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# Embroidery Mart

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**Register NOW for prime booth locations**

## West



LAS VEGAS

**January 15-16, 2008**  
**at the Mandalay Bay Convention Center**

(co-located with PPAI Expo)

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**N  
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P** ational  
**Network**<sup>TM</sup>  
of Embroidery Professionals

330-678-4887  
Fax 330-678-8988  
Toll free 800-866-7396  
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Kent, OH 44240-5206  
[www.EmbroideryMart.com](http://www.EmbroideryMart.com)  
[www.NNEP.net](http://www.NNEP.net)  
[hooper@nnep.net](mailto:hooper@nnep.net)



**For Immediate Release**

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**330-678-4887**  
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### **Embroidery Mart – WEST Joins Forces with The PPAI EXPO in 2008**

**Kent, OH (March 14, 2007).** **National Network of Embroidery Professionals (NNEP)** has announced that it has reached an agreement with the Promotional Products Association International (PPAI) to co-locate its Embroidery Mart West trade show with The PPAI Expo in January 2008 at the Mandalay Bay Convention Center in Las Vegas, NV.

“Bringing the Mart West to The PPAI Expo makes so much sense,” stated Jennifer Cox, President, NNEP. “Many NNEP members and Mart attendees are actively involved in the promotional products industry and are looking for a wider array of products and industry specific education to better serve their customers. By having the Mart during the same week and in the same facility as The PPAI Expo, we are making it possible for UPIC-qualified embroiderers to attend two important industry shows.”

The two tradeshow will have a one-day overlap on Wednesday, January 16 with Embroidery Mart West’s exhibits and education being held on January 15-16 and The PPAI Expo tradeshow running January 16-18. PPAI will run its business meetings and Education Day functions on January 14-15. Registration and education functions will be managed separately by the respective associations.

Under the terms of the agreement, Embroidery Mart West will be held in the North Convention Center of the Mandalay Bay Convention Center. The PPAI Expo will continue to occupy the entire South Convention Center as well as meeting rooms in the lower North Center.

Both organizations recognize that the co-location meets the need of a growing number of embroiderers who are actively increasing their sales of promotional products. As The PPAI Expo attendance is limited to verified promotional products professionals, Mart attendees with a UPIC identifier will be able to attend the Expo, meet with promotional products suppliers and acquire the professional development they want at Expo sessions and programs. Likewise, NNEP research shows that a small but growing number of promotional distributorships own decorating equipment and embroider apparel “in-house” so the products and services on the Embroidery Mart West tradeshow floor will have appeal to those PPAI Expo attendees.

“In the end, exhibitors at both shows will see new buyers and new business opportunities,” said Cox. “Both NNEP and PPAI educate their members and show attendees to work smarter and look for opportunities to deliver exceptional value to their customers. Promotional products will continue to play a growing role in the business of our members and the Expo is the premier event for that industry. Those promotional consultants who are involved in the embroidery process can do a much more effective job of meeting the decorated apparel needs of their customers. At Mart West, they can gain first-hand information from NNEP and the wide array of embroidery industry suppliers.”

“Our strong relationship with PPAI and the co-location of these two industry events offers benefits for both organizations and for all NNEP members,” said Arch Ritchie, Vice President, NNEP. “Our membership makeup is similar – small to mid-sized independent business owners facing similar challenges and with similar business needs. And, both organizations share a common commitment to meet their members’ needs and to provide

business-building information and opportunities. The co-location makes sense because it gives both organizations the opportunity to bring valuable products, services and benefits to their respective memberships.”

NNEP is the national organization of embroidery business owners and is dedicated to providing its 1,800+ members with information, education, events and networking opportunities to help them succeed.

PPAI—the promotional products industry’s only international not-for-profit trade association—offers education, tradeshows, business products and services, mentoring, technology and legislative support to its more than 7,500 global members. Promotional products are an \$18 billion industry and include wearables, writing instruments, calendars, drinkware and many other items, usually imprinted with a company’s name, logo or message. PPAI created and maintains the UPIC (Universal Promotional Identification Code), the industry’s only free identification system and universal company database.

