfeiture of exhibit fees. This insurance is available through Rainprotection, usually for less than \$100. Additional information will be on our conference site as more details become available. Send proof of insurance to the TCN national office.

### **EXHIBIT HALL DECORATOR**

Information on the official show contractor is is not yet available.

Sometime after the booth assignment process ends, exhibitors will receive an email with decorator details.

### **INSTALLATION**

Installation begins at 8:00 a.m. on Tuesday, July 18, 2023. All exhibits must be show-ready and aisles cleared no later than 5:00 p.m.

No exceptions.



### DISMANTLING

Exhibits may be dismantled starting at 3:45 p.m. on Thursday, July 20, 2023. It is absolutely imperative that you not start dismantling prior to 3:45 p.m. as our attendees will still be in the hall until that time. Please follow this request, as early departure reflects poorly on your company and diminishes our show. Our goal is to be your partner and help you have a positive and productive show. We hope you feel the same and will honor this request.

### **CANCELLATION POLICY**

All booth cancellations must be received in writing (email acceptable); no telephone cancellations will be honored. Cancellations received by April 1, 2023, booth fee less \$300 per booth nonrefundable charge will be returned; from April 2 to May 1, booth fees less \$600 deposit (per booth) will be returned. Cancellations received after May 1, 2023, will forfeit full payment.

The additional registrations of individuals at \$190 per person are transferable at no charge. There will be an \$80 cancellation charge if received in writing by June 23, 2023. Cancellations after June 23 will forfeit the full payment.

### **CONFERENCE NOTEBOOK**

Advertising in the conference notebook is another way to keep your service or product before the conferees long after the conference ends. The notebook is distributed to all registered attendees. If you do not handle advertising for your company, please give this information to the person responsible for ads.

- Rates: The advertising rates are given on the exhibit contract.
- There is a 10% discount on advertising in the conference notebook if \$200 deposit is paid by Exhibitor Wrap-Up meeting on July 21, 2022
- Due date: Ads must be received by May 15, 2023.

**DIVIDER PAGE** Finished ad size: 4.625" x 8" h

FULL PAGE

Finished ad size: 4.625" x 8" h

### HALF PAGE HORIZONTAL

Finished ad size: 4.625" x 3.875" h

Production notes: Digital files are required for all ads and should be delivered via Internet. Please see the Exhibit Booth and Advertising Contract for more information.

Ads will appear on pages with .25" border outside, top and bottom. Inside border is .5' to allow for binding.

### **PRIZE DRAWINGS**

Who doesn't like to win a prize? Our attendees certainly enjoy it. Conducting prize drawings in your exhibit booth for something of real value is a great way to encourage traffic to your booth and creates good public relations for your company. You will need to be prepared with entry forms or plan to collect business cards for your drawings. If you are giving away a large item, such as a television, you will need to make arrangements to have your item shipped to the winner.

### **BOOTH DISCOUNT FOR TCN BUSINESS PARTNERS**

Business Members of TCN receive a \$300 discount off the price of booth space. (See chart on Exhibit Booth Contract.)



Larry Montgomery of Christian Community Credit Union was the recipient of the Distinguished Exhibitor Service Award in 2019.



### **EXHIBITORS WORKSHOP**

As a growing commitment to our members and exhibitors TCN will again offer an opportunity for exhibitor workshops to be presented at the 67th National Conference. In order for exhibitors to be considered for an exhibitor workshop, the exhibiting company must meet the following qualifications:

- A person from the company must be a business member of TCN.
- A contract must be submitted and a deposit for the booth to participate in the 2023 Trade Show by October 31, 2022.
- A completed Call for Presentation Application must be submitted by October 31, 2022.

These workshops will give those exhibitors who are selected an opportunity to present in more detail how their product and/or services will help enhance the administration of the church. The time frame for the workshop is one hour to one hour and fortyfive minutes. The intent of the presentation is not just to promote an exhibitor's products and services, but also to present contentbased training that is practical and applicable to a local setting.

