

APPLICATION AND CONTRACT TERMS AND CONDITIONS

This Application and Contract to participate in the Alliance at Gaylord Palms Resort & Convention Center, Orlando, FL over January 8-11, 2025, including but not limited to move-in and move out dates shall become effective when it has been submitted by the exhibiting company and accepted by the Alliance2025 Annual Conference (ALLIANCE). The individual signing this Application and Contract represents and warrants that the person is duly authorized to execute this binding Application and Contract on behalf of the exhibiting company. By signing below, the exhibiting company agrees to be bound by the terms and conditions below. The exhibiting company agrees that upon acceptance of this Application and Contract by ALLIANCE, with or without appropriate payment of the exhibition fee and further action by the exhibiting company, this Application and Contract, together with the terms and conditions below, (collectively “this Contract”) shall become a legally binding contract between Alliance and exhibiting company (“Exhibitor”).

1. BOOTH RENTAL FEE

10 x 10 Booth \$4,000
10 x 20 Booth \$7,500
20 x 20 Booth \$15,000

For purposes of this Contract, the amount of the rental cost associated with the booth selected by Exhibitor is referred to as the “Exhibit Booth Fee.”

2. ASSIGNMENT OF SPACE

For all Contracts received on or before November 30, 2024, space is assigned via online space selection based on priority points.

Priority points will be totaled based on the last three years of participation (i.e. 2024, 2023, and 2022) to arrive at a cumulative point total for square footage and sponsorship contributions to Alliance’s top line for each exhibitor to determine priority placement in the assignment process. After each conference, the four-year period will change, moving forward by one year. For example, in 2024, determination of points will be made by reviewing square footage and sponsorship contributions in 2024, 2023, and 2022.

Exhibit space points are calculated on the basis of five (5) points for every 100 square feet, plus one (1) point for every \$1,000 in sponsorship dollars toward Alliance’s top line during a three-year period (this includes the Annual Conference, and AIS). Points are not awarded for “projected” exhibit space or sponsorship dollars, only for that which has been actually used and for which payment has been made in full. No points will be awarded for prior years’ exhibit space for which any balance is due to Alliance, or for exhibit cancellations or no-shows. Points may be deducted at Alliance’s discretion for violation of the official Exhibit Rules and Regulations.

The total points will determine the order of space assignment. Space will be assigned in the following order:

- 1st: Alliance Sponsors in order of sponsorship level and then point order
- 2nd: Non-Sponsoring Exhibitors

NOTE: Within each priority category, booths will be assigned starting with the company with the greatest number of priority points and working toward the company that has the least number of priority points. **Companies that have an equal number of priority points will be assigned based on the date that the contract is received by Alliance.** Exhibitors may not, for any reason, assign or transfer their points for use by any other entity. Exhibitors who do not exhibit or sponsor for two consecutive years will forfeit their cumulative points.

For all Contracts received on or before October 31, 2024, space is assigned via online space selection based on order of contracts received.

After the Online Space Selection takes place, booths will be assigned on a first-come, first served basis. Full payment is required before booth spaces can be assigned. For all Contracts received on or after May 15, 2024 space will be assigned on a first-come, first-served basis starting the week after the online space selection is complete.

If an Exhibitor is acquired by another exhibitor after their initial space selection, the acquired exhibitor can move to the acquiring exhibitor's booth without any financial liability. Alternatively, the acquired exhibitor may retain its contracted space to exhibit its own products and also may display the company name of the acquiring exhibitor but not the acquiring exhibitor's products.

Exhibitors should frequently review its space location and changes to neighboring booths/areas for updates to the floor plan. It is the Exhibitor's responsibility to keep up with changes to their assigned area. ALLIANCE anticipates alterations to the initial plan and cannot be held responsible for changes that may affect a participating Exhibitor's selection of space.

Alliance will maintain a waitlist for any Exhibitor who wishes to be placed in a different booth location after their initial selection. To be added to the waitlist, Exhibitor shall submit a written request, including the requested size of space to exhibits@acehp.org. Exhibitors are added to the waitlist on a first-come, first- served basis on date and time of email receipt by ALLIANCE.