For more information about National Network of Embroidery Professionals (NNEP), visit the NNEP website, <http://www.NNEP.net> or contact NNEP at 800-866-7396, [Hooper@NNEP.net](mailto:Hooper@NNEP.net).

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NNEP – the commercial embroidery industry’s largest professional organization – offers embroidery expertise, education, trade shows, business products and services to its more than 1,800 members. Decorated apparel is a \$6 Billion industry and includes shirts, headwear, outerwear, uniforms and many other products decorated with a company’s name, logo or message.

# **Embroidery Mart - WEST -- THE Industry Event**

**January 15-16, 2008 ♦ Las Vegas, NV ♦ Mandalay Bay Convention Center**

Embroidery Mart-WEST is being presented by the National Network of Embroidery Professionals (NNEP) specifically for the *commercial embroidery industry*. **Embroidery Mart –WEST will showcase approximately 175+ exhibit spaces featuring embroidery equipment, software, technology, supplies, garments, textile accessories, related industry products and equipment.** Product demonstrations and educational workshops will be presented by industry suppliers (the exhibitors) and will be FREE for the buyers.

<b>Event Dates:</b>	<b>Tuesday, January 15, 2008</b>	<b>Hall Hours 10 AM – 5:30 PM</b>
	<b>Wednesday, January 16, 2008</b>	<b>Hall Hours 10 AM – 5:30 PM</b>
<b>Set Up:</b>	<b>Sun. Jan. 13-14, 2008</b>	<b>Hours 12N – 6 PM</b>
	<b>Mon., Jan. 13-14, 2008</b>	<b>Hours 9 AM – 6 PM</b>
<b>Tear Down:</b>	<b>Wednesday, Jan. 16, 2008</b>	<b>Hours 5 PM – 9 PM</b>
	<b>Thursday, Jan. 17, 2008</b>	<b>Hours 9 AM – 12 N</b>

(Expedited caravan shipping will be offered to Long Beach!)

**Embroidery Mart – WEST is being co-located with the PPAI Expo. More and more promotional products distributors are producing some of their embroidery, printed, sublimated, engraved or direct-printed orders.** The NNEP presents the opportunity to see the largest gathering of these buyers at Embroidery Mart – WEST!

## **Unique Features of Embroidery Mart - WEST**

- Co-Location of Mart with PPAI EXPO, which draws 30,000 folks from the promotional products industry! All Expo buyers are invited to attend the Mart.
- Product Training/classes/Demonstrations provided by exhibitors (FREE to buyers!)
- Exhibit Hall and Product Demonstration Rooms conveniently located near each other.
- Hands on training opportunities, Show Me's on Wednesday before the exhibit hall opens.
- Exhibitor Manual completely online.

## **What do you get as an exhibitor at Embroidery Mart - WEST?**

- Access to thousands of qualified embroidery buyers and promotional products buyers
- Free listing in Embroidery Mart Book
- Free lead retrieval unit
- Free listing and active link on the Mart website
- VIP Coupons and unlimited flyers available for your customers
- Product Demonstration/Workshop opportunities
- Mart Book advertising opportunities
- Sponsorship opportunities

## **Who will attend Embroidery Mart - WEST?**

Commercial embroidery business owners and promotional products sales professionals from across the United States.

