

Campus Technology 2012 Exhibitor Packages

Exhibit Space and Promotional Opportunities Designed to
Drive Buyer Traffic Pre-Event, at the Event and Post-Event!
Packages can also be custom designed to meet your marketing and promotional needs!

Basic Booth \$3500

- Pipe & drape construction
- Company ID sign
- 50 Word Product description/link on event website and conference program guide
- (1) Conference Pass
- (4) Staff Exhibit Hall Passes
- Use of Mailing List thru 3rd Party Mailhouse

Product Spotlight Package \$4,600 (\$5500 Value)

- 100 Sq Ft Basic Exhibit Space Package (*Pipe & drape construction, Company ID sign, 50 word product description/link on event web-site and conference program guide, (1) Conference Pass,(4) Staff Exhibit Hall Passes, 1x use of CT Attendee List*)
- **Enhanced Listing Package** (includes: corporate logo in Show Directory [as well as on website]; additional 100 words company description on the website; 4 product descriptions (product name, 750 word limit, 1 image for each product, 125x125 pixels); 4 downloadable whitepapers, product brochures or case studies)
- **Event Email Update - Featured Exhibitors Email** - Company Name, Online Description Link and Booth Number on email to CT Attendees and Prospects (+40K names) 2 weeks before event.
- **Product Spotlight Floor Cling** – 3'x'2 (estimated size) sign located at booth, in aisle designating booth

Pod Booth – Turn Key Booth Option - \$4800

- 80 sq.ft of Exhibit Space
- Company ID sign
- 50 Word Product description (Program/Web)
- (1) conference pass
- Computer Kiosk w/integrated sign
- Counter Stool
- Electric Connection
- Internet Connection (Wireless)
- Carpet
- Wastebasket

Poster Package \$5,300 (\$6500 Value)

- 100 Sq Ft Basic Exhibit Space Package (*Pipe & drape construction, Company ID sign, 50 word product description/link on event web-site and conference program guide, (1) Conference Pass,(4) Staff Exhibit Hall Passes, 1x use of CT Attendee List*)
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- **Opportunity to Participate in Poster Session** – Present an end-user case-study on how your product served a technology need in Higher Education.

Campus Technology 2012 Exhibitor Packages

Speaking Package \$6,300 (\$7850 Value) (Only 5 left!)

- 100 Sq Ft Basic Exhibit Space Package (*Pipe & drape construction, Company ID sign, 50 word product description/link on event web-site and conference program guide, (1) Conference Pass,(4) Staff Exhibit Hall Passes, 1x use of CT Attendee List*)
- **On-Floor Speaking Opportunity** in the Exhibit Hall Tech Classroom – Promoted online, show program, pre-event email visibility
- **Enhanced Listing Package** (includes: corporate logo in Show Directory [as well as on website]; additional 100 words company description on the website; 4 product descriptions (product name, 750 word limit, 1 image for each product, 125x125 pixels); 4 downloadable whitepapers, product brochures or case studies
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Traffic Driver Package \$6,500 (\$8450 Value)

- 100 Sq Ft Basic Exhibit Space Package (*Pipe & drape construction, Company ID sign, 50 word product description/link on event web-site and conference program guide, (1) Conference Pass,(4) Staff Exhibit Hall Passes, 1x use of CT Attendee List*)
- **Enhanced Listing Package** (includes: corporate logo in Show Directory [as well as on website]; additional 100 words company description on the website; 4 product descriptions (product name, 750 word limit, 1 image for each product, 125x125 pixels); 4 downloadable whitepapers, product brochures or case studies
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- **Conference Program Guide Ad** - Full Page B/W Ad. Exhibitor responsible to create ad materials.
- **Free Standing Sign** – 8'H x 3'W sign with your sales message, booth number and brochure holder are placed in the conference session area. Production costs are included.
- **Coffee Break** – Your company materials, cups, napkins, tablecloths (all materials are exhibitor responsibility) used during conference coffee break. (2) 22x28 signs and show program logo visibility provided.

Contact Your Sales Representative Today!