### **2023 CONFERENCE HOTELS**



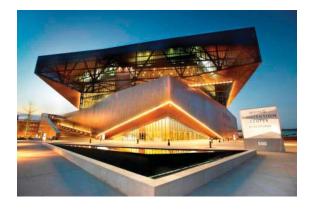
### THE WESTIN-IRVING CONVENTION CENTER AT LAS COLINAS SOLD OUT

(TCN Headquarters) 400 Las Colinas Blvd Irving, Texas 75039 Room Rate: \$189/night, single/double

The Westin is across the street from Irving Convention Center, and restaurants and entertainment venues are within walking distance.

### **IRVING CONVENTION CENTER**

Irving Convention Center is located in the mid-cities of the DFW metroplex. It is equidistant from DFW Airport and Love Field.. It just across the street from Westin Las Colinas.





### MARRIOTT DALLAS LAS COLINAS

223 West Las Colinas Blvd Irving, Texas 75039 Room Rate: \$199/night, single/double

The Marriott is within walking distance of Irving Convention Center, and restaurants and entertainment venues are within walking distance.



**TEXICAN COURT** 501 West Las Colinas Blvd Irving, Texas 75039 Room Rate: \$179/night, single/double

Texican Court provides polished, quirky quarters in a Spanish-style hotel offering a tequila bar, a restaurant and a pool. It is located across the boulevard from Irving Convention Center, restaurants and entertainment venues are within walking distance.

# AMOND

- Two Exhibit Booths
- Up to Six Exhibitors (Individuals)
- Recognition as sponsor in general session
- Platform time to address attendees
- 1 printed advertisement in tote bag (provided by exhibitor)
- Advertisement on notebook tabbed divider (not available after notebook ad deadline of May 15, 2023)
- Recognition as major sponsor in promotions & on website
- Recognition as sponsor in conference app
- Logo displayed on screen in general session

 One Exhibitor Workshop (provided that exhibitor meets all qualifications and deadlines as outlined on page 5 (no longer available after 2/1/23)

# REFRESHMENT BREAK: \$9,000

\$9,000 Wed. \$9.000 Thur.

- •One Exhibit Booth
- Up to Two Exhibitors (Individuals) 1 Printed advertisement in tote bag
- Announced as sponsor in general session
- Recognition as sponsor in conference app
- Recognition as major sponsor in promotions & on website
- Acknowledgment sign in break area

### TOTE BAG SPONSOR: \$7,000

- Recognition as sponsor in promotions & on website
- 1 Printed advertisement in tote bag (exhibitor provided)

#### ROOMS SIGNAGE SPONSOR: \$6,000

- Recognition as sponsor in promotions & on website
- •1 Printed advertisement in tote bag (exhibitor provided)

### GOLD HOTEL KEY CARDS: \$6,000

- Recognition as sponsor in promotions & on website
- 1 Printed advertisement in tote bag (exhibitor provided)

### **GULU** NAME BADGE SPONSOR: \$5,000

- Recognition as sponsor in promotions & on website
- 1 Printed advertisement in tote bag (exhibitor provided)

### **OTHER OPPORTUNITIES** FOR INCREASED VISIBILITY: \$99-\$4,000

#### SILVER SPONSOR THE CHAPTER LEADERS' BREAKFAST: \$4,000

- Recognition as sponsor in promotions & on website
- Brief time to address chapter leaders
- Acknowlegement sign outside meeting room

### SILVER

#### AD ON BACK OF NOTEBOOK: \$3,500

Recognition as sponsor in promotions & on website

#### SILVER CERTIFIED CHURCH ADMINISTRATORS **RECEPTION SPONSORSHIP: \$2,000**

- Acknowledgment sign in CCA reception area
- Recognition as sponsor in conference app