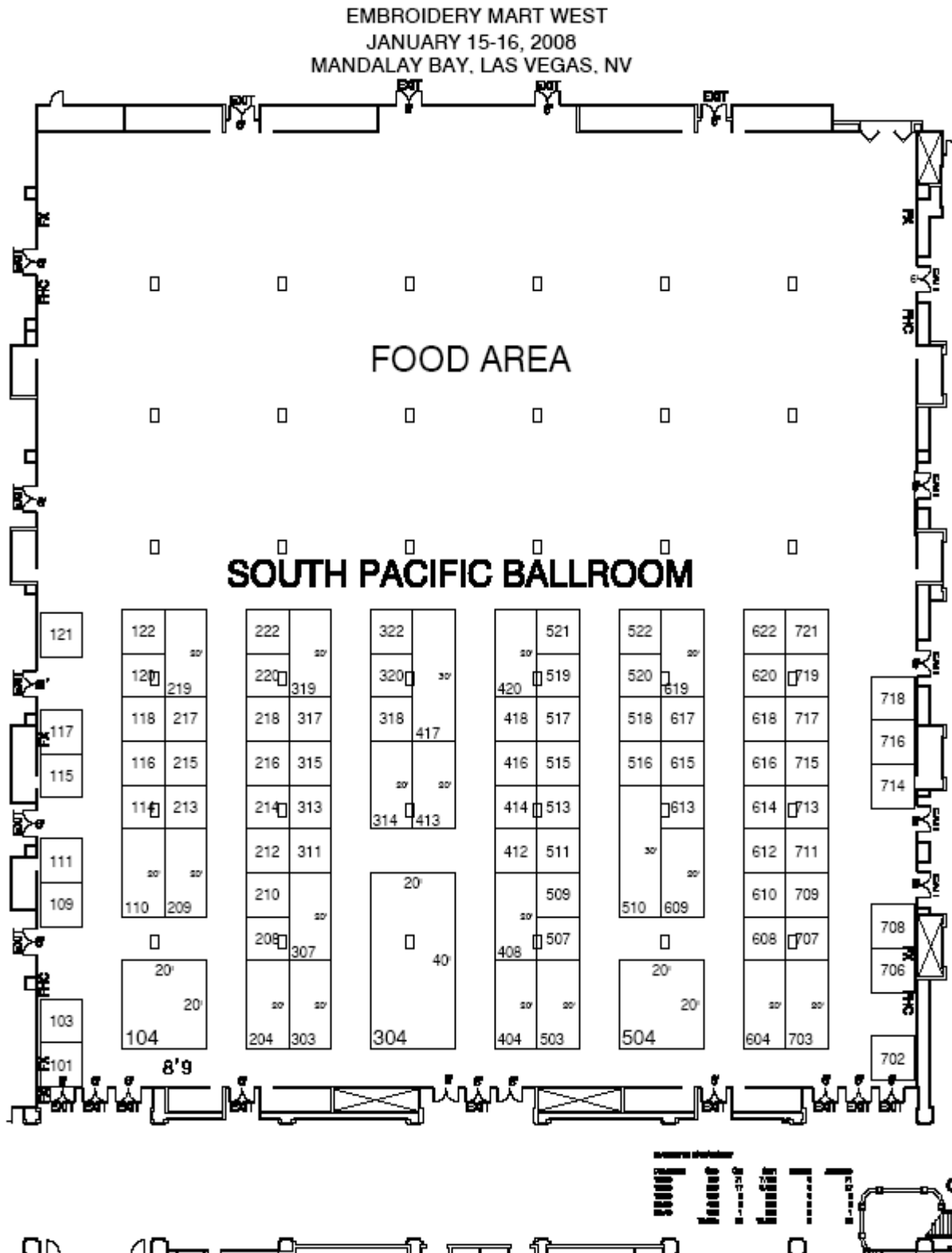
## **Develop a NEW base of Buyers...**

Promotional products distributors are getting much more active in the production of their samples and small orders. Until NOW, these folks were not able to see embroidery, direct print, engraving, printing or sublimation equipment at their primary show, PPAI EXPO. **PPAI Expo invited NNEP to bring Mart-WEST to their show so that their buyers can get information about embroidery and other decoration equipment and all these industry suppliers!!!**

**Be a part of this NEW OPPORTUNITY – exhibit at the Mart-WEST in 2008!**

# Embroidery Mart- WEST

January 15-16, 2008 ♦ Las Vegas, NV ♦ Mandalay Bay Convention Center



## Booth Costs

Booth space costs \$1550 per 10' x 10' space through August 17, 2007. Beginning August 18, booth space costs \$1700 per 10' x 10'. This fee INCLUDES a lead retrieval unit (if reserved by deadline) AND the hall is carpeted! There are *NO additional fees* for aisle locations, peninsulas and islands. **Booth Assignments** will be made on a first come, first serve basis upon payment in full. **The registration deadline for inclusion in the first round of Mart marketing materials is September 10, 2007.**

## Sponsorship Opportunities

Marketing on the Mart floor works. Maximize your presence with these very visible promotions. Sponsors will receive maximum exposure in the pre-event marketing materials, the Mart - WEST Book and signage at the Mart - WEST where appropriate.

