



EXHIBITOR & SPONSORSHIP PROSPECTUS



2023 CHILD LIFE CONFERENCE • • • • •

Grapevine, TX June 15-18, 2023

EXHIBITORS

Reconnect with the child life community through an exhibit hall booth at the annual Child Life Conference! This is your chance to showcase your products and services directly to an enthusiastic crowd of child life specialists and affiliated healthcare professionals.

ACLP is excited to invite you to exhibit and sponsor during our 2023 Child Life Conference, June 15-18, 2023 at the Gaylord Texan Resort & Convention Center in Grapevine, TX. If you provide products or services to child life specialists, you won't want to miss this event!



Contact Us:

Lori Lampert

Account Executive

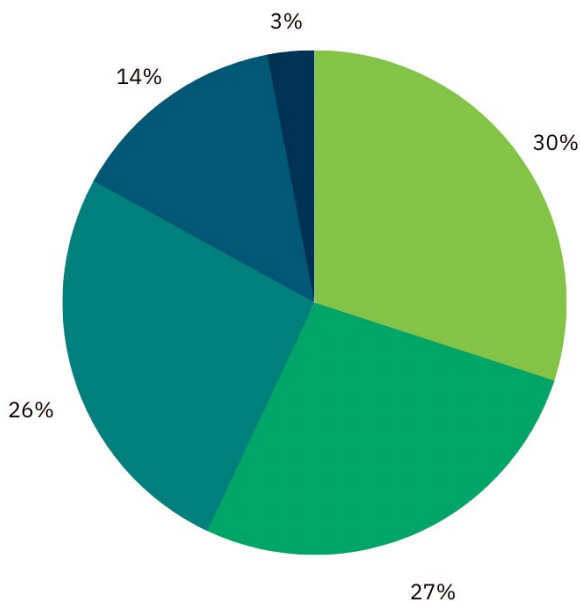
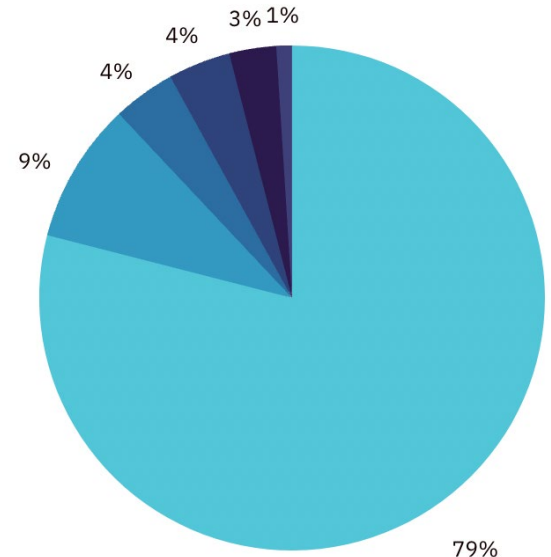
717.430.2219

lori.lampert@theygsgroup.com

ATTENDEE PROFILE

Attendee Professions

- 79% Certified Child life Specialist
- 9% admin / director level position
- 4% educators
- 4% student
- 3% other healthcare disciplines
- 1% child life assistant

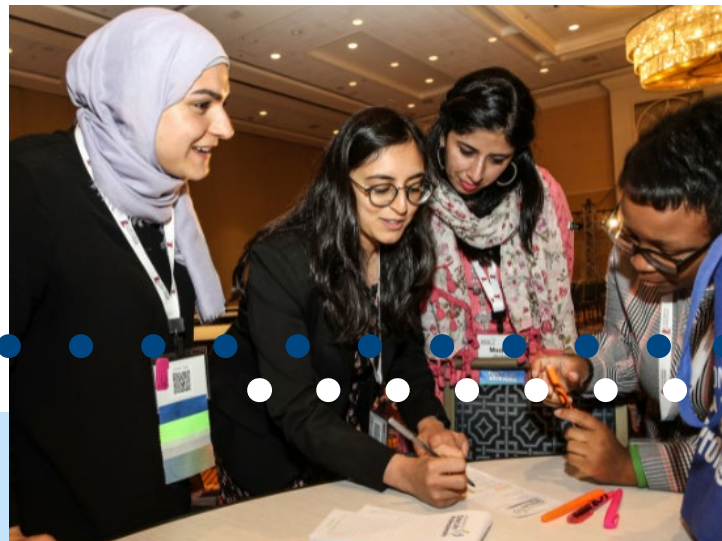


Attendee Level of Experience

- 30% less than 5 years of experience
- 27% more than 15 years of experience
- 26% 5 – 10 years of experience
- 14% 10-15 years of experience
- 3% new to the field

Attendees are primarily from the United States.