### SILVER **HOTEL ROOM DROP INSERT: COST + \$1,500**

#### **OTHER OPPORTUNITIES FOR RECOGNITION**

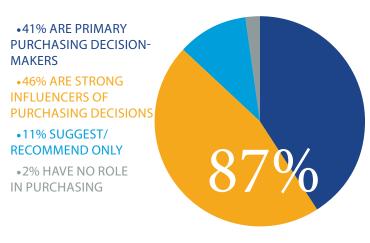
- ADVERTISEMENT IN TOTE BAG (exhibitor provided): \$1,000
- WORKSHOP SESSION: \$300 PER WORKSHOP(excluding exhibitor workshops
- Introduce workshop speaker
- Distribute advertisements in workshop
- MOBILE APP SPONSORSHIP OPPORTUNITIES
- PUSH NOTIFICATIONS: \$99

Tue. Wed. Thur. <u>\$10.000</u> Eri.

# **IMPORTANT DATES**

October 31, 2022	Deadline to apply for Exhibitor Workshop
March 1, 2023	Booth assignment process begins
May 1, 2023	100% cancellation fees apply to cancellations received after this date
May 15, 2023	Deadline for submission of ads for conference notebook
June 23, 2023	Deadline for submission of company description for conference mobile app
June 23, 2023	Deadline for registering the individuals working in your booth and any speakers presenting an exhibitor workshop
July 18, 2023	8:00 a.m.—5:00 p.m. Exhibitor Registration and Setup
	6:30 p.m.—8:30 p.m. Trade Show Opening Celebration - Dedicated Attendees and Dinner
July 19, 2023	10:15 a.m.—3:45 p.m. Exhibit Hall Open
	10:15 a.m.—1:00 p.m. Dedicated Exhibit Hall Time for Attendees and Lunch
	2:45 p.m.—3:45 p.m. Dedicated Exhibit Hall Time with Refreshment Break
July 20, 2023	10:15 a.m.—3:45 p.m. Exhibit Hall Open
	10:15 a.m.—1:00 p.m. Dedicated Exhibit Hall Time for Attendees and Lunch
	2:45 p.m.—3:45 p.m. Dedicated Exhibit Hall Time with Refreshment Break
	3:45 p.m.—8:00 p.m. Exhibitor Move-Out

## **BUILDING RELATIONSHIPS WITH CHURCH PURCHASERS**



Data obtained from 2018 attendee survey

If you attended the NOLA 2018conference, did you make a purchase as a result of attending TRADE SHOW 2018? 37% of our attendees said YES!

While attending the Charlotte 2019 conference,
did you make a purchase as a result of attending
TRADE SHOW 2019?
26% of our attendees said YES!
They made purchases on the trade show floor.

Do you expect your church to make any purchases as a result of attending TRADE SHOW 2019? 36% of our attendees said YES!



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### **The Church Network**

(National Association of Church Business Administration dba The Church Network)

#### **Exhibit Booth and Advertising Contract**

#### **Dallas/Forth Worth, Texas**

July 18 - 20, 2023 - Irving Convention Center

Company/Organization Name:					
Contact person for all show info (print):	Title:	Title:			
email:	Phone:				
Address:		Fax:			
City:	State:	Zip:			
Primary contact on-site in DFW (print):	Title:				
email:	Phone:				
Other representatives attending DFW 2023 (Names	due June 24, 2023. Each name badge	that must be created on-site will cost \$10.)			
1)	email				
2)	email				
3)	email				
4)	email				
Information to be published in conference mobil	e app. (Please print or type.)				
Name of Sales Contact (print):	Title:				
Address:		Phone:			
City:	State:	Zip:			
email:	Website:				
Description of business service or product for confer	rence app (please limit to 25 words or lo	ess)			
Exhibitor Product/Service Category - Designate n Accounting/Auditing Advt. Specialties/Promo. Products Architects Audio/Visual Services/Products Background Checks Church Management Systems Columbariums/Urns Construction/Restoration/Buildings Consulting/Counseling/Coaching Educational Services/Distance Learning Employee Benefit Programs	o more than two product/service categ Facility Mgmt/Maintenance Financial Institutions/Services Food Service Fundraising/Stewardship Furniture/ Flooring/Roofing Group Purchasing/Co-Op Human Resources/Staffing Insurance Legal Services Marketing Offering Envelopes	ories Office Equip/Supplies Playground/Recreation Printing/Publications Risk Management Stained Glass Technology (all types) Transportation Web/Internet Services Other			