- **Event Sponsor: \$10,000** Your company name and logo will be listed as an event sponsor on all marketing materials for the Mart. A dedicated two-sided (3' x 8') freestanding signboard will be placed in a highly visible area of the Mart. Your company name will be added to Mart – WEST signage where appropriate.
- **Event Lanyards: \$6,200** Lanyards are one item many buyers keep from year to year, often using them again and again.
- **Buyer Bags: \$3,700** Be the first to put your company name, logo and booth number in the hands of the buyers. IF you want to distribute these bags in your booth, you will receive a complimentary 10'x10' booth space next to your reserved booth space. Buyer bags put your message in the buyers' hands and your company will remain highly visible throughout the entire Mart. Buyer Bags will also feature the Mart logo.

## Payment Policy

50% Deposit is required with the Exhibitor's Contract. Final booth assignment will be made when full payment is received.

## Advertising Opportunities

Advertise in the Mart-WEST Book. These full color, perfect bound books will be kept and referred to again and again by the buyers. Advertising Reservations and Payment deadline: October 1, 2007. Artwork deadline: October 28, 2007. (Use the Form on Page 6.)

<u>Ad Rates:</u>	<u>Color Ads</u>	<u>Black and White Ads</u>
Full Page	\$1050	\$700
Half Page	\$ 700	\$475

Company Logo (in color) in Mart - WEST Book next to your listing      \$125

## Education Opportunity

We are offering you, as an industry supplier, the opportunity to provide educational workshops and product demonstrations to the buyers in a classroom environment. The education can be in the form of an in-depth product demonstration, a "hands-on" workshop using your products, a formal "lecture" format on pricing, marketing, or other business subjects, or a combination of product demo and lecture. These workshops will be available to all buyers for free and will be marketed in the pre-event materials. Each classroom seats approximately 100 buyers and is near the exhibit hall. There are limited classroom time slots available, 90 minutes each. Time will be provided before and after each session for preparation and tear down.

The presenter's name and a workshop outline must be provided by August 30, 2007 to be included in the buyer marketing materials.

The cost for each time slot is \$290 plus any audiovisual equipment costs (NNEP provides screen, mic, and an AV cart with power). NNEP will provide signage and will market the workshops online, in the promotional materials and in the Mart-WEST book. Use Exhibitor's Additional Opportunities Form on page 6 - reserve your Workshop(s)!

### **SHOW ME Training Opportunity**

We now offer "SHOW ME" training at the Mart! If you would like to run a machine maintenance session, do an in-depth product demonstration, and work more closely with your customers on your equipment or software **on the Mart show floor**, host a "SHOW ME."

"SHOW ME" will be held Wednesday from 8:30 – 10 AM on the Mart floor, before the Embroidery Mart opens. In order to host a "SHOW ME," suppliers must: be an exhibitor at the Mart; sign up in advance (use the form on page 6); provide the name of the person(s) that will be representing your company during the "Show Me" time period no later than September 25, 2007; provide a list of pre-registered participants to the NNEP Mart Registration Desk no later than 4 PM on Tuesday, Aug. 15 (only pre-registered SHOW ME participants will be allowed into the Mart Hall for this special session); market the "SHOW ME" to your customers, and invite them to attend the Mart and your "SHOW ME."

NNEP will market "SHOW ME" to Mart attendees via email, on the Embroidery Mart website and in the Mart literature.

The cost for a SHOW ME is \$200. NNEP will promote the SHOW ME online, in the promotional materials, on the 60" screen at the entrance to the Mart floor, and in the Mart book. Use Exhibitor's Additional Opportunities Form on page 6 - reserve your SHOW ME!