Average of 700-1,000 attendees in 2018-2019.



2022 EXHIBITORS

Connect 1-2-3 • Erikson Institute • LearnWell • Sunrise Association • PARO Robots • Reimagine Well • Legacy Products • UCSB Extension-PACE • MIB Agents Osteosarcoma Alliance • Once Upon a Room • Oriental Trading • Products from Fun Express • Nurture Smart • Playtime Edventures • Regali Fingerprint • Charms • Starlight Children's Foundation • TinySuperheroes • Wunderworks of America, LLC • Aflac • Team IMPACT • Child's Play Charity • Beads of Courage, Inc. • Kidzpace Interactive • Chloe's Courage Fund • KindVR • Azusa Pacific University • TFH USA • Healthy Humor Inc. Red Nose Docs • Give Kids the World • Fully Loaded Electronics



ALL BOOTHS COME EQUIPPED WITH:

- 10'x10' exhibit hall booth*
- 2 exhibit hall registrations
- Pipe & Drape
- 8' high back wall
- 3' high side rails
- ID sign (measures 17"x11")

AVAILABLE UPON REQUEST:

- 1 6' draped table (3 sides)
- 2 chairs
- 1 wastebasket

*Premiums booths are located at the end of a row or near high traffic areas



BOOTH RATES

| NON-PROFIT | STANDARD | PREMIUM |
|------------------------------------|----------|---------|
| EARLY BIRD (through 3/16) | \$1,500 | \$1,750 |
| STANDARD (3/17- 5/31) | \$1,750 | \$2,000 |
| MONTH OF EVENT (6/1- Event) | \$2,000 | \$2,250 |

| FOR PROFIT | STANDARD | PREMIUM |
|------------------------------------|----------|---------|
| EARLY BIRD (through 3/16) | \$1,750 | \$2,050 |
| STANDARD (3/17- 5/31) | \$2,050 | \$2,300 |
| MONTH OF EVENT (6/1- Event) | \$2,300 | \$2,550 |