Booth number(s) requested (subject to the order contract received): \_

Exhibit Booth Selection: The reservation and assignment of booth space is on a first-come, first-served basis; however, TCN will attempt to provide preferential treatment to those companies that provide the greatest amount of support to the ministry of TCN. TCN reserves the right to shift space at any time if, in TCN's sole judgment, it becomes necessary to do so. TCN reserves the right to make modifications to the published floor plan as may be necessary. TCN has the final say in the assignment of booth space.

	Deposit Paid	Deposit Paid	Deposit Paid		
	on or	Paid Post-	Paid Post-		
	before	marked	marked	Fill in dollar amounts	
			after 2/28/23	and number of booths	
First Booth	/				
TCN Business Member *	\$1,450	\$1,500	\$1,550	\$	(1)
Regular Rate	\$1,850	\$1,900	\$1,950		
Additional Booths	\$1,325	\$1,375	\$1,425 \$	x booth(s) = \$	(2)
Prime Spaces (additional cost for spaces near the	entrance or f	ood service)		\$125 x booth(s) =	(3)
Additional Personnel Registrations (fee per pers	on for over tv	vo people pe	er booth)	\$190 x person(s) = \$	(4)
Sponsorships/Other Opportunities for Recognit	i <b>on</b> (see listin	ig in Prospec	ctus)	\$	(5)
Conference Notebook Advertising - four color (	Ten percent c	discount if \$2	200 deposit paid a	t conference)	
Inside Front Cover	\$1,800	\$2,000	\$2,000		
Front Side of First Tabbed Divider Page	\$1,710	\$1,900	\$1,900	\$	(6)
Inside Back Cover	\$1,710	\$1,900	\$1,900		
Tabbed Divider Page	\$1,620	\$1,800	\$1,800		
Full Page	\$1,170	\$1,300 \$900	\$1,300		
Half Page	\$810	\$90 <b>V</b>	\$900		
			Total cont	ference fees (add lines 1-8) \$	(7)
			Deposits (du	e with signed contract):	
			Booth Dep	osit - \$600 x booth(s) = <u></u>	(8)
			_	Advertising Deposit - \$200 \$	(9)
			To	tal deposits (add lines 8+9) \$	(10)
Business Member Dues	a Namharsh	lin		\$297 for first member = \$	(14)
* If someone in your company holds a Busine		пр	¢147.		(11)
in TCN, your company is eligible for the redu Names:			<pre>c additional member(s) = \$ otal dues (add lines 11+12) \$</pre>	(12) (13)	
Nalles.	_		•	otal dues (add lines $11+12)_{\phi}$	(13)
				nd dues (line 7 plus line 13) \$	(14) (15)
Subtotal of all deposits and du	Subtotal of all deposits and dues. THIS AMOUNT DUE WITH CONTRACT. (line 10 plus line 13) \$				
(If ı	egistering a	fter April 30	, pay full amoun	t due, not just the deposit.)	
	Remainin	ng Balance	Due by April 30, 2	2023 (line 15 minus line 14) \$	
		-		· · · ·	

#### Agreement

In making application, exhibitor agrees to exhibit under, and comply with, those rules and regulations as written in this contract and in the accompanying exhibit show brochure which are hereby made a part of this contract. This application shall constitute a non-revocable offer by exhibitor until such time as TCN has returned to exhibitor notification of space assigned. Any withdrawal of this application by exhibitor prior to the dates herein indicated will result in the respective forfeiture of monies, and neither party shall thereafter have any further responsibility to the other with respect to this contract. I have read the Terms and Conditions. Agreed to:

