



# ARPA-E energy innovation summit

March 22-24, 2023  
Gaylord National | Washington, D.C.

2023 PARTNER OPPORTUNITIES GUIDE

[www.ARP AE-Summit.com](http://www.ARP AE-Summit.com)





# About the Summit

The ARPA-E Energy Innovation Summit is an annual conference and technology showcase that brings together experts from different technical disciplines and professional communities to discuss cutting-edge energy innovation and facilitate relationships to move technologies towards the marketplace.



The Summit offers a unique, three-day program aimed at moving transformational energy technologies out of the lab and into the market. Join other energy industry experts, business executives, and government representatives at the 2023 Summit to:

- Share and experience firsthand the latest technological advancements across a wide variety of energy sectors
- Attend practical seminars about transitioning cutting-edge technologies into successful commercial products
- Network with breakthrough technology companies, federal government leaders, entrepreneurs, and researchers who are ready to collaborate
- Meet influential government, research labs, and private-sector leaders and learn about partnerships and funding opportunities
- