



# 2021

— SELECTUSA —  
INVESTMENT SUMMIT

## SPONSOR AND EXHIBITOR OPPORTUNITIES

June 7 - 11, 2021

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# About the Investment Summit



SelectUSA promotes and facilitates business investment by working with companies that want to establish U.S. operations and by partnering with U.S. economic development organizations to attract investment.

The SelectUSA Investment Summit is the premier venue for international investors of all sizes to find the right place, people, resources, and market they need to be successful in the United States.

Recognizing that the competitiveness and job-generating ability of a nation is determined by its desirability as a place for businesses to operate,

SelectUSA was created at the federal level to showcase the United States as the world's premier business location and to provide easy access to federal-level programs and services related to business investment. SelectUSA is designed to complement the activities of our states—the primary drivers of economic development in the United States.



The access that companies have at the Summit to the highest level of the federal government, plus all of the state and local agencies, for us it was an unparalleled opportunity to access all of the people in one place that we need to make our transition to the U.S. easier.

—International Investor



# 2019 Investment Summit Demographics

## 3100 event ATTENDEES



**1200**  
international  
delegates

**176**  
speakers



**790+**  
economic  
dev. org.  
representatives

more than  
**300**  
service  
providers



nearly  
**500**  
academics,  
elected officials,  
staff, & USG

more than  
**100**  
media  
reps



## 49 represented STATES/TERRITORIES



**140 EXHIBITORS**  
**790+** ECON DEV ORG  
representatives



# 2019 Investment Summit Highlights



SelectUSA 2019 was great in the sense that the quality of businesses that attended were outstanding. We are already witnessing outcomes from the Investment Summit. We have one business that has signed a lease and plans to invest up to \$1 million within the next 12 months.

—Economic Development Organization





# About the Investment Summit Attendance

At the most recent SelectUSA Investment Summit in June 2019, SelectUSA welcomed over 3000 attendees, including 1200 potential investors from 66 international markets, and economic development representatives from 52 U.S. states and territories.

Apply today to showcase your organization at the virtual SelectUSA Investment Summit in the exhibition hall, or consider one of our other opportunities to highlight your company on signage and messaging.



## DIAMOND SPONSOR

\$37,500  
14 Available

- Virtual Exhibit Booth with Premier Labeling
  - Ability to upload 10 videos, digital PDFs (flyers, handouts, press releases, etc.) into exhibitor listing
  - Real-time chat ability during the Investment Summit hours
  - Ability to meet attendees via video chat during exhibit hours
  - Ability to request a meeting with attendees
- A banner ad (provided by sponsor) on the Investment Summit virtual platform
- 20 Full Investment Summit registrations
- Company acknowledgement during the Plenary Session Welcome Message
- PowerPoint slide (provided by sponsor) played prior to the start of the Plenary Session
- A 30-45 second video (provided by sponsor) played during the Plenary Session
- A 5-10 minute "SelectUSA Road to the Investment Summit" video
  - SelectUSA staff will conduct a one-on-one interview session with each sponsor to create a spotlight video. This video will be included in Investment Summit promotions.
- Logo included in pre-Investment Summit promotional emails
- Logo included in Know-Before-You-Go Guide
- Logo & Company URL included on Investment Summit website
- Promotion of in-booth raffles or giveaways
  - Click [here](#) for an example
- Choice of hosted Reception (max 100 attendees)
  - Host an After-Hour Virtual Reception for up to 100 attendees. Sponsor will work with the SelectUSA planning team to select a time and theme / activity during the reception. Options include: trivia, bingo, Jeopardy, Night at the Races, Casino, and Olympic Game Show. We are also open to reviewing additional options if the company has suggestions. Please note, if sponsor wants to give out prizes, they would need to select, distribute and pay for these items.



## PLATINUM SPONSOR

\$31,500  
14 Available

- Virtual Exhibit Booth with Premier Labeling
  - Ability to upload 8 videos, digital PDFs (flyers, handouts, press releases, etc.) into exhibitor listing
  - Real time chat ability during Investment Summit hours
  - Ability to meet attendees via video chat during exhibit hours
  - Ability to request a meeting with attendees
- 15 Full Investment Summit registrations
- 30-45 second video played during an Investment Academy Session (video must be provided by sponsor. Sponsor may select one session only on a first-come, first-served basis)
- Logo on Know-Before-You-Go Guide
- Company acknowledgement from the Investment Academy Session room stage during the welcoming remarks
- Sponsor company logo included on a specific Investment Academy Session PowerPoint static slide
- Opportunity to provide one-page flyer to be sent to attendees of the sponsored Academy Session
- A banner ad (provided by sponsor) on the Investment Summit website
- Promotion of in-booth raffles or giveaways
  - Click [here](#) for an example