		Date	
Signature of Authorized Representative of Com	pany Requesting Exhibit Space	ce	
Amount from either line 16 or 17 \$	_ 🗆 Check Enc. 🗆 Visa 🗆	I MasterCard □ Discover □ American Express	
Card #	CVC code	Exp. Date	
Exact Name(s) on Card			
Credit card billing address			
Return to: The Church Network tammy@thechurchnetwork.com	TEL: (972) 699-7555 FAX: (972) 699-7617	www.thechurchnetwork.com	

#### **Terms and Conditions**

#### **Rules and Regulations**

The terms "Exposition," "Expo," "Trade Show," and "Exhibit Show" are interchangeable and refer to the 67th TCN National Conference scheduled to be held in Dallas/Fort Worth, TX from July 18 - 21, 2023 at the Irving Convention Center. The Exposition is owned, produced, and managed by The National Association of Church Business Administration (NACBA), doing business as The Church Network (TCN). The term "Exhibitor" refers to the organization or person or any of its officers, directors, shareholders, employees, contractors, agents, or representatives that applied for exhibit space rental and agreed to enter into this agreement. The Exhibit Booth and Advertising Contract and the payment of exhibit space fees together will constitute a contract for the right to use exhibit space.

#### Space Rental

All booths are 10' deep and 10' wide. Each exhibiting company shall receive 8' high pipe and drape back wall, 3' high pipe and drape side wall; 7" x 11" identification sign; one 6' draped table; two side chairs; one wastebasket; a standard (not enhanced) listing in The Church Network Ultimate Guide to Church Suppliers, a company listing and 25-word description in the conference app; pre-registered attendee list (no email addresses), post-show attendee list on request, and registrations for two (2) individuals per booth including two (2) sets of meal tickets for the meals taking place during the show: the Tuesday opening, Wednesday lunch, and Thursday lunch. (Please note: The names of the persons working in your booth are due to TCN by June 23, 2023. Name badges created prior to the show are complimentary, but there will be a fee of \$10 for each name badge that we must create on site.)

#### Space Assignments

The reservation and assignment of booth space is on a first-come, first-served basis; however, we will attempt to provide preferential treatment to those companies that provide the greatest amount of support to the ministry of TCN. The assignment of booth space will begin on March 1, 2023. TCN will use its best efforts to assign the Exhibitor's booth in the location requested by Exhibitor and to provide physical separation of the booth from the booths of the Exhibitor's competitors. Notwithstanding the above, TCN reserves the right to change the floor plan or to change the location assigned to Exhibitor at any time, as it may, in its sole discretion, deem necessary for the best interest of the Exposition. TCN has the final say in the assignment of booth space. Exhibitor shall not sublet all or any part of the booth or any equipment provided by TCN, nor shall Exhibitor assign this Agreement in whole or in part without written notice to and approval from TCN.

#### **Exhibitor Representation**

Each booth includes the complimentary registration of two exhibitors (individuals). Exhibitor speakers must be registered as booth personnel. There is a registration fee of \$190 for each additional person over two people per booth. Each registration includes a set of meal tickets for the Tuesday opening, Wednesday lunch, and Thursday lunch. The deadline for registering the individuals working in your booth is June 23, 2023. Each Exhibitor representative must be registered to participate in the Exposition. Name badges created prior to the show are complimentary, but there will be a fee of \$10 for each name badge that we must create on site. The additional registrations of individuals at \$190 per person are transferable at no charge. There will be a \$80 cancellation charge if received in writing by June 23, 2023. Cancellations after June 23 will forfeit the full payment.

