



**WORLD
CONFERENCE 2021
28 – 30 JUNE**

IT'S ABOUT TIME

SALES PROSPECTUS

ABOUT THE WORLD CONFERENCE



WELCOME TO THE WORLD CONFERENCE 2021!

The shift to a virtual experience, following the successful World Conference 2020, is an exciting opportunity for our global audience to convene once again in an online space. As an IABC exhibitor and sponsor, your company will receive recognition not only during this year's virtual experience but before, during and after the conference. IABC sponsor opportunities are tailored to your strategy and budget and will help you achieve measurable results and compound the marketing value of your tradeshow investment while furthering connections with our strong membership based on business communication professionals.

We appreciate your support of IABC and look forward to seeing you virtually 28 – 30 June 2021!

WORLD CONFERENCE 2020 ATTENDEE BREAKDOWN*

73%

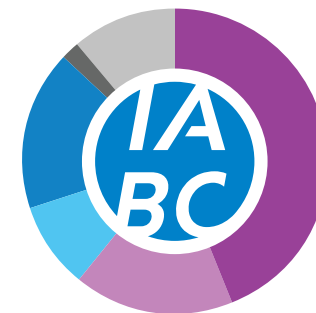
OF WORLD CONFERENCE 2020 ATTENDEES WERE SATISFIED WITH THE EXHIBIT HALL

96%

OF WORLD CONFERENCE 2020 ATTENDEES AGREED THAT ATTENDING THE CONFERENCE WAS WORTHWHILE

92%

OF WORLD CONFERENCE 2020 ATTENDEES WERE LIKELY TO RECOMMEND THE WORLD CONFERENCE TO A COLLEAGUE



- 44% • Corporation
- 17% • Consulting Firm
- 9% • Nonprofit or NGO
- 17% • Government/Public Sector/Military
- 2% • University or Other Educational Institution
- 11% • Self-employed

**Information taken from the World Conference 2020 attendee survey.*

SPONSORSHIP OPPORTUNITIES



EXHIBIT HOURS

Exhibitors will enjoy over three hours of dedicated exhibit time during the World Conference 2021. To view the schedule and full details about the event, visit www.wc.iabc.com.

IABC's selected platform for the World Conference 2021 will be Social27. Conference content will be available on the platform until 1 November 2021.

"[At the World Conference 2020, I appreciated] the interactivity and the ability to chat with other attendees and the speaker about points made in the session while watching the session."

— WORLD CONFERENCE 2020 ATTENDEE

CLASSIC EXHIBITOR BOOTH PACKAGE – \$6,000 USD

Benefits Included:

- Four (4) complimentary exhibit hall only staff registration badges to manage your virtual booth.
- Two (2) complimentary customer registration badges to be used for any customers or clients you'd like to invite to the virtual booth experience!
- One (1) complimentary full conference badge for access to the full conference program and events. **(Up to \$875 USD value!)**
- One (1) booth on the virtual show floor featuring a variety of branding opportunities including banner graphic to be placed at the top of your booth and company logo.
- Company recognition on main virtual event platform homepage.
- Organization logo featured on exhibitors page on the virtual event platform (sponsors will be featured on separate sponsors page).
- Company description (500 characters or less) featured on exhibitors page on the virtual event platform.
- Host intimate, customized roundtable discussions, created by your company before the event begins. These roundtables will be showcased on the Networking Lounge page under "Exhibitor" Roundtables with your organization's logo in the center and can be launched with attendees right from your "sales representative profile" or they can be pre-arranged ahead of time with attendees.
- Post an unlimited amount of videos, PDFs, or URLs in your booth.
 - » Option to add lead generation/badge scan feature to an individual playlist item (X amount of seconds into the video to scan the attendee's virtual badge and provide their contact info to the exhibitor/sponsor). The sponsor/exhibitor can set these details for qualified leads.
- Private 1:1 meeting features available.
- Chat live with attendees in your booth at any time via instant messaging that all attendees and your team can see. Also includes a 1:1 instant messaging feature for attendees to chat with any member of your team individually!
- Throughout the event you'll have access to a comprehensive dashboard including all attendees that have visited your booth, as well as a list of the emails they used to register for the event.