EXHIBITOR FLOORPLAN

GAYLORD TEXAN RESORT | GRAPEVINE, TX

EXHIBIT HALL F

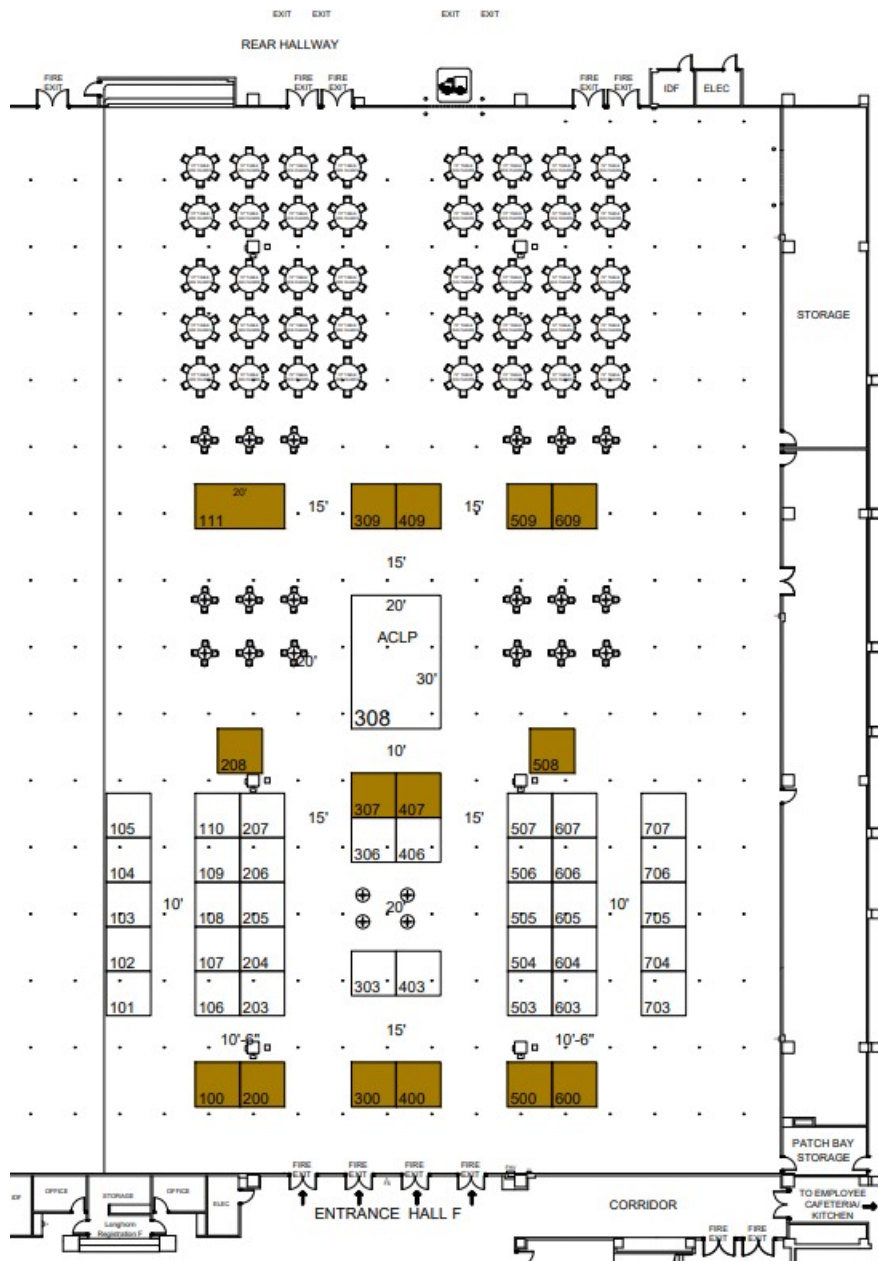


EXHIBIT HALL SCHEDULE THURSDAY, JUNE 15

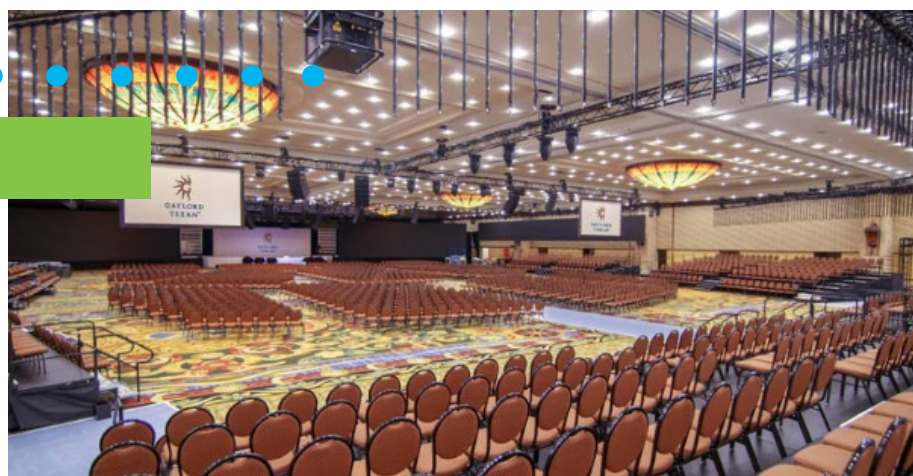
1:00 PM - 4:00 PM: Exhibitor Set-up
5:30 PM - 7:30 PM: Welcome Reception in the Exhibit Hall

FRIDAY, JUNE 16

12:15 PM - 2:30 PM: Exhibit Hall Opens with Lunch
5:00 PM - 6:30 PM: Opening Night Reception in Exhibit Hall

SATURDAY, JUNE 17

12:15 PM - 2:00 PM: Exhibit Hall Opens with Lunch
2:00 PM - 6:00 PM: Tear down



SPONSORSHIP OPPORTUNITIES

TIERED SPONSORSHIPS

| Tiered Sponsorship Benefits | Thought Leader \$12,500 Exclusive | Impact \$8,500 Two Available | Inspiration \$5,000 Unlimited |
|--|--|--|--|
| 10x10 Premium booth (includes two (2) complimentary exhibit hall registrations) | ✓ | ✓ | ✓ |
| Complimentary Tote Flyer/ Insert | ✓ | ✓ | |
| Complimentary Attendee Mailing List (mailing addresses only) | ✓ | ✓ | ✓ |
| 30-minute Session with title listed in Conference at a Glance program and mobile app | ✓ | | |
| Two (2) complimentary full conference registrations | ✓ | ✓ | |
| Choice of branded pen or notebook | ✓ | | |
| Daily push notification through the conference app | ✓ | One push notification through the conference app | |
| Complimentary quarter page ad in the ACLP Bulletin | ✓ | ✓ | ✓ |
| Complimentary Conference Website & App ad | ✓ | ✓ | ✓ |
| Logo recognition on website and any on-site sponsor signage | ✓ | ✓ | Company recognition on website and any on-site sponsor signage |

*Contract deadline: April 28, 2023

A LA CARTE SPONSORSHIPS

Rest & Relaxation Kit – Price Available Upon Request Exclusive

Help attendees say, “ohm” either at the conference or at home. Sponsor may choose to support kits for all attendees or target VIP’s. Inquire for more details!