Stephanie Chiavaras (A-L) schiavaras@1105media.com - 617.784.3577 - Liz Hitchcock (M-Z, #) ehitchcock@1105media.com – 646.734.1980

Campus Technology 2012

Sponsorship & Promotional Opportunities

Exclusive Sponsorships

Attendee Bag \$3,500 Exclusive
Badge Holder Insert \$2,000
E-Mail Café \$2,500
Host Hotel Room Key Sponsor \$1,500
Lanyard \$2,500
Registration Sponsorship \$6,000

Additional Opportunities

Attendee Bag Insert \$1,500
Attendee Notepad \$1,500
Conference Program Full-Page Ad \$1,800 FC
Conference Program Full-Page Ad \$1,200 BW
E-Mail Newsletter Sponsorship \$1,500
Custom Email \$3,000
Coffee Break Sponsorship \$1,500

Special Function Sponsorships

Attendee Focus Group (3 Available) \$5,000
Attendee Luncheon on Ex Floor \$3,000
Hospitality Suite \$Call for Pricing
Opening Keynote Chair Drop \$2,000
General Session Chair Drops \$1,500
Technology Classroom \$3000 (4 Sold/5 Available!)

Enhanced Online/Print Listing/Featured Email \$1,500
Free-Standing Sign - \$750
Hotel Room Drop - \$500
Literature Bin Distribution \$800
On-Site Corporate Banner \$1,500
Technology Sponsorships (Call for Pricing)
Projectors, IWB, Audio, Laptops, Response

Event Level – Silver Sponsor \$10,000

Basic Booth Package (Pipe & drape construction, Company ID sign, 500 character Product description/link on event website and conference program guide, (1) conference pass, 1x use of CT Attendee List) **PLUS:**

Campus Technology E-Mail List—One-time use of 3,000 information technology e-mail addresses distributed through 1105 Media (includes 2 selects). **Conference Passes**—5 full conference registrations. **Attendee Bag Insert**—Campus Technology-approved literature or promotional items placed in attendee conference bags. **Literature Distribution**—Sales material placed in the literature bin located near conference area **Attendee Direct Mail List**— 2x use of either pre- or post-conference attendee list through thirdparty bonded mail house. Mail piece(s) must be approved by Campus Technology with proper forms filled out and provided. **Exhibit Hall Entrance Logo Placement**—Prominent display of company logo on the exhibition entrance unit **Enhanced Listing Package** (includes: corporate logo in Show Directory [as well as on website]; additional 250 character company description on the website; 4 product descriptions (product name, 750 word limit, 1 image for each product, 125x125 pixels); 4 downloadable whitepapers, product brochures or case studies **Event Email Update - Featured Exhibitors Email** - Company Name, Online Description Link and Booth Number on email to CT Attendees and Prospects (+40K names) 2 weeks before event.

Event Level – Gold Sponsor \$15,000

Basic Booth Package (Pipe & drape construction, Company ID sign, 500 character Product description/link on event website and conference program guide, (1) conference pass, 1x use of CT Attendee List) **PLUS:**

One Full-Page Color Advertisement—Conference Issue of *Campus Technology* magazine. Requires receipt of contract, payment and print ad artwork prior to printing deadline. **Campus Technology E-Mail List**—One-time use of 5000 information technology e-mail addresses distributed through 1105 Media (includes 2 selects). **Conference Passes**—7 full conference registrations. **Attendee Bag Insert**—Campus Technology-approved literature or promotional items placed in attendee conference bags. **On-Site Corporate Banner**—Company-supplied banner will be displayed in a prominent location within the convention center. **Literature Distribution**—Sales material placed in the literature bin located near conference registration. **Attendee Direct Mail List**—Three-time use of either pre- or post-conference attendee list through thirdparty bonded mail house. Mail piece(s) must be approved by Campus Technology with proper forms filled out and provided. **Exhibit Hall Entrance Logo Placement**—Prominent display of company logo on the exhibition entrance unit **Enhanced Listing Package** (includes: corporate logo in Show Directory [as well as on website]; additional 250 character company description on the website; 4 product descriptions (product name, 750 word limit, 1 image for each product, 125x125 pixels); 4 downloadable whitepapers, product brochures or case studies **Event Email Update - Featured Exhibitors Email** - Company Name, Online Description Link and Booth Number on email to CT Attendees and Prospects (+40K names) 2 weeks before event.