#### Exhibit Space Occupancy

ANY EXHIBITOR THAT FAILS TO OCCUPY ITS EXHIBIT SPACE BY THE END OF PUBLISHED SET-UP HOURS, LEAVES THE EXHIBIT SPACE UNATTENDED DURING EXPOSITION HOURS, OR BEGINS DISMANTLING OF EXHIBIT SPACE PRIOR TO THE CLOSE OF THE EXPOSITION BY TCN, MAY FORFEIT ITS RIGHT TO THE EXHIBIT SPACE AND ITS ELIGIBILITY TO EXHIBIT AT FUTURE TCN EVENTS.

#### **Cancellation Policy**

All booth cancellations (must be received in writing (email acceptable); no telephone cancellations will be honored. For cancellations (applies to advertising & items in conference tote bags, as well) received by April 1, 2023, the booth fee less \$300 per booth nonrefundable charge will be returned; from April 2 to May 1, booth fees less \$600 deposit per booth will be returned. Cancellations received after May 1, 2023, will forfeit full payment. TCN retains the right to resell any booth space cancelled by Exhibitors and retain the proceeds for TCN's own account.

#### Downsizing of Space by Exhibitor

All requests for reduction of exhibit space must be in writing and shall become effective upon receipt by TCN. A fee of 20% of the difference in the cost between the originally assigned exhibit space and the cost of the reduced exhibit space requested will be charged through April 1, 2023. From April 2 through May 1 a fee of 50% of the difference in cost between the originally assigned exhibit space and the cost of the reduced exhibit space and the cost of the reduced exhibit space and the cost of the reduced exhibit space requested will be charged. Commencing May 2, 2023, exhibitors requesting reduction in space will receive no refund for any difference in cost. Furthermore, show management has full authority to relocate any exhibitor after downsizing of space.

#### Cancellation or Postponement of Exposition

In the event that the Exposition is postponed for any reason, the performance of the parties under this Agreement shall be excused for such period of time as is reasonably necessary after such occurrence to remedy the effects thereof, and in any event for the duration of such postponement. In the event that such occurrence results in cancellation of the Exposition, the obligations of the parties under this Agreement shall be automatically terminated and all payments made by Exhibitor under this Agreement shall be refunded to Exhibitor, less a pro-rata share of expenses actually incurred by TCN in connection with the Exposition.

#### Payment of Debts

Exhibitors are required to make all payments for exhibit space as outlined in the Exhibit Booth and Advertising Contract. Exhibitors are further responsible for ensuring that there are no outstanding debts owed by them to TCN. If all payments and outstanding debts are not paid in full by April 30, 2023, TCN retains the right to cancel the Exhibitor's space without further notice and without obligation to refund moneys previously paid and to re-sell any exhibit space assigned.

#### **Exhibitor Services Kit**

An Exhibitor Services Kit will be sent to the Exhibitor. The Exhibitor Prospectus will include pertinent information regarding the Exposition including, but not limited to, additional rules and regulations, display rules, installation/dismantle schedules, registration information, Official Contractor order forms and pricing, shipping and drayage, utilities and building services, audio/visual, and additional visibility opportunities.

#### Arrangements of Exhibits

Exhibitor agrees to abide by all exhibit display guidelines published in the Exhibitor Prospectus. The Irving Convention Center exhibit hall is not carpeted and carpeting is not included in the booth fee. In the area five feet forward from the rear of the booth, display material may be placed up to a height not exceeding eight feet from the floor. All exhibitors must remain within the confines of their own exhibit space, and no exhibitor will be permitted to erect signs or display products in such a manner as to obstruct the view or disadvantageously affect the display of other exhibitors. TCN shall have the right to demand modification of the appearance of dress of persons or mannequins used in conjunction with displays or demonstrations. Exhibits not conforming to these specifications, or which in design, operation, or otherwise, are deemed objectionable by TCN in its sole discretion, will be prohibited.