Opening Keynote \$25,000 | Exclusive

As the sole sponsor of the Opening Keynote on Friday morning, your brand will serve as the cornerstone of the Child Life Annual Conference. The Opening Keynote is where the 2023 award winners are formally recognized. You will also receive sponsor recognition via:

- Up to a 60-second commercial displayed at the start of the Opening Keynote
- 3-minute introductory remarks
- Company name and logo in Welcome Reception description on the official conference app
- Signage at the Opening Keynote
- Company name acknowledgement in push notification about the Opening Keynote
- Highest logo recognition on website and any on-site sponsor signage
- Chair drop

Closing Keynote \$15,000 | Exclusive

As the sponsor of the Closing Keynote on Sunday, your brand will serve as a cornerstone of the Child Life Annual Conference. You will also receive sponsor recognition via:

- Up to a 30-second commercial displayed at the start of the Closing Keynote
- 1-minute introductory remarks
- Company name and logo in Welcome Reception description on the official conference app
- Signage at the Closing Keynote
- Company name acknowledgement in push notification about the Closing Keynote
- Chair drop

Opening Welcome – Thursday \$15,000 | Exclusive

Welcome attendees as they kick off their time at the conference as the sole sponsor of the Welcome Reception on Thursday evening from 5:30-7:30. You will receive sponsor recognition via:

- Two company representatives welcoming people to the reception
- 1-minute introductory remarks
- Company name and logo in Welcome Reception description on the official conference app
- Signage at the Thursday Welcome Reception
- Company name acknowledgement in push notification about the Thursday Welcome Reception
- Custom table toppers

Welcome Reception – Friday or Saturday \$10,000 | Exclusive

Welcome attendees as they kick off the weekend as the sole sponsor of the Welcome Reception on Friday evening from 5:15-7:15. You will receive sponsor recognition via:

- Two company representatives welcoming people to the reception
- 1-minute introductory remarks
- Company name and logo in Welcome Reception description on the official conference app
- Signage at the Thursday Welcome Reception
- Company name acknowledgement in push notification about the Friday Welcome Reception
- Custom table toppers

Card Holder Phone Stand \$8,500 | Exclusive

This high-quality attendee gift features your company logo debossed onto a leather magnetic card holder and phone stand. Phone stands inserted into attendee totes.

Branded Tote Bag \$7,500 | Exclusive

Distributed to all attendees, the tote bag will include your logo artwork, the name of the convention, and the ACLP Child Life logo.

Branded Lanyards \$7,500 | Exclusive

This is a highly visible opportunity! Everyone will wear your company’s logo or name around their neck to display throughout the Child Life Conference.

Clipboards - \$6,500 | Exclusive

Attendees will keep their documents and handouts organized at conference and beyond with custom branded plastic clipboards.

Reusable Water Bottles \$6,500 | Exclusive

Help keep attendees hydrated throughout the conference and at home! The branded reusable water bottles will be inserted into the Official Conference Tote that attendees receive upon arrival.

Adhesive Phone Wallet \$5,000 | Exclusive

Perfect for the busy attendee on the go, these silicone phone wallet stands can hold hotel keys, ID, credit cards and more. Wallets will be inserted into attendee totes or available for pickup in the registration area.

Branded Hotel Room Keycards \$5,000 | Exclusive

Place your company logo on every key card provided to attendees staying at the Gaylord Texan Resort. These key cards will be given out at check-in and used to access hotel rooms throughout their stay. Please note that printing and hotel fees are additional costs.

Branded Webcam Covers \$3,500 | Exclusive

Your brand will travel home with attendees and be used as a security measure on their laptops or webcams.

Engraved Stylus Pens \$3,500 | Exclusive

Get attendees talking about you! Custom branded stylus pens will feature your engraved company logo and will be inserted into attendee totes or available for pickup in the registration area.

Individual Hand Sanitizers or Antibacterial Wipes \$3,500 | Exclusive

Keep attendees germ free as they network and travel from conference! Sponsorship includes branding on either clip and go hand sanitizers or an individual packet of antibacterial hand wipes inserted into attendee totes or available for pickup in the registration area.

Retractable Badge Holders \$3,500 | Exclusive

Your brand will hold the key to attendees day to day tasks long after the conference when you sponsor custom branded clip-on retractable badge holders. These will be inserted into attendee totes or available for pickup in the registration area.