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Campus Technology 2012

Sponsorship & Promotional Opportunities

Event Level - Platinum Sponsor \$20,000

Basic Booth Package (Pipe & drape construction, Company ID sign, 500 character Product description/link on event website and conference program guide, (1) conference pass, 1x use of CT Attendee List) **PLUS:**

Booth Space Upgrade—Receive up to 20' X 20' exhibit booth space (based on space availability). **One Full-Page Color Advertisement**—Conference Issue of *Campus Technology* magazine. Requires receipt of contract, payment and print ad artwork prior to printing deadline. **Campus Technology E-Mail List**—One-time use of 7,500 information technology e-mail addresses distributed through 1105 Media (includes 2 selects). **Conference Passes**—10 full conference registrations. **Premium Web Ad Placement**—Ad placed on the conference website. **Attendee Bag Insert**—Campus Technology-approved literature or promotional items placed in attendee conference bags. **On-Site Corporate Banner**—Company-supplied banner will be displayed in a prominent location within the convention center. **Literature Distribution**—Sales material placed in the literature bin located near conference registration. **Lead Retrieval Unit**—One available for your booth. **IP Address to Booth**—One available for your booth. **Attendee Direct Mail List**—Three-time use of either pre- or post-conference attendee list through thirdparty bonded mail house. Mail piece(s) must be approved by Campus Technology with proper forms filled out and provided. **Exhibit Hall Entrance Logo Placement**—Prominent display of company logo on the exhibition entrance unit **Enhanced Listing Package** (includes: corporate logo in Show Directory [as well as on website]; additional 250 character company description on the website; 4 product descriptions (product name, 750 word limit, 1 image for each product, 125x125 pixels); 4 downloadable whitepapers, product brochures or case studies **Event Email Update - Featured Exhibitors Email** - Company Name, Online Description Link and Booth Number on email to CT Attendees and Prospects (+40K names) 2 weeks before event.

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CONTRACT FOR EXHIBIT SPACE/MARKETING OPPORTUNITIES

Campus Technology Conference - July 16-19, 2012 • Seaport Convention Center • Boston, MA

Company Name		Company Name Listed in Show Program		
Administrative Contact	Title	Product Type		
Company Address		City	ST	Zip
Administrative Email	Phone	Cell	Fax	
Marketing Director/Manager		Marketing Dir/Mgr Email	Company URL	
Competitors				

INSTRUCTIONS

Complete contract in full and fax to (617) 663 6003 to secure a booth/MPO/sponsorship opportunity in CT 2012. Show Management will confirm booth location, sponsorship opportunity and/or marketing/promotions opportunity (MPO) based on current availability.

BOOTH/MPO/SPONSOR FEES AND PAYMENT TERMS

A signed contract cannot be cancelled without fee (50% of all fees). A non-refundable and non-transferable payment of 50% of the exhibit fee/sponsorship/MPO value is due and payable within 30 days of contract commitment. Full payment is due 120 days before the event (March 16, 2011). Contracts submitted after this date must be accompanied by payment in full. After March 16, 2012, this contract cannot be cancelled without 100% of fees due in full. We are unable to make exceptions to this deadline. Specific booth locations are not considered reserved until we have received your signed contract with payment. Please refer to the "Cancellation Policy" set forth in the Terms and Conditions on the reverse. Any changes (Upgrades/Downgrades/Cancellation) to this contract need to be communicated in writing to CT Sales Department. Verbal changes will not be accepted.

2012 CT Conference

____ Booth Selection 1st Choice _____ 2nd Choice _____ (CT to Complete) Selection _____

2012 BOOTH RATE: (\$35.00) per sq.ft. (\$3,500) per booth unit

____ Booth Units @ \$35.00 per sq.ft. rate/\$3500 per booth Unit

2012 BOOTH PACKAGES - Save 10% - 30% on Packages (See Contract Pack for Package Details)

____ Product Spotlight (\$1,100 Add-on) ____ Speaking Package (\$5,500 Add-on) ____ Turn Key (\$1,100 Add-on)
____ Custom Email (\$3000 Add-on) ____ Poster Session Package (\$1,800 Add-on) ____ Traffic Driver(\$3,000 Add-on)
____ Conf Bag Insert (\$1500 Add-on) ____ Other(\$) Description _____

2012 TOTALs: BOOTH:\$ _____ Sponsor/MPO/Add-ons\$ _____ Total\$ _____

Credit Card Number: _____ Expiration Date: _____

Name on Card: _____ Signature of Card Holder: _____

Billing Address: _____ City: _____ State: _____ Zip: _____ Security Code on back of Card: _____

If paying by check: mail copy of contract with check to: 1105Media Inc., CT Show Management, PO Box 894085, Los Angeles, CA 90189-4085. Make check payable to 1105 Media Inc, Fed ID#20-4583700

Contract Agreement - We understand that this application becomes a contract when signed by us and accepted by Show Management. We agree to abide by the conditions printed on the reverse side of this contract (please read carefully.) Contract will not be processed without a signature.