## GOLD SPONSOR

\$26,250

- Virtual Exhibit Booth with Premier Labeling
  - Ability to upload 8 videos, digital PDFs (flyers, handouts, press releases, etc.) into exhibitor listing
  - Real time chat ability during Investment Summit hours
  - Ability to meet attendees via video chat during exhibit hours
  - Ability to request a meeting with attendees
- 10 Full Investment Summit registrations
- Logo included in Know-Before-You-Go Guide
- A banner ad on the Investment Summit website (provided by sponsor)
- Sponsorship of Small Group Networking Sessions
- Promotion of in-booth raffles or giveaways
  - Click [here](#) for an example

## SILVER SPONSOR

\$17,250

- Virtual Exhibit Booth with Premier Labeling
  - Ability to upload 7 videos, digital PDFs (flyers, handouts, press releases, etc.) into exhibitor listing
  - Real time chat ability during Investment Summit hours
  - Ability to meet attendees via video chat during exhibit hours
  - Ability to request a meeting with attendees
- 8 Full Investment Summit registrations
- Logo included in Know-Before-You-Go Guide
- A banner ad on the Investment Summit website (provided by sponsor)
- Promotion of in-booth raffles or giveaways
  - Click [here](#) for an example

## BRONZE SPONSOR

\$11,500

- Virtual Exhibit Booth with Premier Labeling
  - Ability to upload 7 videos, digital PDFs (flyers, handouts, press releases, etc.) into exhibitor listing
  - Real time chat ability during Investment Summit hours
  - Ability to meet attendees via video chat during exhibit hours
  - Ability to request a meeting with attendees
- 4 Full Investment Summit registrations
- Logo included in Know-Before-You-Go Guide
- A banner ad on the Investment Summit website (provided by sponsor)
- Promotion of in-booth raffles or giveaways
  - Click [here](#) for an example





## VIRTUAL PLATFORM SPONSOR

\$25,250  
1 Available

- Virtual Exhibit Booth with Premier Labeling
  - Ability to upload 10 videos, digital PDFs (flyers, handouts, press releases, etc.) into exhibitor listing
  - Real time chat ability during Investment Summit hours
  - Ability to meet attendees via video chat during exhibit hours
  - Ability to request a meeting with attendees
- 9 Full Investment Summit registrations
- Sponsor of the Virtual Platform how to video and training guide
- Logo displayed on the virtual platform and event website with a hyperlink to your premium company profile
- A banner ad on the Investment Summit virtual platform (provided by sponsor)
- Logo on the virtual platform log-in page (along with Registration sponsor logo)
- Logo on log-in emails to Investment Summit attendees
- Promotion of in-booth raffles or giveaways
  - Click [here](#) for an example

## SELECTUSA TECH SPONSOR

\$15,000  
3 Available

- Virtual Exhibit Booth with Premier Labeling
  - Ability to upload 7 videos, digital PDFs (flyers, handouts, press releases, etc.) into exhibitor listing
  - Real time chat ability during Investment Summit hours
  - Ability to meet attendees via video chat during exhibit hours
  - Ability to request a meeting with attendees
- 7 Full Investment Summit registrations
- 30-45 second video included in pre-roll for SelectUSA Tech Pitching session (provided by sponsor and played prior to entering pitching session)
- Logo on SelectUSA Tech Pavilion Section
- Logo included in Know-Before-You-Go Guide
- Branding and logo on SelectUSA Tech Pitching Sessions
- Opportunity to include a one-page flyer in an email to SelectUSA Tech attendees
- Promotion of in-booth raffles or giveaways
  - Click [here](#) for an example

## SELECT GLOBAL WOMEN IN TECH SPONSOR

\$15,000  
3 Available

- Virtual Exhibit Booth with Premier Labeling
  - Ability to upload 7 videos, digital PDFs (flyers, handouts, press releases, etc.) into exhibitor listing
  - Real time chat ability during Investment Summit hours
  - Ability to meet attendees via video chat during exhibit hours
  - Ability to request a meeting with attendees
- 7 Full Investment Summit registrations
- 30-45 second video included in pre-roll for the Women in Leadership Sessions (provided by sponsor)
- Acknowledgement of company and sponsorship of relevant Plenary sessions
- Company acknowledgement in the Select Global Women in Tech Sessions
- Company acknowledgement in the Women in Leadership Sessions
- Logo included in Know-Before-You-Go Guide
- Logo on specific Women in Tech sessions PowerPoint slide
- Branding on all Select Global Women in Tech Sessions
- Opportunity to include a one-page flyer in an email to SelectUSA Tech attendees
- Promotion of in-booth raffles or giveaways
  - Click [here](#) for an example