Charging Station \$2,500 | Multiple

Send a powerful marketing message to Child Life Conference attendees when you are recognized as a charging station sponsor! Attendees are constantly using their phones and tablets during the convention to check session titles, find presentation slides, and review speaker bios. Pub-height tables have clings with your company logo and ACLP's placed on top with outlets to allow attendees to stop and recharge.

Session Sponsorship \$2,500 | Multiple

Your brand is front and center at a session of your choosing! Exposure includes the opportunity to provide a marketing piece, promotional item or other giveaway on chairs or tables in the session room as well as up to a five (5) minute video on loop playing ahead of the session and up to 2 minutes to intro the speaker for a company representative to make opening remarks before the session begins.

Shipping and production charges associated with the room drop is the responsibility of the sponsor. Shipments must be sent to the advance warehouse by the advance warehouse shipping deadline.

Pre/Post-Conference Email \$1,500 | 3 spots for each

Send an email to all registrants of the conference. Only 3 spots are available for each.

Tote Flyer/Insert \$700 | Multiple

Reach attendees in a cost-effective way! Place your flyer or promotional item in the ACLP Child Life Conference tote bag, which is handed out to each attendee at registration. This opportunity is great for announcing a promotion, giveaway, or contest at your booth or capturing prospect information online!

Availability of bag inserts is dependent upon sponsorship of the official conference tote. Printing, production, and/or shipping associated with the bag insert are the sole responsibility of the sponsor.

Branded Hand Sanitizer Stations \$500 | Multiple

Hand sanitizer stations are placed at strategic locations throughout the event in high-traffic, public areas.

Chair Drop \$500 | One Per Session

Place your pamphlet, sample, or flyer directly into the hands of your target market!

Printing, production, and/or shipping associated with the chair drop are the sole responsibility of the sponsor.

Conference Website & App Ad \$500 | Multiple

Banner ad displayed on the conference website and app.

Virtual Passport Contest \$250 | Multiple

Increase foot traffic to your exhibit booth and help attendees in the gamification of their Child Life Conference experience! Limited availability.

ACLP Bulletin Advertising \$200 | Multiple

Discount on quarter page ad in ACLP Bulletin.

If you prefer to develop a custom sponsorship to meet your specific needs, please contact Lori at lori.lampert@theygsgroup.com

*Contract deadline: April 28, 2023

SPONSORSHIP APPLICATION

2023 CHILD LIFE CONFERENCE

GRAPEVINE, TX

Completed applications should be submitted to Lori Lampert at **lori.lampert@theygsgroup.com**. Please call Lori at (717) 430-2219 with any questions.

CONTACT INFORMATION:

Contact Name _____

Company Name _____

Email _____ Phone _____

Street Address _____

City _____ State/Province _____ Zip/Postal Code _____

SPONSORSHIP OPPORTUNITIES

- Thought Leader \$12,500
- Impact \$8,500
- Inspiration \$5,000
- Rest & Relaxation Kit TBD
- Opening Keynote \$25,000
- Closing Keynote \$15,000
- Opening Welcome Thursday \$15,000
- Welcome Reception Friday \$10,000
- Welcome Reception Saturday \$10,000
- Card Holder Phone Stand \$8,500
- Branded Tote Bag \$7,500
- Branded Lanyards \$7,500
- Reusable Water Bottles \$6,500
- Adhesive Phone Wallet \$5,000
- Branded Hotel Room Keycards \$5,000
- Branded Webcam Covers \$3,500
- Engraved Stylus Pens \$3,500
- Individual Hand Sanitizers or Antibacterial Wipes \$3,500
- Retractable Badge Holders \$3,500
- Charging Station \$2,500
- Session Sponsorship \$2,500
- Pre/Post-Conference Email \$1,500
- Tote Flyer/Insert \$700
- Branded Hand Sanitizer Stations \$500
- Chair Drop \$500
- Conference Website & App Ad \$500
- Virtual Passport Contest \$250
- ACLP Bulletin Advertising \$200

TOTAL: _____

PAYMENT INFORMATION

An invoice for your confirmed contracted purchase amount will be provided in no more than 3 business days from the time of receipt of completed contract. The contracted total is due in full and required to be remitted within net 10 upon receipt of your invoice. Payments can be made via check, ACH or credit card.

A 3% surcharge will be applied on all credit card transactions, which is not greater than our cost of acceptance. No surcharge is applied to payments made via ACH.

The undersigned (Vendor) enters into this agreement with ACLP to purchase the above-listed program or product in exchange for the fee listed above. The general terms and conditions of this contract will apply and are included on page 2 of the Exhibitor's Application. ACLP will provide the standard level deliverable items associated with the purchased sponsorship listed on page 1 of this contract. Where applicable, at the signing of this agreement, ACLP will project the quantity and quality of items necessary for the agreed upon program. Send all signed contracts to Lori Lampert at lori.lampert@theygsgroup.com.