X _____
SIGNATURE & TITLE OF EXHIBITOR REPRESENTATIVE DATE

X _____
ACCEPTED BY SHOW MANAGEMENT (1105 Media Inc.) DATE

A copy will be returned to you confirming your assigned space. Email any questions and/or changes to CTSales@1105media.com.

CT Mgmt Use Only: Rep# _____ Universal A/F _____ VA/CA _____ Server _____ Conf Sent _____

CONTRACT FOR SPACE: This application for exhibit space, the formal notice of space assignment by Management, these Rules & Regulations and the rules and regulations set forth in the EXHIBITOR Manual constitute a contract for the right to exhibit at CT Conference. EXHIBITOR also agrees to comply with the regulations of the Convention Center.

EXHIBIT LIMITATIONS: Exhibits may not project beyond the space allotted and aisles must be kept clear for traffic. Exhibits shall not obstruct the view or interfere with traffic to exhibits of others, and must be constructed in compliance with Display Rules & Regulations as developed, including Endcap Restrictions, accepted and endorsed by IAEM, EDPA, ESCA, and IEA (copy provided with EXHIBITOR manual and available again upon request).

SOUND: Show Management reserves the right to determine at what point sound constitutes interference with others and must be discontinued or modified. Any method to project sound beyond the confines of the exhibit booth is expressly prohibited.

OFFICIAL DECORATOR: Freeman Decorating shall be the Official Decorator, Drayage Contractor and Labor Contractor for this event and shall have the exclusive right to supply all equipment, furniture, carpeting and decorating materials, drayage and non-technical manpower, on a rental basis to individual EXHIBITORS.

BOOTH ASSIGNMENT: EXHIBITOR shall not reassign, sublease or share assigned exhibit space with any person, firm or other entity without prior written notification to and written approval of Show Management. Show Management reserves the right to alter the location of exhibits as shown on the official floor plan, if deemed advisable and in the best interest of the show. Firms and representatives of firms not assigned exhibit space are prohibited from soliciting business in any form in the exhibition area. Violators of this prohibition will be promptly ejected from the exhibition area.

RIGHT OF REFUSAL AND/OR CANCELLATION: Show Management reserves the right to cancel this agreement whenever it discovers that EXHIBITOR'S product is not as described in this agreement or is incompatible, in the opinion of Show Management with the purposes of the CT event. Contract for space may also be canceled if the EXHIBITOR'S demeanor is deemed inappropriate or disruptive by Exhibit Management.

INSURANCE AND HOLD HARMLESS AGREEMENTS: General comprehensive, liability and workers compensation insurance must be obtained by EXHIBITORS at their own expense, showing Show Management and CT Conference. as additional insured's. Proof of insurance must be submitted to Show Management upon request.

The EXHIBITOR will indemnify, defend, and hold harmless Show Management, CT and its sponsors, the County, the Facility's owner and management, and their respective owners, directors, officers, employees, agents and representatives, against all claims, actions, demands or liability of whatsoever kind and nature, including but not limited to judgments, interest, reasonable attorneys' fees, expert witness fees, and all other related costs and charges arising out of EXHIBITOR'S activities related to the exhibition or any breach of the EXHIBITOR Rules and Regulations, claims of property or personal injury caused by or attributed in part or in whole to any action or failure to act whether by negligence or otherwise, on the part of the EXHIBITOR or any of its directors, officers, employees, agents, representatives or contractors, excluding liability caused by the sole negligence or willful misconduct of Show management and CT, its sponsors and their respective owners, directors, officers, employees, representatives and agents.

LIMITATION OF LIABILITY: EXHIBITOR ASSUMES THE ENTIRE RESPONSIBILITY AND LIABILITY FOR ALL DAMAGES OR LOSSES TO SHOW MANAGEMENT AND CT, INC., THE FACILITY, PERSONS OR PROPERTY THAT OCCUR AS A RESULT OF THE NEGLIGENCE OR ANY ACTIONS OF EXHIBITOR OR ITS OFFICERS, EMPLOYEES, AGENTS, REPRESENTATIVES, INVITEES AND GUESTS DURING THE ENTIRE EXHIBITION PERIOD.