Alliance reserves the right to change Event hours or dates, to rearrange the floor plan, and/or to relocate any Exhibitor as it deems necessary at any time.

3. PAYMENTS, CANCELLATIONS & REFUNDS

Exhibitor must remit a 100 percent of the total Exhibit Booth Fee within 30 days the submission of this Contract. A Contract submitted on or after November 29, 2024 must be accompanied by full payment of the Exhibit Booth Fee at the time of submission.

A Contract will not be processed, nor space assigned, without the required Exhibit Booth Fee payments. Credit card payments can be made online using American Express, Discover, MasterCard or Visa. Checks must be payable to Alliance and can be remitted to the following address via the U.S. Postal Service:

Alliance for CEhp
8674 Solution Center
Chicago, IL 60677-8006

For ACH/wire payments, please email exhibits@acehp.org. for remittance instructions.

Alliance reserves the right to hold or revoke Exhibitor badges for any Exhibitor with an unpaid balance and to instruct all official show contractors to deny goods and services.

4. CANCELLATION OF FULL OR PARTIAL SPACE BY EXHIBITOR

Cancellation of any exhibit space must be directed via email to exhibits@acehp.org, provided that the cancelling Exhibitor obtains confirmation of Alliance's receipt of the email on or before the cancellation deadline. For cancellations of space received between October 1, 2024, and November 29, 2024, Exhibitor is responsible for, and Alliance shall be entitled to retain, 25 percent of the total Exhibit Booth Fee as a cancellation fee. Should an Exhibitor cancel a portion of its space between November 29, 2024, and January 8, 2025, Exhibitor is responsible for, and Alliance shall be entitled to retain, 100% percent of the total Exhibit Booth Fee as a cancellation fee.

Full payment is required, and no refunds whatsoever will be made on cancellations or reductions of space on or after November 29, 2024. Should an Exhibitor cancel even partial space on or after this date, the Exhibitor is responsible for the full Exhibit Booth Fee for the originally contracted exhibit space.

Notwithstanding the foregoing, Exhibitor will have no right to cancel all or any portion of assigned exhibit space or this Contract subsequent to Alliance's cancellation of the Event pursuant to Section 6.

5. CANCELLATION OR CHANGES TO Alliance Annual Conference BY Alliance

If for any reason beyond ALLIANCE's control Alliance determines that Alliance Annual Conference must be cancelled, shortened, delayed, dates changed, or otherwise altered or changed, Exhibitor understands and agrees that Alliance shall not refund any amounts Exhibitor paid towards the Exhibit Booth Fee and that all losses and damages that it may suffer as a consequence thereof are its responsibility and not that of Alliance its directors, officers, employees, agents or subcontractors. The exhibitor understands that it may lose all monies it has paid to Alliance for space at the Event, as well as other costs and expenses it has incurred, including travel to the Event, setup, lodging, decorator freight, employee wages, etc.

Exhibitor, as a condition of being permitted by Alliance to be an Exhibitor in the Event, agrees to indemnify, defend and hold harmless ALLIANCE, its directors, officers' employees, agents and subcontractors from any and all loss which Exhibitor may suffer as a result of Event cancellation, duration, delay or other alterations or changes caused in whole, or in part, by any reason outside ALLIANCE's control. The terms of this provision shall survive the termination or expiration of this Contract.

6. ELIGIBILITY TO EXHIBIT

Alliance reserves the right to determine the eligibility of any exhibitor for inclusion in the Event and to prohibit an exhibitor from conducting and maintaining an exhibit if, in the sole judgment of ALLIANCE, the exhibitor or exhibit or proposed exhibit shall in any respect be deemed unsuitable. Exhibitor's eligibility to exhibit in the Event must remain in effect from the time of submission of the Contract to the time of the Event and should Alliance determine that Exhibitors no longer eligible to exhibit at the Event (though previously deemed eligible), Alliance may notify the Exhibitor and may terminate this Contract without liability upon written notice to Exhibitor.

7. SUBLETTING OF EXHIBIT SPACE PROHIBITED

Exhibitor is prohibited from assigning or subletting a booth or any part of the space allotted to it nor shall it exhibit or permit to be exhibited in its space any products or advertising materials which are not a part of its own regular products, or which are not compatible with the purpose and/or character of Alliance Annual Conference determined by Alliance in its sole discretion.