SPONSORSHIP OPPORTUNITIES



SPONSOR LEVELS

All Platinum and Gold Sponsor Packages are inclusive of a the Classic Exhibitor Booth Package. À la carte options are sponsorship add-ons and are not included with level sponsor packages below.

Platinum Sponsor – \$20,000 USD (Limit 3)

- Sponsor video displayed on sponsor page on virtual event platform
- Pre- and post-show attendee list
- Logo recognition on World Conference 2021 website and virtual event platform
- Recognition during platform training webinars to attendees
- One (1) custom push notification during event through virtual event platform
- 1-minute commercial played before session
- Two (2) additional full conference complimentary registration badges
- One (1) custom “areas of interest” tag
- Based on the recommendation engine options provided to attendees, this provides custom lead data to view specific content individual attendees interacted with such as content viewed, time viewed, competitors viewed, what’s been clicked on, etc.
- **Add additional custom opportunity or an à la carte option on following pages**



Gold Sponsor – \$10,000 USD

- Sponsor video displayed on sponsor page on virtual event platform
- Pre- and post-show attendee list (with contact information)
- Logo recognition on World Conference 2021 website and virtual event platform
- One (1) additional full conference complimentary registration badge
- One (1) dedicated pre- and post-show social media post
- One (1) custom virtual boardroom meeting within event platform with up to 30 people (can be public or private)
- **Add additional custom opportunity or an à la carte option on following pages**

Silver Sponsor – \$5,000 USD or Less

- Sponsor video displayed on sponsor page on virtual event platform
- Pre- and post-show attendee list (with contact information)
- Logo recognition on World Conference 2021 website and virtual event platform
- **Add additional custom opportunity or an à la carte option on following pages**

À LA CARTE SPONSORSHIP ADD-ONS



Add one of the à la carte options offered below along with the level sponsorship selected to complete your World Conference 2021 sponsorship package. Specs, deadlines and additional details for these items will be provided upon receipt of sponsor agreement. If you would prefer to just to select from our à la carte options below you will also be recognized based on total spend as a level sponsor (e.g, \$10,000 USD spend = recognition as Gold Sponsor).

Gold Quill Awards Watch Party Sponsor – \$20,000 USD



Recognition during World Conference 2021 Gold Quill Awards Watch Party! Sponsor will be able to create a video up to 3 minutes to

be played prior to the start of the watch party with company branding visible during the session. Additional verbal recognition during the ceremony with pre-show promotion via “Sponsor Insights” blog posting, additional event promotions and through virtual event platform.

Opening & Closing Keynote Sponsor – \$20,000 USD per Keynote Session



Deliver the first 3-minute introduction to our opening or closing keynote (can be pre-recorded or live). Your team can also create a 1-2 minute video for pre-show social media promotion. We will have both an opening and closing keynote – select which one you’d like or sponsor both!

Networking Activity Sponsor – \$10,000 USD per Scheduled Activity



Exclusive sponsorship** of one of our 2021 networking activities, which includes logo on all virtual promotion.

***IABC team to confirm networking activity availability with sponsor.*

Education Sponsor – \$10,000 USD



Sponsor one of our education sessions* and receive special brand recognition! You’ll be promoted in all IABC pre- and post-show promotions along with logo recognition on the IABC website and virtual event platform. You’ll also able to provide a short introduction video (no more than 1-minute) to be played at the beginning of the session.

**IABC team to confirm education session availability with sponsor.*

Rotating Virtual Show Banner – \$3,500 USD



To be displayed on the main virtual event platform homepage throughout the platform. Banner graphic can be static image or “moving image” via GIF file.

Dedicated Sponsor Email – \$5,000 USD (Limit 2 Companies)



Provide your graphics and copy to our team to send out to all registered attendees just before the virtual experience opens!

Daily Show Email Advertising – \$2,500 USD



Include your banner ad on our daily show emails to all attendees.

À LA CARTE SPONSORSHIP ADD-ONS (CONTINUED)



Dedicated Social Media Post – \$2,000 USD



Custom, dedicated post on Twitter or LinkedIn (sponsor's choice)! Sponsor will provide any images, videos, and copy to be included for IABC team to send either before the World Conference 2021 or after (per sponsor request).