EXHIBITOR AGREES THAT TO THE MAXIMUM EXTENT PERMITTED BY LAW, SHOW MANAGEMENT AND CT, INC., THE FACILITY AND ANY OF THEIR RESPECTIVE OFFICERS, AGENTS, EMPLOYEES OR REPRESENTATIVES WILL NOT BE HELD LIABLE FOR ANY LOSS OR DAMAGE TO ANY EXHIBITS, OR MATERIALS, GOODS OR WARES (COLLECTIVELY "PROPERTY") BELONGING TO THE EXHIBITOR, AND THEY ARE RELEASED FROM LIABILITY FOR ANY DAMAGE, LOSS OR INJURY TO PERSON OR PROPERTY OF THE EXHIBITOR OR ITS OFFICERS, EMPLOYEES, AGENTS, REPRESENTATIVES, INVITEES AND GUESTS, RESULTING FROM FIRE, STORMS, WATER, ACTS OF GOD, AIR CONDITIONING OR HEATING FAILURE, THEFT, MYSTERIOUS DISAPPEARANCE, BOMB THREATS OR ANY OTHER CAUSES.

INDEMNIFICATION: Show Management for their respective owners, directors, officers, employees, agents, and representatives, shall indemnify, hold harmless, and defend Exhibitor, its officers, directors, agents, and employees, against all claims, liabilities, damages, losses, and expenses, including attorneys fees and cost of suit arising out of or in any way connected with the gross negligence or willful misconduct of Show Management or any of its agents.

DISPUTES: Exhibitor agree that any and all disputes in any way relating to or arising out of this agreement or the assignment, use, denial, change or cancellation of exhibit space, shall be submitted to the American Arbitration Association (AAA) for arbitration before a single arbitrator in accordance with eh rules of AAA then in force and effect as the sole and exclusive remedy for resolving such controversies. The parties agree that the decision of the arbitrator shall be final and binding and that a judgment may be entered on such arbitration award in any court of competent jurisdiction. The parties agree that any such arbitration shall take place in Los Angeles, California. The prevailing party in any such arbitration shall be entitled to recover its costs and expenses, including reasonable attorney's fees incurred in connection with such arbitration. THE PARTIES ACKNOWLEDGE AND AGREE THAT BY SELECTING ARBITRATION AS THE SOLE AND EXCLUSIVE REMEDY FOR RESOLVING ALL DISPUTES AMONG THEM, THEY ARE WAIVING THEIR RIGHT TO A TRIAL BY JURY TO WHICH THEY MAY BE OTHERWISE ENTITLED.

TAXES AND LICENSES: EXHIBITOR shall be responsible for obtaining any licenses, permits or approvals required under local or state law applicable to their activity at CT. EXHIBITOR shall be responsible for obtaining tax identification numbers & paying all taxes, license fees or other charges that shall be due to any governmental authority in connection with their activity at the Exposition.

FIRE, SAFETY AND HEALTH: The EXHIBITOR agrees to accept full responsibility for compliance with city, county, state and federal Fire, Safety and Health Ordinances regarding the installation and operation of equipment. All exhibit materials and equipment must be reasonably located within the booth and protected by safety guards and devices where necessary to prevent personal accidents to spectators. The EXHIBITOR hereby represents and warrants to Show management and CT, Inc., that EXHIBITOR has taken all steps reasonably necessary in its judgment to ensure the sound engineering and structural integrity of its exhibit design and the proper construction and safety of the exhibit itself, as erected.

DEFAULT BY EXHIBITOR: EXHIBITOR shall be in default if it fails to pay at pre-identified dates the required sums under this agreement or breaches any of the provisions of this contract.

UNOCCUPIED SPACE: Show Management reserves the right, should any rented EXHIBITOR'S space remain unoccupied 2 hours prior to the published set-up day/hours, or should any space be forfeited due to failure to make payment in full, to sell paid or unpaid space to another EXHIBITOR or use space for such purpose as it may see fit without liability on its part. This clause shall not be construed as affecting the obligation of the EXHIBITOR to pay the full amount specified in the space rental contract. Failure to make payment of the full amount specified in the Contract for Exhibit Space by the cut-off date constitutes cancellation by the contracting EXHIBITOR.