8. PROMOTIONAL ACTIVITIES

Further, Exhibitor shall not engage in any promotional activities which Alliance determined to be outside the purpose and/or character of the Alliance Annual Conference determined by Alliance in its sole discretion.

9. RETAIL SALES

No retail sales, where payment is received and product delivered, are permitted in the exhibit hall of the Event ("Exhibit Hall") at any time. Payment and/or orders may be taken for future delivery.

10. INTELLECTUAL PROPERTY MATTERS

The Exhibitor represents and warrants to Alliance that no materials used in or in connection with its exhibit infringe the trademarks, copyrights (including, without limitation, copyrights in music and other materials used or broadcast by Exhibitor) or other intellectual property rights of any third party. The Exhibitor agrees to immediately notify Alliance of any information of which Exhibitor becomes aware regarding actual or alleged infringement of any third party's trademarks, copyrights or other intellectual property rights. The Exhibitor agrees to indemnify, defend and hold ALLIANCE, officers, directors, employees, agents, successors and assigns harmless from and against all losses, damages and costs (including

attorneys' fees) arising out of or related to claims of infringement by Exhibitor, its employees, agents, or contractors of the trademarks, copyrights and other intellectual property rights of any third party.

Notwithstanding the foregoing, ALLIANCE, its officers, directors, employees, agents, and each of them, shall not be liable for and expressly disclaims all liability for infringement or alleged infringement of the trademarks, copyrights or other intellectual property of any third party arising out of the actions of any Exhibitors. The terms of this provision shall survive the termination or expiration of this Contract.

11. USE OF Alliance2025 Annual Conference

ALLIANCE, ALLIANCE Annual Conference and Event logo are registered trademarks owned by ALLIANCE. Participation by Exhibitor in the Event does not entitle Exhibitor to use such na.m.es or logos, except that Exhibitor may reference the Event and use the Event logo with reference to Exhibitor's participation as an exhibitor at the ALLIANCE Annual Meeting. Participation in the Event does not imply endorsement or approval by ALLIANCE of any product, service or participant and none shall be claimed by any participant.

12. SET-UP TIME

Set-up of exhibits begins in the Facility at 8:00 a.m., Wednesday, January 8, 2025, if an exhibit is not set-up by 4:00 p.m., January 8, Alliance reserves the right to cancel such space, to re-assign such space to another Exhibitor, or to make such other use of the space as deemed necessary or appropriate. ALLIANCE reserves the right to set up the exhibit or remove the freight from the booth at the Exhibitor's expense. Alliance reserves the right to modify move-in/Show Hours/move-out, in which case all Exhibitors will be notified prior to the effective date of such changes. No refund will be made to the original contracting Exhibitor with respect to ALLIANCE's election of any rights under this Section 14.

13. DISMANTLING OF EXHIBITS

Exhibits are to be kept intact until the closing of the Exhibit Hall on January 10th, 4:00 p.m. No part of an exhibit shall be removed during the Show Hours without special permission from ALLIANCE. Should Exhibitor begin dismantling its booth before the close of the Exhibit Hall may lose part or all of its priority points and may entirely lose the privilege of exhibiting at future Alliance events.

All freight must be removed from the Facility by January 10, 2025, 8:00 p.m. If exhibits are not removed by this time, Alliance reserves the right to remove exhibits and charge the expense to Exhibitor and Alliance shall have no liability for any loss or damage to Exhibitor's exhibit property caused by such removal.

14. BADGES

Exhibitor badges are for Exhibitor's full and part time employees or contractors. Exhibitor badges and Exhibitor Full Conference badges allow access to the Exhibit Hall during the live show hours and move-in and out.

Event attendees do not have access to the Exhibit Hall until Wednesday, January 8th at 6:30 pm. Should Exhibitor give its badges to an Event attendee in order for the attendee to gain access to the Exhibit Hall prior to this time may, at the sole discretion of Alliance, lose part or all of its company's priority points, and may entirely lose the privilege of exhibiting in future Alliance events. Alliance reserves the right to give an Exhibit Hall Pass to any Exhibitor or Event attendee in order to grant them access to the Exhibit Hall at any time.