#### Handling and Storage

TCN and the owners or managers of the facility where the exposition is to be held will not accept nor store display materials or empty crates and Exhibitor shall make its own arrangements for shipment, delivery, receipt, and storage of such materials and empty crates. Such arrangements may be made through the Official Drayer, and Exhibitor shall in any event provide the Official Drayer with copies of all bills of lading. All shipments and deliveries to the Exposition shall be prepaid. Exhibitor shall not incur any obligation to the Official Drayer merely by reason of providing copies of any bills of lading hereunder.

#### Exhibitor Operation and Conduct

(A) EXHIBITORS MAY NOT SCHEDULE PRIVATE FUNCTIONS OR EVENTS WHICH CONFLICT WITH OFFICIALLY SCHEDULED TCN EVENTS; (B) The use of live animals is prohibited in the Exposition; (C) The use of objectionable amplifying or lighting equipment is prohibited; (D) Exhibitors may not use strolling entertainment, nor distribute samples, magazines, or advertising materials in any area outside of their booth; (E) It is the Exhibitor's responsibility to ensure that models' and/or artisans' appearance and dress will not be offensive to modest tastes. Furthermore, artisans and models are not permitted to perform or appear outside of the contracted booth space during show hours; (F) Food and beverage may be dispensed from Exhibitor's booth within the following guidelines: (i) Exhibitor must obtain written approval from TCN; (ii) Distribution area must be kept clean and attractive; (iii) All attendees must have the opportunity to sample; (iv) Cooking may not take place in the booth without prior written approval from TCN; (vi) Any food and beverage distributed must be arranged through the facility where the Exposition is held.

Exhibitors and their representatives shall at all times conduct themselves in a professional manner and shall not disparage or libel fellow exhibiting companies, member companies, TCN, or the employees of aforementioned organizations (and Exhibitor expressly waives any, if any, First Amendment right of free speech to the contrary), or engage in other activities detrimental to the event. If exhibitors do engage in such conduct, TCN reserves the right to cancel the Exhibitor's space without further notice and without obligation to refund moneys previously paid and to re-sell exhibit space assigned. TCN further reserves the right to reject Exhibitor's application to exhibit in future shows of TCN.

#### Protection of Exhibit Facility and Liability

Exhibitor shall, at its expense, promptly pay for or repair any and all damage to the exhibit facility, booth equipment, or the property of others caused by the Exhibitor or any of its employees, agents, contractors, or representatives. This Agreement shall not constitute or be considered a partnership, employeremployee relationship, joint venture or agency between TCN and Exhibitor. EXHIBITOR HEREBY AGREES TO, SHALL AND DOES **INDEMNIFY**, **RE-LEASE**, **HOLD HARMLESS**, **AND DEFEND** TCN AND ITS AGENTS AND EMPLOYEES (collectively, "TCN" for this provision) FROM AND AGAINST ANY AND ALL LIABILITY, RESPONSIBILITY, LOSS, DAMAGE, COST, OR EXPENSE OF ANY KIND WHATSOEVER (INCLUDING INTEREST AND ATTORNEY'S FEES) WHICH TCN MAY INCUR, SUFFER, BE PUT TO, PAY, OR BE REQUIRED TO PAY, RELATING TO OR ARISING FROM ANY INTENTIONAL OR NEGLIGENT ACT OR OMISSION BY EXHIBITOR OR ANY OF ITS EMPLOYEES, REPRESENTATIVES, OR AGENTS (collectively, "EXHIBITOR" for this provision). TO THE FULLEST EXTENT PERMITTED BY LAW, EXHIBITOR RELEASES TCN FROM ALL LIABILITY, DAMAGES, CLAIMS, CAUSES OF ACTION, AND EXPENSES (INCLUDING ATTORNEY'S FEES) THAT MAY BE INCURRED BY EXHIBITOR AND THAT ARISE FROM OR RELATE TO EXHIBITOR'S PARTICIPATION IN THE TRADE SHOW ACTIVITIES AND/OR ANY ACT, OMISSION, NEGLIGENCE OR COM-PARATIVE FAULT OF TCN. IN NO EVENT SHALL TCN BE LIABLE TO EXHIBITOR FOR INDIRECT, INCIDENTAL, CONSEQUENTIAL, OR LOST PROFIT DAMAGES.