EARLY TEAR-DOWN OR DISMANTLING: Early tear-down or dismantling of booths by EXHIBITORS is strictly prohibited. Early Tear-Down or dismantling disrupts the integrity of the show, and endangers attendees still in the exhibit hall. By signing this agreement EXHIBITORS agree to remain on the exhibit hall floor with their booths fully in place until the official close of the trade show, as published in their EXHIBITOR manual. Any EXHIBITORS dismantling their booths prior to the scheduled time will be **penalized a \$250 fine**. This fine must be paid before the EXHIBITOR may apply to exhibit at future shows. In addition, any EXHIBITORS dismantling their booths early will be penalized with a loss of priority points for future booth selection. Show Management will monitor and enforce this rule.

CANCELLATIONS AND REFUNDS:

A non-refundable and non-transferable payment of 50% of the exhibit fee is due and payable with contract, and this contract cannot be cancelled without fee (50% of exhibit fees). Full payment is due 120 days before the event (March 16, 2012). Contracts submitted after March 16, 2012, must be accompanied by payment in full. After March 16, 2012, all exhibit space fees are due in full. We are unable to make exceptions to this deadline. Booths are not considered reserved until we have received your signed contract with payment and a confirmation has been returned to you. Please refer to the "Cancellation Policy" set forth in the Terms and Conditions on the reverse. Any changes (Upgrades/Downgrades/Cancellation) to this contract need to be communicated in writing to CT Sales Department. Verbal changes will not be accepted. Exhibitor shall be liable for 100% of its exhibit fee unless written notice of cancellation is received by Management more than 120 days prior March 16, 2012) to the Show's opening. If written cancellation is received by Management more than 120 days prior to the Show's opening, Exhibitor shall be liable for 50% of its exhibit fee. Cancellation fees cannot be applied toward exhibit space at other shows, conferences, advertising, online activities and list rental. Upon any cancellation of this agreement or withdrawal by Exhibitor from the Show, Management shall have the right, but not the obligation, to license the subject Show space to another exhibitor prior to the Show without any rebate or allowance whatsoever to the Exhibitor and without in any way releasing said Exhibitor from any liability hereunder. There will be no refunds for "No-Shows".

EXCUSED NON PERFORMANCE/FORCE MAJEURE: If for any reason beyond the reasonable control of Show management or CT, Inc., including but not limited to acts of God, war, strikes, labor disputes, accidents, government requisitions, governmental restrictions or regulations on travel (including travel advisory warnings), facility availability, commodities or supplies, inability to secure sufficient labor, civil disturbance, terrorism or threats of terrorism as substantiated by governmental warnings or advisory notices, curtailment of transportation, disaster, fire, earthquakes, hurricanes, extreme inclement weather, epidemic, shortages or disruption of the electrical power supply causing blackouts or rolling blackouts (in the city where the facility is located), or any other comparable conditions, Show management or CT, Inc. is unable to fulfill its obligations under this Agreement, the Parties may terminate this Agreement without liability, and Show management or CT, Inc. may retain the earned portion of the Exhibit Fee required to recompense it for expenses incurred up to the time of terminating the event. Any remaining unearned Exhibit Fee will be returned to the EXHIBITOR.

Additionally, if any part of the Facility is damaged or if circumstances beyond Show management or CT, Inc.'s reasonable control make it impossible or impractical for Show management or CT, Inc. to permit EXHIBITOR to occupy or continue to occupy the assigned Exhibit space location during any part of or the entire exhibition, EXHIBITOR will only be charged a pro rata Exhibit Space Rental Fee for the period that the Exhibit space was or could have been occupied by EXHIBITOR. Furthermore, in no event will Show management or CT, Inc., the County, the Facility, or their respective owners, directors, officers, employees, agents and representatives be liable for any consequential, indirect, special or incidental damages of any nature or for any reason whatsoever.

AUTHORITY TO SIGN: EXHIBITOR agrees that they have the requisite authority to enter into this Agreement and bind the company or party for whom they sign, and to abide and be bound by all of the terms, conditions, all EXHIBITOR Rules and Regulations stated under this Agreement, the EXHIBITORS' Manual, any schedules, or to any amendments to the same, all of which are integral to and incorporated by reference into this Agreement. All points not covered are subject to the decision of the Exhibit Manager. Further, EXHIBITOR agrees that Show management will have full power in a matter of interpretation, amendment and enforcement of all EXHIBITOR Rules and Regulations. In all instances, Show management rulings will be final. All rights and privileges granted to EXHIBITOR under this Agreement and any subsequent amendments are subject to and subordinate to the master lease between Show management, CT, Inc. and the Facility.