15. MINIMUM AGE FOR ADMISSION

Children under the age of 18 are not permitted in the Exhibit Hal at any time. Any attendees or exhibitors arriving with children under the age of 18 will be denied access to the Exhibit Hall with such children without any exceptions or refunds.

16. EXHIBITOR LIABILITY

The exhibitor remains solely responsible for the safety of its property at all times during transit to and from the Facility and in the Exhibit Hall. Neither ALLIANCE, its directors, officers, employees, agents, subcontractors, nor Smith Bucklin, (collectively "Show Management") are responsible for Exhibitor's property or any loss thereto from any cause.

EXHIBITOR HEREBY WAIVES AND RELEASES ANY CLAIM OR DEMAND IT MAY HAVE AGAINST ANY OF SHOW MANAGEMENT BY REASON OF ANY DAMAGE TO OR LOSS OF ANY OF ITS PROPERTY.

17. INDEMNIFICATION

Exhibitor agrees that it will indemnify, defend and hold Show Management, ALLIANCE, their respective officers, directors, employees, agents and each of them, harmless from and against a) the performance or breach of this Contract by Exhibitor, its employees, agents or contractors; b) the failure by Exhibitor, its employees, agents or contractors to comply with applicable laws, regulations and ordinances; and c) the act, omission, negligence, gross negligence, or willful misconduct of Exhibitor, its employees, agents, contractors, licensees, guests, or invitees. This indemnification of Show Management by Exhibitor is effective unless such injury was caused by the sole gross negligence or willful misconduct of Show Management. Exhibitor agrees that if Show Management or Alliances had a party to any litigation commenced by or against Exhibitor or relating to this Contract or the premises leased hereunder, then EXHIBITOR WILL PAY ALL COSTS AND EXPENSES, including attorneys' fees, INCURRED BY OR IMPOSED UPON SHOW MANAGEMENT OR ALLIANCE BY REASON OF SUCH LITIGATION. THE TERMS OF THIS PROVISION SHALL SURVIVE THE TERMINATION OR EXPIRATION OF THIS CONTRACT.

18. INSURANCE

Exhibitor is required to maintain and to provide a certificate of insurance to Show Management on or before <DATE> evidencing the following:

- (a) General liability with limits not less than \$1,000,000 per occurrence, \$2,000,000 in the aggregate
- (b) Owned (if applicable), hired and non-owned auto liability with limits not less than \$1,000,000 per occurrence.
- (c) Workers' compensation with state statutory limits
- (d) Employer's liability with limits not less than \$500,000
- (e) Commercial umbrella liability with limits not less than 2,000,000
- (f) Personal property and equipment on a special form replacement cost basis

ALLIANCE, GES and the Metro Toronto Convention Centre, are to be listed as additional insurers on a primary and non-contributory basis with respect to general/auto/umbrella liability.

A waiver of subrogation must apply to all policies. All carriers are to maintain an A.M. Best rating of not less than A- VII.

Exhibitors will not be permitted to set up their booth prior to submitting the proper certificates. Certificates should be sent to:

ALLIANCE
2001 K Street NW, Third Floor North,
Washington, DC 20006, USA

19. USE OF SPACE — GENERAL

- (a) Exhibitors are not permitted to display or distribute literature or any promotion outside the confines of their assigned exhibit space in the Exhibit Hall. Distribution or display of promotional material in public areas of the Facility or meeting rooms is strictly prohibited. Alliance also reserves the right to remove, at Exhibitor's cost, any promotional material or product deemed by Show Management as not suitable for display at the Alliance Annual Meeting.