“Nowhere else but in the United States will you find such an advantageous mixture of innovation, entrepreneurship, diversity, a dedication to hard work, and an incredibly high quality of life.”

– Secretary Wilbur Ross

## REGISTRATION AND HELP DESK SPONSOR

\$15,000  
1 Available

- Virtual Exhibit Booth
  - Ability to upload 1 video, digital PDF (flyers, handouts, press releases, etc.) into exhibitor listing
  - Real time chat ability during Investment Summit hours
  - Ability to meet attendees via video chat during exhibit hours
  - Ability to request a meeting with attendees
- 7 Full Investment Summit registrations
- Company (logo) or banner featured in the footer of the Investment Summit registration page
- Sponsor recognition on the email instructions for the Investment Summit login
- Logo on Know-Before-You-Go guide
- Logo on Help Desk section of virtual platform
- Logo on attendee registration email confirmation
- Logo on the virtual platform log-in page (along with Virtual Platform Sponsor)

## DIGITAL PLAYBACK SPONSOR

\$7,500  
3 Available

Investment Summit Participants will be able to watch the recordings of the virtual Investment Summit on the virtual platform for 6 months after the event. Sponsorship includes the following:

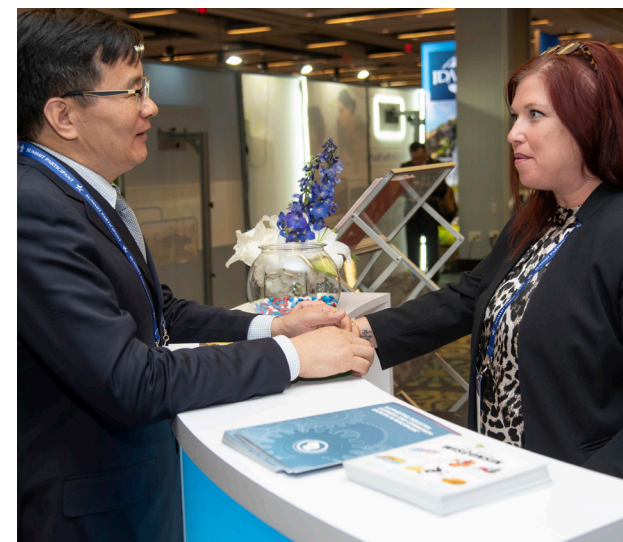
- Virtual Exhibit
  - Ability to upload 1 video, and 1 digital PDF (flyers, handouts, press releases, etc.) into exhibitor listing
  - Real time chat ability during Investment Summit hours
  - Ability to meet attendees via video chat during exhibit hours
  - Ability to request a meeting with attendees
- 3 Full Investment Summit registrations
- Sponsor recognition on the post-event email informing attendees that the Investment Summit is now On Demand
- Logo at the top of the Digital Playback / On Demand page of the virtual platform

## INVESTMENT SUMMIT CONNECTIONS CHALLENGE SPONSOR

\$2,500  
10 Available

Participant engagement is key for a successful Investment Summit. The Investment Summit Connections Challenge adds a competitive edge to the virtual platform and encourages attendees to network more. Participants score points for completing actions within the platform. This add-on sponsorship includes the following:

- Logo at the top of the Investment Summit Connections Challenge page in the Investment Summit Virtual Platform
- Logo on emails to attendees that announce the winners





## EXHIBIT AMENITIES CORPORATE

\$7,000

- One virtual exhibitor booth (logo, company description, contact information, company website, and increased visibility to all attendees)
  - Ability to upload 1 video into exhibitor listing
  - Ability to upload 1 digital PDF (flyers, handouts, press releases, etc.) into exhibitor listing
  - Real time chat ability during Investment Summit hours (group and individual chat)
- 1 Full Investment Summit registration
- 2 Booth chat registrations (no access to sessions or other programming)
- Company logo and recognition on the Investment Summit website and on the virtual platform