SIGNATURE AND AGREEMENT

Authorized Signature _____ Date _____

Print Name _____ Phone Number _____ Email _____

Total: US \$ _____

*A 3% surcharge will be applied on all credit card transactions, which is not greater than our cost of acceptance. No surcharge is applied to payments made via ACH. _____ Exhibitor Initials

The above-signed (Vendor) enters into this agreement with NCTM to purchase the above-listed program or product in exchange for the fee listed above. The general terms and conditions of this contract will apply and are included on the second page of this contract. NCTM will provide the standard level deliverable items associated with the purchased sponsorship listed on page 1 of this contract. Where applicable, at the signing of this agreement, NCTM will project the quantity and quality of items necessary for the agreed upon program. Send all signed contracts to your Account Executive or NCTM@theYGSgroup.com or fax to (717) 825-2171.

- 1. Use of Name, Logo, or Marks:** The NCTM logo is the property of the NCTM, and no use of the name, logo, or marks will be permitted without the express written consent of the National Council of Teachers of Mathematics.
- 2. Cancellation Policy:** In the event that either NCTM Regional Conference & Exposition does not take place in the indicated cities, NCTM will honor the sponsorship amount contracted as a credit for a future NCTM event. No refunds will be provided for other cancellation requests. If the vendor desires to cancel part or all of the contractual agreement, the vendor must do so in writing and will be obligated to pay NCTM the full amount of the agreed upon contract.
- 3. Cancellation of Event:** NCTM reserves the right to cancel item or event. In the event of such a cancellation, vendor will be notified in writing and will receive a full refund. Parties agree that in the event of such cancellation, the vendor's sole remedy against NCTM shall be the refund of monies paid to NCTM by vendor pursuant to this agreement.
- 4. Right of First Refusal:** All returning vendors (a returning vendor is defined as a company that purchased the same program or product last year, but not necessarily the same item) will receive an exclusive opportunity to renew the agreement for the following year. This gives all returning vendors the first right of refusal for their program or product. After this period ends, the first right of refusal is terminated and the program or product becomes available on a first-come, first-served basis. Please note that renewals may be subject to price and benefit changes at the discretion of NCTM.

NCTM shall not be responsible for a failure of performance of this agreement due to an Act of God, war, disaster, strikes, civil disorder, or other emergencies making it advisable, illegal, or impossible to hold the event or deliver agreed-upon items. NCTM also does not guarantee attendance by meeting participants. NCTM shall not be responsible for and does not control exhibitor activities held within contracted booth space that may be of similar nature to sponsored events or activities.

A copy of this contract and any signatures herein shall be valid as an original.

EXHIBITOR'S APPLICATION



2023 CHILD LIFE CONFERENCE

GRAPEVINE, TX

Completed applications should be submitted to Lori Lampert at lori.lampert@theygsgroup.com. Please call Lori at (717) 430-2219 with any questions.

EXHIBITOR INFORMATION TO BE PUBLISHED

Exhibiting Company _____

Street Address (No P.O. Boxes) _____

City _____

State/Province Zip/Postal Code Country _____

Phone and Ext. _____ Twitter Handle _____

E-mail _____ Website _____

CONTACT INFORMATION

Contact Name _____

Contact Mailing Address (if different, no P.O. Boxes) _____

City _____

State/Province Zip/Postal Code Country _____

Phone and Ext. _____ Fax _____

E-mail _____ Website _____

EXHIBIT SPACE & RATES

| NON-PROFIT | STANDARD | PREMIUM |
|------------------------------------|----------|---------|
| EARLY BIRD (through 3/16) | \$1,500 | \$1,750 |
| STANDARD (3/17- 5/31) | \$1,750 | \$2,000 |
| MONTH OF EVENT (6/1- Event) | \$2,000 | \$2,250 |

| FOR PROFIT | STANDARD | PREMIUM |
|------------------------------------|----------|---------|
| EARLY BIRD (through 3/16) | \$1,750 | \$2,050 |
| STANDARD (3/17- 5/31) | \$2,050 | \$2,300 |
| MONTH OF EVENT (6/1- Event) | \$2,300 | \$2,550 |

BOOTH TYPE

Non-Profit

For Profit

Booth Preferences

1st Choice: _____ 2nd Choice: _____ 3rd Choice: _____

A LA CARTE OPTIONS FOR EXHIBITORS

Pre/Post-Conference Email - \$1,500

Conference Website & App Ad - \$500

Virtual Passport Contest - \$250

ACLP Bulletin Advertising - \$200

TOTAL: _____

PAYMENT INFORMATION

An invoice for your confirmed contracted purchase amount will be provided in no more than 3 business days from the time of receipt of completed contract. The contracted total is due in full and required to be remitted within net 10 upon receipt of your invoice. Payments can be made via check, ACH or credit card.