**EXHIBITOR'S ADDITIONAL OPPORTUNITIES FORM**  
**EMBROIDERY MART- WEST ♦ JANUARY 15-16, 2008 ♦ LAS VEGAS**

***Sponsorship Opportunities***

\_\_\_\_\_ Event Sponsorship x \$10,000 ..... = \$ \_\_\_\_\_  
 \_\_\_\_\_ Event Lanyards x \$6,200 ..... = \$ \_\_\_\_\_  
 \_\_\_\_\_ Buyer Bags x \$3,700 ..... = \$ \_\_\_\_\_

***Advertising Opportunities***

\_\_\_\_\_ Full Page Color Ad x \$1,050 ..... = \$ \_\_\_\_\_  
 \_\_\_\_\_ Half Page Color Ad x \$700 ..... = \$ \_\_\_\_\_  
 \_\_\_\_\_ Full Page B & W Ad x \$700 ..... = \$ \_\_\_\_\_  
 \_\_\_\_\_ Half Page B & W Ad x \$475 ..... = \$ \_\_\_\_\_  
 \_\_\_\_\_ Company Logo in Mart Book \$125 ... = \$ \_\_\_\_\_

***Educational Opportunities***

\_\_\_\_\_ Classroom for 90 Minute Time Slot x \$290. .... = \$ \_\_\_\_\_  
 \_\_\_ Tuesday, January 15 from 9-10:30AM  
 \_\_\_ Tuesday, January 15 from 12:30-2PM  
 \_\_\_ Wednesday, January 16 from 12:30-2PM

***SHOW ME Opportunity***

\_\_\_\_\_ 90 Minute Time Slot on the Mart Floor x \$200. .... = \$ \_\_\_\_\_

**TOTAL AMOUNT ENCLOSED** ..... = \$ \_\_\_\_\_

Company \_\_\_\_\_  
 Contact \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone (\_\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_\_) \_\_\_\_\_  
 Email address \_\_\_\_\_

**METHOD OF PAYMENT:** Check # \_\_\_\_\_ Visa \_\_\_\_\_ MC \_\_\_\_\_ AmEx \_\_\_\_\_ Amount \$ \_\_\_\_\_

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_ Vcode \_\_\_\_\_

**Sponsorships: due Sept. 28, 2007 for maximum exposure.**

Advertising Deadlines – see information in appropriate section. Companies not current with payment schedule will be cancelled. Companies not current with payment will not be included in pre-event promotions or listed in the official Embroidery Mart Book.

**Make checks payable to:** NNEP. Please send form and payment to:

NNEP – Mart, 4693 Kent Road, Kent, OH, 44240, USA  
 Phone (330) 678-4887; Fax (330) 678-8988



For NNEP Use Only	
Co:	
Booth:	
Elect:	
Web:	Email:
Copy to Exhr:	

**EXHIBITOR'S CONTRACT**

**Embroidery Mart - WEST**

**January 15-16, 2008**

**Mandalay Bay Convention Center, Las Vegas, NV**

This Agreement is entered into by and between the Embroidery Network Incorporated, an Ohio corporation, whose principal office is located at 4693 Kent Road, Kent, Ohio 44240 dba "National Network of Embroidery Professionals" (hereinafter referred to as "Network") and \_\_\_\_\_, (hereinafter referred to as the "Exhibitor"). Please reserve exhibit space in the Embroidery Mart-WEST, to be held, January 15-16, 2008 at the Mandalay Bay Convention Center in Las Vegas, NV. If the desired space is unavailable, the Exhibitor requests that the Network assign what it considers to be the best space available.

**Booth Space Preferences – Booth Number(s):** 1<sup>st</sup> Choice \_\_\_\_\_ 2<sup>nd</sup> \_\_\_\_\_ 3<sup>rd</sup> \_\_\_\_\_ 4<sup>th</sup> \_\_\_\_\_

**Assignments will be made on a first come, first serve basis upon receipt of payment in full for booth space.**

Please list the primary products you will be displaying: 1 \_\_\_\_\_ 2 \_\_\_\_\_ 3 \_\_\_\_\_

**Please locate exhibit booth near the following companies if possible:** 1 \_\_\_\_\_

2 \_\_\_\_\_ 3 \_\_\_\_\_ 4 \_\_\_\_\_

**Please locate exhibit booth at a distance from the following companies if possible:** 1 \_\_\_\_\_

2 \_\_\_\_\_ 3 \_\_\_\_\_ 4 \_\_\_\_\_

*(The space assigned to the Exhibitor is hereinafter referred to as the "Exhibition Space".)*

All future correspondence and materials regarding the Embroidery Mart-WEST should be addressed as follows:

Company \_\_\_\_\_

Primary Contact \_\_\_\_\_ Email \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Toll Free (\_\_\_\_\_) \_\_\_\_\_ Phone (\_\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_\_) \_\_\_\_\_

**Exhibitor Move-in:** Sun.-Mon., January 13-14, 9 AM – 6 PM. Booths must be totally set up by 6 PM, Monday, January 14, 2008.