## EXHIBIT AMENITIES INDUSTRY ASSOCIATION

\$2,100

- One virtual exhibitor booth (logo, company description, contact information, company website, and increased visibility to all attendees)
  - Ability to upload 3 videos into exhibitor listing
  - Ability to upload 3 digital PDFs (flyers, handouts, press releases, etc.) into exhibitor listing
  - Real time chat ability during Investment Summit hours (group and individual chat)
- 2 Full Investment Summit registrations
- 2 Booth chat registrations (no access to sessions or other programming)
- Company logo and recognition on the Investment Summit website and on the virtual platform

## EXHIBIT AMENITIES EDO: LEVEL 2

\$2,100

- One virtual exhibitor booth (logo, company description, contact information, company website, and increased visibility to all attendees)
  - Ability to upload 3 videos into exhibitor listing
  - Ability to upload 3 digital PDFs (flyers, handouts, press releases, etc.) into exhibitor listing
  - Real time chat ability during Investment Summit hours (group and individual chat)
- 2 Full Investment Summit registrations
- 2 Booth chat registrations (no access to sessions or other programming)
- Company logo and recognition on the Investment Summit website and on the virtual platform

## EXHIBIT AMENITIES EDO: LEVEL 1

\$1,050

- One virtual exhibitor booth (logo, company description, contact information, company website, and increased visibility to all attendees)
  - Ability to upload 1 video into exhibitor listing
  - Ability to upload 1 digital PDF (flyers, handouts, press releases, etc.) into exhibitor listing
  - Real time chat ability during Investment Summit hours (group and individual chat)
- 1 Full Investment Summit registration
- 2 Booth chat registrations (no access to sessions or other programming)
- Company logo and recognition on the Investment Summit website and on the virtual platform



Over many years, SelectUSA helped us with a variety of topics. Whether it's the workforce, whether it's legal, whether it's locations, it's a variety of topics which you really need to talk to someone who knows it and has the experience."

—International Investor



#### SALES

Laurie Powell

*Vice President, Business Development*

Phone: (703) 740-1940

Fax: (703) 740-1941

LPowell@eventPower.com

#### CUSTOMER SERVICE

Teri Caron

*Fulfillment & Customer Support Manager*

Phone: (703) 740-1942

TCaron@eventPower.com

#### CUSTOMER SERVICE

Heather Schulman

*Fulfillment & Customer Support Manager*

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HSchulman@eventPower.com

#### INVESTMENT SUMMIT LOGISTICS

Sharla Warren, CMP

*Vice President, Conference Services*

Phone: (703) 740-1950

SWarren@eventPower.com



## Instructions

**Step 1:** Mark your selections below under Payment Amount & Method (select exhibit booth space, partnerships and sponsorships).

**Step 2:** Fax completed form to (703) 740-1940 or email to LPowell@eventPower.com.

**Step 3:** Register personnel through the conference Website.

**Notes:** Booth numbers are subject to change.

Sponsor instructions are emailed and posted on the event Website. Program guide information will be requested via email.

*This Commonwealth of Virginia contract is for exhibit space, sponsorships, and/or advertising as noted below, by and between Direct Marketing Productions, Inc. (doing business as: eventPower), and the Exhibitor named herein. The Exhibitor agrees to comply with all Terms and Conditions appearing in this contract and further agrees that this contract is binding on all parties and can be amended only in writing by both parties.*

## Company & Contact Information

<b>Company Name:</b> _____			
<b>Contact 1:</b> _____		<b>Contact 2</b>	
Street Address: _____		<b>Billing Contact:</b> _____	
City State, Zip: _____		Street Address: _____	
Email Address: _____		City State, Zip: _____	
Phone #: _____		Email Address: _____	
Fax: _____		Phone #: _____	
		Fax: _____	

## Contract Acceptance (signature is required)

This contract is accepted as binding by the following Exhibitor Representative:

Signature: \_\_\_\_\_ Printed Name: \_\_\_\_\_ Date: \_\_\_\_\_

## Invoicing Policy, Payment & Cancellation Terms & Conditions

**Invoicing:** Invoices will be sent by email. If you wish to receive a printed copy please check the box below:

☐ Please send a printed invoice to our company billing contact (contact 2 above).

**Payment:** 50% payment is due at 180 days prior to the program start date with the remaining 50% due at 90 days prior to the program start date. Companies are 50% liable for contracted funds at 180 days prior to the program and 100% liable for contracted funds at 90 days prior to the program.