A 3% surcharge will be applied on all credit card transactions, which is not greater than our cost of acceptance. No surcharge is applied to payments made via ACH.

The undersigned (Vendor) enters into this agreement with ACLP to purchase the above-listed program or product in exchange for the fee listed above. The general terms and conditions of this contract will apply and are included on page 2 of the Exhibitor's Application. ACLP will provide the standard level deliverable items associated with the purchased sponsorship listed on page 1 of this contract. Where applicable, at the signing of this agreement, ACLP will project the quantity and quality of items necessary for the agreed upon program. Send all signed contracts to Lori Lampert at lori.lampert@theygsgroup.com.

SIGNATURE AND AGREEMENT

Authorized Signature _____ Date _____

Print Name _____ Phone Number _____ Email _____

EXHIBITOR TERMS & CONDITIONS

ASSOCIATION OF CHILD LIFE PROFESSIONALS, INC. (ACLP), 7600 LEESBURG PIKE, SUITE 200 WEST, FALLS CHURCH, VA 22043 IS AUTHORIZED TO RESERVE EXHIBIT SPACE AT THE 2023 ANNUAL CONFERENCE IN GRAPEVINE, TX.

All space reservations are made on a first-paid, first-served basis, subject to ACLP's rights set forth below. Cancellations must be made in writing and will be honored with a refund minus a \$150 processing fee if the booth is re-sold. If the booth is not resold, a refund minus \$500 will be issued. In the event ACLP cancels or alters the 2023 Annual Conference due to a force majeure event or circumstance, such as, but not limited to, an act of God, war or threat of war, fire, strike, terrorist activity, termination of the exhibit space by the hotel or venue, curtailment of transportation facilities, disease, influenza, or other circumstances beyond the reasonable control of ACLP, ACLP has the right to terminate this agreement without liability and shall have the right to retain all payments made prior to the termination of the Agreement.

LOCATION

Exhibits will be located in the Hall F at the Gaylord Texan Resort in Grapevine, TX.

EXPOSITION SERVICES

Expo Services will be provided by Freeman. Additional information will follow.

EXHIBIT SPACE

Each booth will be 10' x 10', and will include one 6' draped table, two chairs, wastebasket, side and back rails, and an identification sign as well as one virtual booth (additional information to follow).

SET-UP AND DISMANTLE

Exhibit set-up will be on Thursday, June 15, (1pm – 4pm; schedule subject to change). Dismantling will be after the close of the exhibit hall on Saturday, June 17. Early dismantling is not permitted.

EXHIBITOR AGREES THAT:

1. All provisions listed above shall be part of this contract.
2. Assignment of space shall be determined by earliest reservation through online application, contract and payment. ACLP will have sole discretion as to the placement of exhibitor space.
3. Association of Child Life Professionals reserves the right to reject applications for space and to terminate any exhibitor contracts with or without cause, in its sole discretion. Exhibitors must also comply with all rules and regulations of Gaylord Texan Resort. ACLP shall have full power to interpret, amend, and enforce these rules and regulations, which may include removal from the Conference, provided any applicable amendments, when made, are brought to the notice of Exhibitors.
4. Upon acceptance of this agreement by ACLP, it shall be a legally binding agreement between the exhibitor and ACLP, subject to ACLP's termination rights set forth above.
5. ACLP reserves the right to rearrange exhibitors or adjust the floor plan to accommodate the best interests of ACLP. In addition, if a significant change in booth location needs to be made prior to the conference, the change will be discussed with the exhibitor. Should any portion of an exhibit that obstructs the view, interferes with the privileges of other exhibitors, extends beyond the designated booth space or for any reason becomes objectionable, it must be immediately modified or removed by the Exhibitor at ACLP's request. ACLP reserves the right to inspect the quality of the

appearance of each booth prior to show opening.

6. Each booth includes two exhibit hall-only conference registrations for individuals to man the booth. Exhibitor participants interested in attending educational sessions must register and pay separately online.

7. Exhibitors assume all responsibility for compliance with local, city and state ordinances and regulations covering fire, safety and health. All booth materials and decorations must be flameproof. No combustible, hazardous, or other dangerous material will be stored in or around exhibit booths. Public address, sound-producing or amplification devices that project sound must be kept at a conversational level and must not interfere with other exhibitors.