**Event Dates and Hours:** Tuesday, January 15, 2008, 10 AM – 5:30 PM, Wednesday, January 16, 2008, 10 AM – 5:30 PM.

**Exhibitor Move-out:** Exhibitors may begin dismantling their exhibits at 5:31 PM, January 16, 2008. Exhibitors must be completely finished with materials removed no later than 12 noon Thursday, January 17. Crates and packing materials will not be permitted in the aisles before 5:31 PM, Wednesday, January 16. Early teardown is prohibited.

**SPACE COST**

**Until 8/17/07:** Total Number of 10' x 10' spaces required \_\_\_\_\_ at the rate of \$1550.00 per space = . . . . \$ \_\_\_\_\_

**Beginning 8/18/07:** Total Number of 10' x 10' spaces required \_\_\_\_\_ at the rate of \$1700.00 per space = \$ \_\_\_\_\_

*(Price does include booth carpet and basic lead retrieval unit [if ordered by deadline])*

**METHOD OF PAYMENT:** Check # \_\_\_\_\_ Visa \_\_\_ MC \_\_\_ AmEx \_\_\_\_\_ Amount \$ \_\_\_\_\_

Card # \_\_\_\_\_ VCode \_\_\_\_\_ Exp. Date \_\_\_\_\_

**PAYMENT SCHEDULE:** Signature \_\_\_\_\_

**Payment is Required for Booth Assignment. Deadline to be included in Trade Show Book – November 1, 2007**

If Exhibitor is not current with payment schedule, exhibitor's reservation will be cancelled. If Exhibitor is not current with payment Exhibitor will not receive access to online Exhibitor Manual, pre-event promotion or a listing in the Embroidery Mart Book.

**Make checks payable to:** NNEP – Mart. Please send contract and required payment to: National Network of Embroidery Professionals–Mart, 4693 Kent Road, Kent, OH, 44240, USA. Phone (330) 678-4887; Fax (330) 678-8988.

**Contract Acceptance**

This contract shall become binding and effective only when it has been signed below by Exhibitor and executed by the Network. Confirmation of your booth location will be sent following initial space assignment. On or before October 15, 2008, the remaining 50% balance must be paid in full. A reminder invoice will be sent prior to this date. Any company reserving booth space after October 15, 2008 must pay in full. Any payment received within 30 days of the Mart must be certified funds in the form of cashier's check or credit card. The Exhibitor agrees to abide by the Payment Policy published herein and the Rules and Regulations as published in the Exhibitor's Manual. In the event of cancellations after midnight on October 31, 2008, these payments are non-refundable and non-transferable. All cancellations are subject to \$100 processing fee.

X \_\_\_\_\_  
Confirming signature of exhibiting company representative

\_\_\_\_\_  
Date

**In consideration of the promises, covenants and agreements set forth herein and other good and valuable consideration, the Network and Exhibitor hereby agree as follows:**