**Cancellation:** Cancellations must be received by email from a representative of the company signing this contract and confirmed as accepted by email from eventPower. Cancellations received at or after 180 days of the event start date but prior to 90 days of the event start date will be 50% liable for contracted funds. Cancellations received at or after 90 days of the event start date will be 100% liable for contracted funds.

## Payment Amount & Method

<b>Partnership Package:</b>	\$ _____	<b>Booth Selection:</b> 1 <sup>st</sup> choice _____ 2 <sup>nd</sup> choice _____ 3 <sup>rd</sup> choice _____
<b>Sponsorship /Advertising:</b>	\$ _____	(booth numbers are subject to change)
<b>Exhibit Space:</b>	\$ _____	<b>P.O. #:</b> _____
<b>Discount:</b>	\$ _____	<b>W-9 Form:</b> To obtain eventPower's W9 form visit <a href="http://www.eventPower.com/w9">www.eventPower.com/w9</a>
<b>Total Contracted Amount:</b>	\$ _____	

<b>Payment Method:</b>	<input type="checkbox"/> Check	<b>Payable to:</b> eventPower <b>Mail to:</b> eventPower, Accounts Receivables, 5205 Woodleaf Court, Centreville, VA 20120
	<input type="checkbox"/> Credit Card	A confirmation email will be sent with an Invoice attachment. A link to a secure online credit card payment portal will be provided at the bottom of the invoice.
	<input type="checkbox"/> Wire Transfer	A confirmation email will be sent with an Invoice attachment. Wire transfer information will be provided on the invoice. Send wire transfer confirmations to SComer@eventPower.com

## Send Check Payments To:

**Payable to:** eventPower  
Accounts Receivables  
5205 Woodleaf Court  
Centreville, VA 20120

## Event Production Company/Merchant Contact Information:

Direct Marketing Productions, Inc.  
DBA: eventPower  
5205 Woodleaf Court  
Centreville, VA 20120

**Laurie Powell, Director of Sales**  
**Telephone:** (703) 740-1940  
**Fax:** (703) 740-1940  
**Email:** LPowell@eventPower.com  
**Website:** [www.eventPower.com](http://www.eventPower.com)

### Contract

This Commonwealth of Virginia Contract is for exhibit space, sponsorships, and/or advertising as noted below, by and between Direct Marketing Productions, Inc. (Doing Business As: eventPower), and the exhibitor named herein. The exhibitor agrees to comply with all terms and conditions appearing in this contract and further agrees that this contract is binding on all parties and can be amended only in writing by both parties.

### Payment and Liability Schedule

- 50% liable and 50% payment due 180 days prior to the first day of the conference.
- 100% liable and 100% payment due 90 days prior to the first day of the conference.
- If contract is received after payment due dates, the exhibitor agrees to pay the amount due within 15 days of submitting the contract.
- If contract is received within 15 days of the conference date, the exhibitor agrees to pay immediately with credit card, wire transfer or express check.
- Payment must be clear before the exhibitor is permitted to set up.
- eventPower reserves the right to reassign space or remove contracted company from the floor plan if the above payment schedule is not met.
- Failure to make payments does not release the contracted financial obligation.
- If payment is not received by the event date, a collection agency will be assigned to collect the debt. The exhibitor will be assessed the collection agency fees (typically an additional 30%).

### Cancellation or Downgrade

- Cancellations must be received in writing (email or letter) from a representative of the company signing this contract and confirmed as accepted in writing (email or letter) from an eventPower representative.
- Cancellations received at or after 180 days of the event start date but prior to 90 days of the event start date will be 50% liable for contracted funds. Cancellations received at or after 90 days of the event start date will be 100% liable for contracted funds.
- In the event of either a full or partial cancellation of space by an exhibitor, eventPower reserves the right to reassign canceled booth space, regardless of the cancellation assessment. Subsequent reassignment of canceled space does not relieve the canceling exhibitor of the obligation to pay the cancellation assessment.
- The exhibitor agrees that the appropriate payment based on the schedule above must be received by eventPower within 15 days of the cancellation notice or by the first date of the conference (whichever comes first). If payment is not received by these dates, a collection agency will be assigned to collect the debt. The exhibitor will be assessed the collection agency fees (typically an additional 30%).

### Relocation and Floor Plan Revisions

eventPower retains the exclusive right to revise the exhibition hall floor plan and/or move assigned exhibitors as necessary.