Soapbox Feature Sponsor – \$2,000 USD



Within our virtual platform (Social27) attendees can record a 30-second video and share their thoughts on a variety of topics! Sponsor will have company name recognition at the top of the "Soapbox" section on the "Networking Lounge" page. Sponsor can also create a speaking prompt to ask attendees, per IABC approval, to kick off the conversation. All videos submitted by attendees can be viewed throughout the conference.

NEW & IMPROVED!

Virtual Solution Provider Sessions – \$8,000 USD



Sponsor will host a 30-minute speaking slot in the program schedule. Your branding will be included within the virtual theater space on the virtual event platform and will be promoted in all World Conference 2021 promotions. You may host this session live or pre-record it, but our team does recommend saving 10 minutes for live Q&A at the conclusion of your presentation.

Engage more with our World Conference 2021 attendees by structuring the content of your session around our theme: "It's About Time." Focusing on our collective strength and ability to impact the world around us—acknowledging the continuous, evolved state of change we're wading

through each day—we'll discuss what's next and how we'll set about accomplishing "it," no matter what "it" is to you. Our IABC staff will provide your team the necessary resources to support your session both technically via the virtual event platform and for the content within your session.

Exclusive Pre- or Post-show Attendee Gift Box – \$15,000 USD***



Make an impression on World Conference 2021 attendees with your logo on the outside of the gift box along with IABC's logo. The gift box can be sent before or after the World Conference 2021. Gift boxes will be sent to the first 200 registered attendees of your choice! Select up to four (4) items to be included in your box along with a thank you note or any additional collateral you'd like to include.

****Final cost may vary depending on items selected and final shipping and logistical costs. IABC team to confirm final pricing based on selections made.*



RULES AND REGULATIONS



This Application and Contract to participate in the International Association of Business Communicator's World Conference 2021 a virtual event scheduled to occur over 28-30 June 2021 shall become effective when it has been submitted by the exhibiting company and accepted by the IABC. The individual signing this Application and Contract represents and warrants that he/she 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 IABC, 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 IABC and exhibiting company ("Exhibitor").

As used herein, "booth," "space," "floor plan," and "show floor" are all in reference to a virtual exhibit floor and trade show.

1. VIRTUAL BOOTH DESCRIPTION & COST

Classic Exhibitor Booth Package (\$6,000 USD)

Benefits Included:

- Four (4) Complimentary Exhibit Hall Only Staff Registration Badges to manage your virtual booth.
- Two (2) Complimentary Customer Registration Badges to be used for any customers/clients you'd like to invite to the virtual booth experience!
- One (1) Complimentary Full Conference Badge for access to the full entire program. (Up to \$875 USD Value)
- One (1) booth on the virtual show floor featuring a variety of branding opportunities including banner graphic to be placed at the top of your booth and company logo.
- Company Recognition on Main Virtual Event Platform Homepage
- Organization Logo featured on exhibitors page (sponsors will be featured on separate sponsors page)

- Company Description (500 characters or less) featured on exhibitors page
- Booth Roundtable Meetings: Roundtables can be created by your company before the event begins. These roundtables will be showcased on the Networking Lounge page under "Exhibitor" Roundtables with your organization's logo in the center. These roundtable meetings can be launched with attendees right from your "sales representative profile" or they can be pre-arranged ahead of time with attendees.
- Playlist Media Items—includes an unlimited amount of Videos/PDFs/URLs to be posted
 - » Option to add lead generation/badge scan feature to an individual playlist item (x amount of seconds into the video to scan the attendee's virtual badge and provide their contact info to the exhibitor/sponsor). The sponsor/exhibitor can set these details for qualified leads.
- Round table feature & Private 1:1 meeting features available
- Booth Chat Feature: attendees can live chat with your team in your booth at any time (appears similar as an

instant message feature that all attendees and your team can see). Also includes 1:1 Instant Messaging feature for attendees to chat with any member of your team individually!

- Leads Dashboard: The dashboard will include all attendees that have visited your booth, as well as a list of the emails they used to register for the event.

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."

Sponsorship Add-Ons

- Selected per World Conference 2021 Prospectus

2. ASSIGNMENT OF SPACE

For all Applications and Contracts received space will be assigned on a first-come, first-served basis based on approved online floorplan within chosen event platform.

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

RULES AND REGULATIONS (CONTINUED)



3. PAYMENTS, CANCELLATIONS & REFUNDS

Exhibitor must remit a 50% percent deposit of the total Exhibit Booth Fee with the submission of this Contract. The remaining balance of the Exhibit Booth Fee must be paid on or before Friday, 28 May 2021. Notwithstanding the foregoing, a Contract submitted on or after Friday, 28 May 2021 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 IABC and can be remitted to the following address via the U.S. Postal Service provided on your invoice.

4. CANCELLATION OF FULL OR PARTIAL SPACE BY EXHIBITOR

Cancellation of exhibit space must be directed via email to Kelsey Kwasniak, Tradeshow Coordinator at kkwasniak@IABC.com, provided that the cancelling Exhibitor obtains confirmation of IABC's receipt of the email on or before the cancellation deadline.

For cancellations of space received between the initial signed contract receipt and 1 April 2021, Exhibitor is responsible for, and IABC shall be entitled to retain, 50% percent of the total Exhibit Booth Fee as a cancellation fee. Should an Exhibitor cancel a portion of its space between initial contract receipt and 7 May 2021, Exhibitor is responsible for, and IABC 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

Friday, 7 May 2021. Should an Exhibitor cancel even partial space on or after 7 May 2021, 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 subsequent to IABC cancellation pursuant to Section 7.

5. CANCELLATION OR CHANGES TO WORLD CONFERENCE 2021 BY IABC

If for any reason beyond IABC's control IABC determines that the World Conference 2021 must be cancelled, shortened, delayed, dates changed, or otherwise altered or changed, Exhibitor understands and agrees that IABC 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 IABC or its directors, officers, employees, agents or subcontractors. Exhibitor understands that it may lose all monies it has paid to IABC 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 IABC to be an Exhibitor in the Show, agrees to indemnify, defend and hold harmless IABC, its directors, officers employees, agents and subcontractors from any and all loss which Exhibitor may suffer as a result of Show cancellation, duration, delay or other alterations or changes caused in whole, or in part, by any reason outside IABC's control. The terms of this provision shall survive the termination or expiration of this Contract.

6. ELIGIBILITY TO EXHIBIT

IABC 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 IABC, 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 IABC determine that Exhibitors no longer eligible to exhibit at the Event (though previously deemed eligible), IABC may notify the Exhibitor and may terminate this Contract without liability upon written notice to Exhibitor.

7. SUBLETTING OF EXHIBIT SPACE PROHIBITED

Exhibitors are prohibited from assigning or subletting a booth or any part of the space allotted to them nor shall they exhibit or permit to be exhibited in their space any products or advertising materials which are not a part of their own regular products, or which are not compatible with the purpose and/or character of IABC as determined by IABC in its sole discretion.

8. PROMOTIONAL ACTIVITIES

Further, Exhibitors shall not engage in any promotional activities which IABC determines to be outside the purpose and/or character of The IABC Show as determined by IABC in its sole discretion.

9. INTELLECTUAL PROPERTY MATTERS

The Exhibitor represents and warrants to IABC that no materials used in or in connection with their exhibit infringe the trademarks, copyrights (including, without limitation,

RULES AND REGULATIONS (CONTINUED)



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 IABC of any information of which the 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 IABC, its officers, directors, employees, agents, successors and assigns harmless from and against all losses, damages and costs (including attorney's 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, IABC, 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.

10. USE OF IABC NAME

IABC, The Show and The Show logo are registered trademarks owned by the IABC. Participation by an Exhibitor in the Show does not entitle the Exhibitor to use such names or logos, except that the Exhibitor may reference The Show and use The Show logo with reference to the Exhibitor's participation as an Exhibitor at the IABC. Participation in the Show does not imply endorsement or approval by IABC of any product, service or participant and none shall be claimed by any participant.