- (b) An exhibitor is prohibited from possessing, displaying or depicting any products or components or company names in their booth that could be interpreted as being a promotion or comparison (features, benefits, price etc.) of another company.
- (c) No exhibit will be permitted that interferes with the use of other exhibits or impedes access to them or impedes the free use of the aisles.
- (d) Distribution by the Exhibitor, or its agents, of any printed materials, souvenirs or other articles shall be restricted to the Exhibitor's exhibit space. No noisemakers, helium balloons, lighter-than-air objects, gummed stickers or labels will be permitted as handouts.
- (e) Any special promotions, music or stunts planned by Exhibitor at any time during the Event must be approved with ALLIANCE. Details should be submitted to Show Management via email to exhibits@acehp.org. at least 10 business days prior to the start of the Event. Alliance reserves the right to designate specific days and hours during which special promotions and stunts may be conducted, if they are permitted at all.
- (f) Alliance allows drawings, games of chance and raffles in the Exhibit Hall, subject to the prior written approval of Alliance. During Alliance Connect, Exhibitor must abide by all Orlando, FL statutes and regulations regarding drawings, games of chance and raffles.
- (g) No animals are permitted in the Facility other than service animals.
- (h) The exhibitor must abide by all the General Policies, Rules, and Regulations of the Facility, a copy of which is included in the Exhibitor Services Manual. The Facility has reserved the right to update, change or amend its rules and regulations after publication in the Exhibitor Services Manual. To obtain a copy of the General Policies, Rules, and Regulations of the Facility prior to publication in the Exhibitor Services Manual Exhibitor may email exhibits@acehp.org
- (i) Exhibitor shall be responsible for compliance with the Americans with Disabilities Act. Exhibitor shall indemnify, defend and hold Show Management harmless from any and all claims, costs, expenses or other damages arising out of Exhibitor's breach of this provision as a consequence of Exhibitor's failure in this regard. The terms of this provision shall survive the termination or expiration of this Contract. For more information on the Americans with Disabilities Act and how to make exhibit space accessible to persons with disabilities, please contact:

U.S. Department of Justice ADA, Civil Rights Division Disability Rights Section – NYAV 950 Pennsylvania Avenue, NW Washington, D.C. 20530 USA phone: +1.800.514.0301 (voice) +1.800.514.0383 (TTY), website: www.ada.gov
- (j) Helium or other compressed gas tanks must be properly secured to prevent toppling. The facility reserves the right to require compressed gas tanks to be removed from the Exhibit Hall during Show Hours. Helium-filled balloons are allowed in the Facility only as a display and must be fastened to the booth. Balloons may not be given out within the Facility. All lighter-than-air objects must be removed from the Facility at the close of the Event. The facility reserves the right to assess a fee for retrieving any escaped lighter-than-air objects to the Exhibitor.
- (k) All booth personnel must be properly and modestly clothed.
- (l) Exhibitors are permitted to serve food and non-alcoholic beverages in its booth during Event Hours. Non-alcoholic beverages do not need to be served by a bartender, but all beverages and food must be ordered through the Facility's caterer.