#### Security

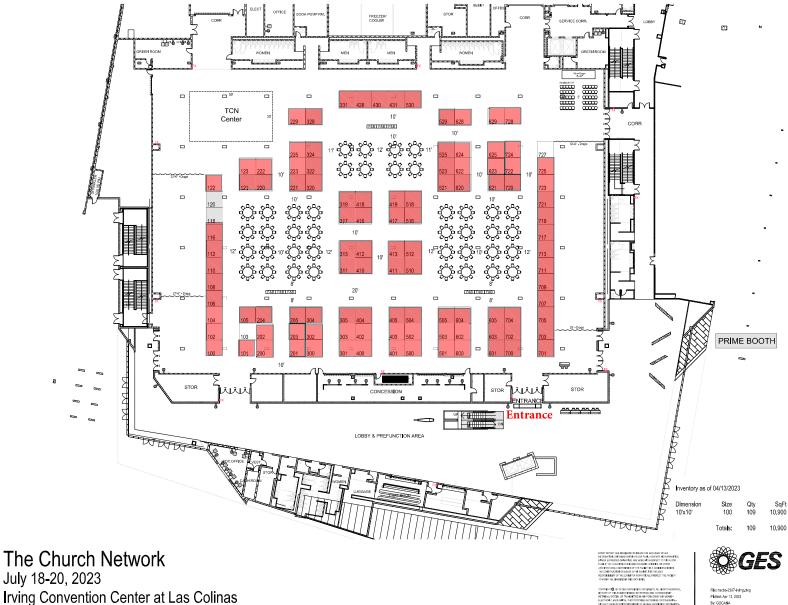
TCN will provide limited guard service over the days of the Exposition (normally after hours) and will exercise reasonable care with respect to the protection of the Exhibitor's materials and display. Beyond this, TCN, the Exposition facility, or any officer or employee thereof will not be responsible for the safety of the property or the Exhibitor or its agents and employees from theft, damage by fire, accident, or any other cause. Exhibitor is required to provide all insurance and/or policy riders to cover all booth contents.

#### **Exhibiting Codes and Agreements**

Exhibitor hereby agrees to be bound by all exposition rules and regulations outlined here, in the exhibit show brochure, and in the Exhibitor Service Kit, and any additional rules, regulations, and information as may be adopted by TCN. Exhibitor further agrees to adhere to and be bound by (i) all applicable fire, utility, and building codes and regulations of the facility where the exposition is held; (ii) any rules or regulations of said facility; (iii) the terms of all leases and agreements between TCN and the managers or owners of said facility; (iv) the terms of any and all leases and agreements between TCN and the managers or owners of said facility; (iv) the terms of any and all leases and agreements between TCN and any other party relating to the Exposition; and (v) all Federal, State, and local laws, codes, ordinances and rules. If any provision in these Terms and Conditions or the rules and regulations referred to herein is held to be invalid, illegal, or unenforceable in any respect, the invalidity, illegality, or unenforceability shall not affect any other provision, rule or regulation and the Terms and Conditions shall be construed as if the invalid, illegal, or unenforceable provision had not been included.

#### Governing Law; Venue

These Terms and Conditions shall be governed by the laws of the state of Texas without regard to conflicts of law provisions. All disputes between Exhibitor and TCN and relating to or arising from these Terms and Conditions shall be decided by a state or federal court located in Dallas, Dallas County, Texas and all parties consent to the jurisdiction of such courts; provided, however, that, as a condition to filing any judicial proceeding, the dispute shall first be submitted to one-half day of mediation in Dallas, Dallas County, Texas with a third-party mediator and party representatives present in person.



Irving Convention Center at Las Colinas