8. Shipping instructions will be sent to exhibitors with confirmation of their contract acceptance and booth assignment. ACLP shall not be responsible for any shipments by exhibitors.

9. Exhibits must be staffed during all open exhibit hall hours.

10. No printed materials are to be posted outside the exhibitor's assigned space. Each exhibitor is responsible for keeping the aisles near its exhibit space free of congestion caused by demonstrations or other promotions. All demonstrations or other promotional activities must be confined to the limits of the exhibit space.

11. The subletting, assignment, or apportionment of the whole or any part of the exhibitor's space is prohibited. Space not occupied by the time designated will be forfeited by exhibitors and their space may be resold, reassigned or used by ACLP without refund.

12. All exhibits will be operated in a way that will not detract from other exhibits, the exhibition, or the Conference as a whole. ACLP reserves the right to request the immediate withdrawal of any exhibit that ACLP believes in its sole discretion to be injurious to the purpose of ACLP. If an exhibitor is asked to remove an exhibit, or part thereof, and fails to do so promptly, ACLP may remove the exhibit or part thereof, at exhibitor's sole expense. ACLP will not be liable for any damage to any party for the removal, whether in whole or in part, or prohibition of the exhibit deemed unsuitable to the character or purpose of the exhibition.

13. Exhibitors must maintain general commercial liability insurance covering personal injury and property damage, in an amount of at least \$1 million, with ACLP added as an additional insured. The cost of insurance for an individual exhibit space will be borne by the exhibitor. Certificates of insurance evidencing such coverage must be provided to ACLP upon request. Exhibitor will immediately notify ACLP in the event of any changes to insurance coverage required under this Agreement.

14. While ACLP will provide an overnight guard on the nights of Thursday, June 15, and Friday, June 16, 2023, ACLP makes no warranty, expressed or implied, that security measures will avert or prevent occurrences that may result in loss or damage. The safekeeping of the exhibitor's property shall remain the sole responsibility of the exhibitor; ACLP shall have no liability or responsibility for personal injury or property damage.

15. ACLP will not be liable for personal injury or loss or damage to the property of Exhibitors or their representatives or employees from theft, fire, accident or other causes. ACLP will not be liable for injury to Exhibitors or their employees or attendees or for damage to property in their custody, owned or

controlled by them, which claims for damages, losses, or injury, may be incident to or arise from, or be in any way connected with their exhibit, the Conference or otherwise. Exhibitor shall indemnify, defend and hold ACLP and its directors, officers, employees, volunteers and representatives, harmless against any and all claims, damages, losses, liabilities, costs and expenses (including, without limitation, attorneys' fees) caused by the exhibitor or his or her agents, representatives, employees, or contractors, including, without limitation, caused by breach of this contract, negligence or misconduct. In addition, the exhibitor shall be fully responsible to pay for any and all damages to property owned by Gaylord Texan Resort, its owners or managers, which results from any act or omission of exhibitor or its employees or contractors.

Exhibitor agrees to defend, indemnify and hold harmless Gaylord Texan Resort, its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages, or expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the exhibitor, its agents, employees, and business invitees which arise from or out of the exhibitor's occupancy and use of the exhibition premises, the Hotel or any part thereof.

16. Products/Services may only be sold within the exhibit hall during the specified hours. Sales permits and tax considerations are the responsibility of the exhibitor. Non-exhibiting suppliers are prohibited from selling or marketing products or services or distributing items.

17. Vendors must notify ACLP of any event they wish to hold in conjunction with the annual conference. Events must be approved in advance by ACLP and may not conflict with a scheduled ACLP conference event.

18. Vendors must notify ACLP of any audio or video recordings (and the intended use of such recordings) of conference attendees that will take place at their booth. ACLP reserves the right to record the conference events, including Exhibitors, as determined in the sole discretion of ACLP.

19. Violation of any of the terms of this Agreement by the exhibitor or his or her employees or agents shall at the option of ACLP forfeit the exhibitor's right to occupy space and such exhibitor shall forfeit to ACLP all monies paid or due. Upon evidence of violation, ACLP may take possession of the space occupied by the exhibitor, and may remove all persons and goods at the exhibitor's risk. The exhibitor shall pay all expenses and damages that ACLP may incur thereby.

20. This Agreement contains the entire agreement with respect to the subject matter hereof and supersedes all previous Agreements and proposals. This Agreement shall be interpreted and construed by the laws of the State of Virginia (excluding the choice of laws rules thereof) and the parties agree that any suit arising out of breach of the Agreement must be brought in the State of Virginia and jurisdiction over the matter and the parties and venue properly lies in the State of Virginia.

21. Your signature on the Exhibitor's Application binds you, your company, and its agents to this contract.