- (m) Exhibitors are permitted to provide alcoholic beverages in its booth during the official Exhibit Hall Receptions. Alcoholic beverages served in booths may only be purchased and served by licensed bartenders from the Facility's Food and Beverage Department and must be ordered through the Facility's caterer.
- (n) Gaylord Palms Resort & Convention Center ("Caterer"), the official in-house caterer and at the Facility is the exclusive provider of food and/or beverage items at the Facility. If requested, Caterer will allow Exhibitor to bring its own food and/or beverage into the Facility for the sole purpose of equipment demonstration, provided the Exhibitor has signed and submitted Caterer sampling and waiver of liability form which can be found in the Exhibitor Services Manual or by emailing exhibits@acehp.org. If Caterer is required to handle, store, refrigerate, transport, deliver, prepare, or service any of the demonstration food and beverage product brought in by the Exhibitor, charges will apply. Only food and/or beverages used for Exhibitor's equipment demonstration will be permitted.
- (o) All booth floors must be finished. Exposed concrete is not acceptable. Booth carpet order forms are included in the Exhibitor Services Manual.
- (p) Exhibitors, at ALLIANCE's sole discretion, is prohibited from taking videos and photographs of any booths in the Exhibit Hall, other than their own. Aerial photography, videography or stunts of any kind by an Exhibitor, i.e. drones, are strictly prohibited. The Exhibitor acknowledges and agrees that the ALLIANCE, its employees and contractors may take photographs/videos, which could include images of the Exhibitor, its name and logo, its representatives and its exhibits while attending the Exhibition. Exhibitor hereby consents to and grants to the Alliance and its affiliates the unrestricted, perpetual, worldwide, royalty-free and transferable right and license to use (and grant others the right to use) the images worldwide without any compensation. Exhibitor acknowledges that Alliance is the sole and exclusive owner of all rights in the images and hereby waives (a) any and all rights in and to such images, and (b) any and all claims Exhibitor and its representatives may have related to or arising from the images or their use.
- (q) Music in the booth or at any of Exhibitor's function held in conjunction with the Event is subject to applicable copyright and licensing fees. It is the sole responsibility of the Exhibitor to pay applicable fees.
- (r) Hanging signs are permitted in all peninsulas, modified peninsulas, split islands and island booths to a maximum height of (16') (6.10m) to the top of the sign. Hanging signs are NOT permitted in inline or perimeter booths.
- (s) All exhibit fixtures and booth structures are permitted to a maximum height of (8') (2.44m) in all peninsulas, modified peninsulas, split islands and island booths.
- (t) All exhibit fixtures and booth structures are permitted to a maximum height of (8') (2.44 m) in inline booths. All exhibit fixtures and booth structures are permitted to a maximum height of (12') (3.66 m) in all perimeter booths. All exhibit fixtures and booth structures are permitted to a maximum height of (16') (4.88m) in all peninsulas, modified peninsulas, split islands and island booths. Exhibitor agrees to abide by these maximum height limits and all other Booth Construction/Display Rules & Regulations included in the Exhibitor Services Manual. To obtain a copy prior to publication in the Exhibitor Services Manual, Exhibitor may email exhibits@acehp.org
- (u) If the Exhibitor occupies an Island, Split Island, Peninsula or Modified Peninsula space, Exhibitor must submit a detailed floor plan, including dimensions, to Show Management for review and approval by December 1, 2024. If Exhibitor received a written booth violation notice at the Event in 2025, Exhibitor must submit a detailed floor plan, including dimensions, to Show Management for review and approval by December 1, 2024. Floor plans should be submitted via email to exhibits@acehp.org.
- (v) Umbrellas and canopies are considered part of the overall booth components and may not protrude into the aisle.



20. USE OF SPACE — LIGHTS/ AUDIO / VEHICLES ETC.

- (a) No spotlight may be directed toward the aisles or so directed that it proves to be irritating or distracting to neighboring Exhibitors or guests.
- (b) Droplights or special lighting devices must be hung at a level or positioned so as not to prove to be an irritant or distraction to neighboring Exhibitors or guests.
- (c) No strobe light effects are permitted.
- (d) Projectors, computer screens or TV screens must not cause people to block the aisle. Computer screens and TV screens are considered part of the overall booth components and may not protrude into the aisle.
- (e) Loudspeakers or operation of equipment, which is of excessive sound volume to be annoying to neighboring Exhibitors or guests is not permitted based on the 80/80 Rule: Any sound that consistently exceeds 80 decibels measured at the edge of an Exhibitor's booth or is clearly identifiable more than 80 feet from that booth is considered objectionable.
- (f) No lighting, fixtures, lighting trusses, or overhead lighting are allowed outside the boundaries of the exhibit space. All lighting should be directed to the inner confines of the booth space. Lighting should not project onto other exhibits or aisles. Exhibitors intending to use hanging light systems are required to submit a detailed floor plan with light locations and dimensions, including height, of all items in the booth, to Show Management for review and approval by August 15, 2024
- (g) Vehicles may not be displayed without prior written approval from Alliance and the Public Safety Department of the Facility.

21. MEETINGS & DISPLAYS OUTSIDE EXHIBIT AREA

In order to ensure the success of the Event and avoid dilution of benefits extended to all partners, Exhibitor may not extend invitations, call meetings or otherwise encourage absence of other exhibitors/sponsors attendees from any program. or other component of the Event during Show Hours or any function sponsored in connect with the Event without prior notice to and approval by ALLIANCE.

Absolutely no exhibits are permitted outside the Facility. There are to be no displays in hotel rooms, hotel public areas or other facilities or areas contracted or used by ALLIANCE.