1. **Event/Space/Price.** The Exhibitor hereby reserves the exhibition space (hereinafter referred to as the "Exhibition Space") and agrees to pay the price as set forth hereinabove under the heading "SPACE COST." The Embroidery Mart will be held on January 15-16, at the Mandalay Bay Convention Center in Las Vegas, NV (hereinafter referred to as the "Event"). Exhibitor agrees that this reservation shall be subject to and contingent upon Exhibitor's payment of the price in accordance with the PAYMENT SCHEDULE set forth hereinabove.
2. **Indemnification.** Exhibitor agrees to indemnify and hold harmless the Network, its shareholders, directors, officers, employees, agents, representatives and Members from and against any and all liability, judgments, settlements, costs (including reasonable attorney's fees) and expenses incurred by Network in any claim, action, suit or proceeding, due to any act or omission of the Exhibitor or Exhibitor's shareholders, officers, directors, employees or agents related to or arising out of the Exhibitor's occupancy and/or use of the Exhibition Space.
3. **Exhibitor's Obligations re the Exhibition Space.** The Exhibitor shall not drive nails, hooks, tacks or screw into any part of the building, nor put up decorations or adhesives that would deface the premises of the exhibition hall. The Exhibitor agrees that all draperies, curtains, decorations made from textiles or combustible fibers or other flammable materials shall conform to all applicable requirements of government, including any applicable city building code or ordinance.
4. **Booth Guidelines.** Maximum exhibit height is 8' along the back wall. The 8' height may be maintained along the sides of the booth for maximum distance of 4' from the back wall. From this point out, the side drape or panel cannot be higher than 4'. Displays occupying four or more booths in an "island" configuration may not exceed 10' at the center of the display, and may not exceed 4' within 5' from any aisle. All Exhibition Spaces must be covered with carpet. The Network will provide back drape and side rail drape or panel conforming to maximum exhibit height restrictions.
5. **Event Dates and Hours.** Event hours and dates are set forth hereinabove and shall be posted in the Exhibitor's manual. The Network reserves the right to make changes as necessary to hours and dates of the Event. The Exhibitor shall receive notification of any changes. The Exhibitor shall provide adequate personnel to staff their Exhibition Space(s) during Event hours. The Exhibitor shall not dismantle or pack any portion of the exhibit prior to 5:31 PM on Wednesday, January 16, 2008.
6. **Atmosphere.** The Exhibitor is specifically prohibited from employing any carnival-type attraction, animal or human, or from operating such noise-creating devices as bells, horns or megaphones. Sound or music within the Exhibit is permitted, but must be controlled to a reasonable level. The Network may, in Network's sole and absolute discretion, withdraw its consent at any time, if sound is in violation of this rule. All live musical performances and all use of recorded music (such as records, tapes, compact disks or videotapes with either features or background music) must be licensed by the American Society of Composers, Authors & Publishers (ASCAP), or other agency responsible for licensing the music so performed. The Exhibitor shall obtain licenses and pay appropriate fees to such organizations before broadcasting music in conjunction with the Event. Costumed personnel must be appropriately clad and must remain within the Exhibitor's Exhibition Space except when necessarily arriving and leaving the Exhibition Space or exhibit area.
7. **Insurance.** The Exhibitor shall, at no cost to the Network, obtain: 1) liability and property damage insurance from responsible insurance companies authorized to sell insurance, which shall provide minimum limits of liability in the amount of \$1,000,000 (one million dollars) and include the Broad form liability; and 2) Workers Compensation and employer's liability insurance for Exhibitor's employees.
8. **Copyright and Trademark Indemnity.** The Exhibitor warrants and represents that no music, literary, artistic work or other property protected by copyright, nor the name of any performing individual or group protected by trademark will be performed, reproduced or used in the performance of this Agreement unless the Exhibitor has previously obtained written permission from the copyright or trademark holder. The Exhibitor acknowledges that Exhibitor is solely responsible for the content of Exhibitor's exhibit, and hereby agrees indemnifies and holds the Network, its shareholders, directors, officers, employees agents and Members harmless from and against any and all costs (including reasonable attorneys' fees), expenses, judgments and settlements amounts incurred that related to or arising from any copyright or trademark claim, cause of action or suit related to or arising from any act or omission of the Exhibitor in the operation, conduct or use of the Exhibition Space.
9. **Sales Taxes.** The Exhibitor assumes full responsibility for collecting the tax identification number or collecting and paying to the appropriate authorities any applicable sales tax due on sales made at the Event.
10. **Labor.** The Exhibitor is responsible to supply labor to properly and safely set and dismantle Exhibitor's Exhibition Space. No labor force is provided by the Network. Exhibitor shall adhere to any and all Union labor rules that are applicable to work performed at the Event.