11. INDEMNIFICATION

Exhibitor agrees that it will indemnify, defend and hold Show Management, IABC, 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 IABC is made 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 IABC BY 30 JUNE 2021 REASON OF SUCH LITIGATION. THE TERMS OF THIS PROVISION SHALL SURVIVE THE TERMINATION OR EXPIRATION OF THIS CONTRACT.

12. USE OF VIRTUAL SPACE — GENERAL

- (a) Exhibitors are 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) of another company.
- (b) Any special promotions music must be cleared with IABC. IABC reserves the right to designate specific days and hours during which special promotions may be conducted, if they are permitted at all.

- (c) IABC allows drawings, games of chance and raffles at the Show, subject to the prior written approval of IABC. Exhibitors must abide by all <State/county/city> statutes and regulations regarding drawings, games of chance and raffles.
- (d) All booth personnel visible on the virtual platform must be properly and modestly clothed.
- (e) The Exhibitor acknowledges and agrees that the IABC, its employees and contractors may take photographs/video recordings of the Show which could include images of the Exhibitor, its name and logo, its representatives and its exhibits while attending the Exhibition. The Exhibitor hereby consents to and grants to the IABC 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. The Exhibitor acknowledges that IABC 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 the Exhibitor and its representatives may have relating to or arising from the images or their use.
- (f) Music used in the booth or at any of Exhibitor's function held in conjunction with The IABC WORLD CONFERENCE 2021 is subject to applicable copyright and licensing fees charged by ASCAP AND BMI. It is the sole responsibility of the Exhibitor to pay applicable fees.
- (g) In order to ensure the success of the Show 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

RULES AND REGULATIONS (CONTINUED)



the Show during the official hours of the Show or any function sponsored in connect with the show by IABC without prior notice to and approval by IABC.

13. ATTENDEE LISTS

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

14. WARRANTIES

IABC makes no warranties, either express or implied, as to the availability or suitability of the technology platforms used for the Show and virtual exhibit floor.

15. AMENDMENTS / INTERPRETATION

IABC reserves the right to amend and enforce this Contract. Written notice of any amendments shall be given to each affected Exhibitor. Each Exhibitor, for itself, its agents and employees, agrees to abide by this Contract set forth therein, or by any subsequent amendments. IABC reserves the sole

right to interpret this Contract. All interpretations are final and are not subject to review or to appeal. Exhibitors which, in the sole interpretation of IABC shall be subject to disciplinary action up to and including ejection from the Show and refusal to participate in any future events or shows of IABC.

16. 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 IABC. 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.

17. LIMITATION OF LIABILITY

IN NO EVENT SHALL THE FACILITY, THE IABC WORLD CONFERENCE 2021, IABC, THEIR OWNERS, MANAGERS, OFFICERS OR DIRECTORS, AGENTS, EMPLOYEES, INDEPENDENT CONTRACTORS, SUBSIDIARIES AND AFFILIATES (COLLECTIVELY "IABC PARTIES") 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 DAMAGES, 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 IABC PARTIES HAVE BEEN ADVISED, ARE ON NOTICE, AND/OR SHOULD HAVE BEEN AWARE OF THE POSSIBILITY OF SUCH DAMAGES. EXHIBITOR AGREES THAT IABC PARTIES' SOLE AND MAXIMUM LIABILITY TO EXHIBITOR, REGARDLESS OF THE CIRCUMSTANCES, SHALL BE THE REFUND OF THE EXHIBIT BOOTH FEE. EXHIBITOR AGREES TO INDEMNIFY AND DEFEND THE IABC PARTIES 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 ALL ATTORNEY'S FEES AND COSTS INCURRED BY IABC PARTIES ARISING OUT OF, OR IN ANY WAY RELATED TO, THIS CONTRACT. EXHIBITOR SHALL BE SOLELY RESPONSIBLE FOR ITS ATTORNEY'S FEES AND COSTS.

By its signature below, Exhibitor submits this Application and Contract and agrees to be bound to its terms:

EXHIBITOR:

[Name of Company Printed Here]

Authorized Signature: _____

Printed Name: _____

Title: _____

Date: _____

ACCEPTED BY IABC

Date: _____