22. HOTEL ROOMS, SUITES & MEETING ROOMS

Alliance reserves the right to control all suites and meeting rooms in the Facility and in those hotels participating in the Alliance housing block. These controls have already been set up with each property. The Meeting/ Function Space Application is included In the Exhibitor Console to submit requests for function space, including meeting and hospitality rooms. You also may submit your application for meeting space online in the "For Exhibitors" section of the website. No meetings, private functions, including lunch meetings, or entertainment can be scheduled during Show Hours. No product displays or demonstrations are permitted in meeting rooms. Activities that conflict with the nature of the Alliance are not permitted. Suites and meeting rooms are assigned on a first-come, first-served basis and only to Exhibitors and organizations allied with ALLIANCE.

23. ATTENDEE LISTS

Attendee lists from the Event are distributed only to exhibiting companies, other official partners and attendees. Please note that Exhibitor and no other individual or organization are authorized to market or to sell attendee lists of Alliance. Such lists shall only be used for mailings of promotional material relating to the Exhibitor's booth at the Event and shall not be reproduced, transferred or used in any other manner. In using such lists for mailings, Exhibitor must ensure compliance

with all country, state and local laws and regulations including, but not limited to, the European Union's General Data Protection Regulations (GDPR and the California Consumer Privacy Act (CCPA). The Exhibitor shall indemnify, hold Alliance, its directors, officers, employees, agents or subcontractors harmless from the performance or breach of this provision by Exhibitor, its employees, agents or contractors. The terms of this provision shall survive the termination or expiration of this Contract.

24. FIRE REGULATIONS

- (a) All materials used in exhibit booth(s) must be of a non-flammable nature. Electric signs and equipment must be wired to meet the specifications of the Facility and the Toronto Fire Prevention Division.
- (b) If Exhibitor has equipment that produces heat, smoke or open flames as an integral part of product demonstration, Exhibitor must provide ventilation, safety equipment and proper insulation and utility connections meeting all local fire regulations. Under such circumstances, Exhibitor must also receive written approval of plans from the Facility, the Orlando Fire Prevention Division and from ALLIANCE. A heat producing device form to request approval from the Orlando Fire Prevention Division is included in the Exhibitor Services Manual.
- (c) A complete list of all fire regulations is included in the Exhibitor Services Manual. The Orlando Fire Prevention Division has reserved the right to update, change or amend its rules and regulations after publication in the Exhibitor Services Manual.

25. LABOR RELATIONS

- (a) Full-time employees of Exhibitor may set up Exhibitor's own exhibits without assistance from the local union. Any labor services that may be required beyond what Exhibitor's regular full-time employees can provide must be rendered by union personnel and can be ordered in advance through a general service contractor. Proof of full-time employment status may be requested by the Union Steward of any personnel working in Exhibitor's booth.
- (b) If the Exhibitor intends to use an Exhibitor Appointed Contractor (EAC) to install and/or dismantle their booth, Exhibitor must register their EAC no later than November 29, 2024. An EAC registration form is provided in the Exhibitor Services Manual. An original Certificate of Insurance must be filed with Alliance in order for any EACs to gain access to the Exhibit Hall. The Facility follows the ESCA (Exhibition Service Contractors Association) Badging System. All EACs are required to wear both a Facility Access Credential and individual Event credential at all times.
- (c) Exhibitors may hand carry their own materials into the exhibit facility. The use or rental of dollies, flat trucks and other mechanical equipment, however, is not permitted. GES controls access to the loading docks in order to provide a safe and orderly move-in/out. Only full-time employees of the exhibiting company are allowed to hand carry items. Unloading and reloading at the dock of any and all contracted carriers are handled by the General Services Contractor. A dock is provided for use by privately operated vehicles.

26. EXHIBITOR SERVICES MANUAL

In November 2024, the General Service Contractor will distribute an Exhibitor Services Manual to Exhibitor that provides complete shipping instructions, production information, and other forms for all services needed during installation, Show Hours and dismantle.

27. WARRANTIES

Alliance makes no warranties, either express or implied, as to the availability or suitability of the contractors, services and/or equipment of the Facility, ALLIANCE, or their respective employees, agents or contractors.