### Occupancy Default

Any exhibitor failing to occupy contracted space shall not be relieved of their financial obligation. If not occupied by the time set for completion of the installation of the displays, such space shall be taken by eventPower, and re-allocated or reassigned for such purposes or use eventPower may see fit.

### Limitation of Liability

- Exhibitor agrees to make no claim for any reason against eventPower, its employees, agents, or representatives for loss, theft, damage, or destruction of goods; nor for any injury, including death, to himself, employees, agents or representatives; nor for any damage of any nature, including damage to his business for failure to provide exhibit space; nor for failure to hold the exposition as scheduled; nor for any action or omission of eventPower.
- The exhibitor is solely responsible for his own exhibition materials and products, and should insure exhibit and products from loss or damage from any cause whatsoever. It is understood all property of an exhibitor is in his care, custody, and control in transit to, or from, or within the confines of the exhibit hall. eventPower shall bear no responsibility for the safety of the exhibitor, its personnel, employees, agents or representatives or personal property.

### Damage to Property

The Exhibitor is liable for any damage caused by exhibitor, exhibitor's agents, employees or representatives to building floors, walls, or columns, or to standard booth equipment, or to other exhibitor's property.

### Insurance

Exhibitors shall, at their sole cost and expense, procure and maintain through the term of this contract, the following insurance: Comprehensive General Liability insurance with limits not less than \$1,000,000 including Contractual Liability and Products Liability coverage and Workman's Compensation in full compliance with all laws covering the exhibitor's employees. Proof of such insurance shall be provided to eventPower or its agent or representative upon request. Email certificate of insurance (COI) to [SComer@eventPower.com](mailto:SComer@eventPower.com).

### Installing, Exhibiting, Dismantling

eventPower specifies hours and dates for installing, exhibiting, and dismantling. Exhibitor shall be liable for all storage and handling charges resulting from failure to set up their booth or removing shipping crates from their exhibit booth three hours before the posted start time for the exhibit hall. Additionally, the exhibitor agrees not to begin dismantling their display or open crates before the specified conclusion of the dismantling period set by eventPower. Removal of exhibit materials or displays before the published dismantle times may be subject to a fine.

### Agreement to Rules

Exhibitor and all exhibitor personnel agrees to abide by the foregoing rules and those provided and contained in the Exhibitors Manual, and by any amendments and additional rules that may be put into effect by eventPower.

### Use of Space

Displays and demonstrations are limited to the confines of an exhibitor's own booth. Distribution of literature or other giveaways must be in the confines of the exhibitor's own booth. Displays must abide by the rules and regulations provided in the exhibitor service kit distributed by the event decorator.

### Cancellation or Change of Exposition by eventPower

In the event that the premises in which the exposition is conducted should become unfit for occupancy or substantially interfered with by reason of any cause or causes not within the control of eventPower or its agents, the exposition may be canceled or moved to another appropriate location. eventPower shall not be responsible for delays, damage, loss, increased costs, or other unfavorable conditions arising by virtue of cause or causes not within the control of eventPower. Causes for such action beyond the control of eventPower shall include, but are not limited to: fire, casualty, flood, epidemic, earthquake, explosion, accident, blockage, embargo, inclement weather, governmental restraints, act of a public enemy, riot or civil disturbance, impairment or lack of adequate transportation, inability to secure sufficient labor, technical or other personnel, labor union disputes, loss of lease or other termination by the venue, municipal, state or federal laws, or act of God. Should eventPower terminate this agreement pursuant to the provisions of this section, the exhibitor waives claims for damages. Refunds of "Paid Exhibit Space Fees" in the case of event termination or cancellation shall be made to exhibitors at the sole discretion of eventPower and in any case, will not exceed the amount of each exhibitor's paid exhibit space fee less any pro rata adjustments based on non-reimbursable direct and/or indirect event costs or financial obligations incurred by eventPower through the date of exhibitors' notification of event termination or cancellation or through the completion of event termination or cancellation processes, whichever is later.

### Exhibitor Representative's Responsibility

Exhibitor agrees to indemnify eventPower, its employees, agents, or representatives against, and hold them harmless for, all claims arising out of the acts of negligence of exhibitor, exhibitor's agents, employees or representatives, and any claims for injury to exhibitor, its employees, agents, representatives, or event attendees.

### Amendment and Addition Rules

Any matters not specifically covered by the preceding rules shall be subject solely to the decision of eventPower. eventPower may, at any time, amend or add further rules to these rules, and all amendments made shall be binding on exhibitor equally with the foregoing rules and regulations.