11. **Advertising.** This Event is considered a cooperative show and the Exhibitor is responsible to help attract attendees. To the extent that such mediums are available, the Exhibitor shall distribute Event literature supplied by the Network by any available means, such as by inserting into customer shipments, mailings or statements, as well as announcing in newsletters, and by providing website links. This participation shall be considered voluntary and no provision will be made for tracking such participation. The Exhibitor shall not be expected to perform any action to this end, which would incur any additional expenses.
12. **Attendance.** The Network shall have sole control over attendee policies at all times.
13. **Sub-Leasing.** The Network shall only contract with one exhibiting company per Exhibition Space. If the Exhibitor wishes to share Exhibitor's space, the Exhibitor must first obtain written permission from the Network, which permission may be withheld by the Network at its sole discretion.
14. **Security.** The Exhibitor shall be solely liable and responsible for Exhibitor's property maintained at the Exhibition Space. The Exhibitor shall maintain adequate loss and theft insurance to cover all such property. The Exhibitor further agrees that neither the Network, nor its shareholders, directors, employees, agents or representatives shall be responsible or liable for any loss or theft of Exhibitor's property.
15. **Fire and Safety laws.** Federal, State, local government and City Laws must be strictly observed. All decorations must be flameproof. The Exhibitor shall comply with fire department and underwriters' rules. Smoking in the Exhibit Space is prohibited. The Exhibitor shall not block aisles or fire exits. The Exhibitor shall not store flammable materials in or behind the Exhibition Space or elsewhere in the exhibit hall.
16. **Aisles and Common Areas.** The aisles and passageways shall be considered the property of Network. The Exhibitor shall not place or cause to be placed any signs, decorations, banners advertising materials or other property or obstruction in any area outside the Exhibition Space without written permission from the Network, which permission may be withheld at the sole discretion of the Network.
17. **Exhibition Space Assignments.** The Network reserves the right to assign all exhibition space for all the overall good of the Event.
18. **Acts of God, Fire, Strikes, Etc.** In the event that any outside cause, such as war, act of terrorism, fire, strike or other emergency or Act of God disrupts the Event or prevents the Event from being held, the Network's performance obligations shall immediately terminate and the Network shall be deemed to be released from its performance obligations under this Agreement, and the Network shall have no liability to the Exhibitor for any such nonperformance of Network's obligations under the Agreement.
19. **Exhibitor Admission.** The Exhibitor agrees that Exhibitor's right to be admitted to the Event and Exhibitor's right to remain from day to day at the Event is contingent upon Exhibitor's continuing strict compliance with the provisions of this Agreement. The Exhibitor agrees that the Network shall have the absolute right, at Network's sole discretion, to reject, eject or prohibit any exhibit in whole or in part, or the Exhibitor or any of Exhibitor's representatives, with or without cause. If any such rejection, ejection or prohibition occurs without cause, the Network's liability the Exhibitor shall not exceed the return to the Exhibitor of the amount of the Space Cost unearned at the time of such rejection, ejection or prohibition. If the Exhibitor or any of the Exhibitor's representatives is ejected for violation of the provisions of this Agreement or for any other stated good cause, the Network is not obligated to return any of the Space Cost.
20. This agreement is entered into in the State of Ohio. This Agreement shall be governed by, and construed in accordance with, the laws of the State of Ohio. Any action arising under this Agreement shall be brought in a court of competent jurisdiction in the County of Summit in the State of Ohio.
21. This Agreement shall be binding upon and inure to the benefit of the Network, its successors and assigns and shall be binding upon the Exhibitor, its heirs, legatees, executors, administrators, agents, legal representatives, successors and assigns. The Exhibitor may not assign its rights under this Agreement without the prior written approval of the Network, which approval may be withheld at the sole discretion of the Network.
22. This Agreement and the exhibits, if any, attached hereto set forth all of the covenants, promises, agreements, conditions, and understandings between the parties hereto concerning the subject matter of this Agreement, and there are no covenants, promises, agreements, conditions or understandings hereto made, either oral or written, between the parties hereto, other than as herein set forth. This Agreement constitutes the entire agreement between the parties and supersedes any and all other prior understandings, both oral and written, between the parties hereto with respect to the subject matter hereof, and may not be amended, waived, changed, modified, extended or discharged orally, *except* only in writing, signed by each party hereto. This Agreement may be executed simultaneously in two or more counterparts, each of which shall be deemed an original and all of which shall constitute one and the same instrument.