28. AMENDMENTS/ INTERPRETATION

Alliance reserves the right to amend and enforce this Contract. Written notice of any amendments shall be given to the Exhibitor. Exhibitor, for itself, its agents, and employees, agrees to abide by this Contract set forth therein, or by any subsequent amendments. Alliance reserves the sole right to interpret this Contract. All interpretations are final and are not subject to review or to appeal. The exhibitor, in the sole interpretation of Alliance shall be subject to disciplinary action up to and including ejection from the Event and refusal to participate in any future events of ALLIANCE.

29. ENFORCEMENT/ MISCELLANEOUS

This Contract is governed by Illinois law and the Exhibitor consents to the exclusive jurisdiction of the State and Federal courts seated in Cook County, Illinois, with respect to any action arising out of this Contract or ALLIANCE. The parties explicitly acknowledge and agree that the provisions of this Contract are both reasonable and enforceable. However, the provisions of this Contract are severable and, as such, the invalidity of any one or more provisions shall not affect or limit the enforceability of the remaining provisions. Should any provision be held unenforceable for any reason, then such provision shall be enforced to the maximum extent permitted by law.

This Contract will be binding on the Exhibitor's heirs, successors and assigns.

30. LIMITATION OF LIABILITY

IN NO EVENT SHALL THE FACILITY, <CLIENT EVENT NA.M.E>, ALLIANCE, THEIR OWNERS, MANAGERS, OFFICERS OR DIRECTORS, AGENTS, EMPLOYEES, INDEPENDENT CONTRACTORS, SUBSIDIARIES AND AFFILIATES (COLLECTIVELY "ALLIANCEPARTIES") BE LIABLE TO THE EXHIBITOR OR ANY THIRD PARTY HIRED BY OR OTHERWISE ENGAGED BY THE EXHIBITOR FOR ANY LOST PROFITS OR ANY OTHER INDIRECT, SPECIAL, PUNITIVE, EXEMPLARY, INCIDENTAL OR CONSEQUENTIAL DA.M.AGES, INCLUDING ATTORNEY'S FEES AND COSTS, ARISING OUT OF THIS APPLICATION AND CONTRACT OR CONNECTED IN ANY WAY WITH USE OF OR INABILITY TO USE THE SERVICES OUTLINED IN THIS APPLICATION AND CONTRACT OR FOR ANY CLAIM BY EXHIBITOR, EVEN IF ANY OF THE ALLIANCEPARTIES HAVE BEEN ADVISED, ARE ON NOTICE, AND/OR SHOULD HAVE BEEN AWARE OF THE POSSIBILITY OF SUCH DA.M.AGES. THE EXHIBITOR AGREES THAT ALLIANCEPARTIES' SOLE AND MAXIMUM LIABILITY TO THE EXHIBITOR, REGARDLESS OF THE CIRCUMSTANCES, SHALL BE THE REFUND OF THE EXHIBIT BOOTH FEE. THE EXHIBITOR AGREES TO INDEMNIFY AND DEFEND THE ALLIANCEPARTIES FROM ANY CLAIMS BROUGHT BY A THIRD PARTY HIRED BY OR ENGAGED BY THE EXHIBITOR FOR ANY AMOUNT BEYOND THE EXHIBIT BOOTH FEE. FURTHER, EXHIBITOR AGREES TO PAY FOR ALL ATTORNEYS' FEES AND COSTS INCURRED BY ALLIANCEPARTIES ARISING OUT OF, OR IN ANY WAY RELATED TO, THIS CONTRACT. THE EXHIBITOR SHALL BE SOLEY RESPONSIBLE FOR ITS ATTORNEYS' FEES AND COSTS.

31. PERSONAL INFORMATION CONSENT

EXHIBITOR ACKNOWLEDGES THAT PERSONAL INFORMATION OF ITS COMPANY CONTACTS MAY BE USED BY ALLIANCE: (A) TO FULFILL THE PURPOSE AND OBLIGATIONS OF THIS CONTRACT; (B) TO COMMUNICATE OTHER INFORMATION ABOUT ALLIANCE; (C) TO ENGAGE IN OUTREACH TO SOLICIT CORPORATE SUPPORT OF ALLIANCE IN THE FUTURE; AND (D) IN FURTHERANCE OF ANY OTHER PURPOSE OUTLINED IN ALLIANCE'S PRIVACY POLICY.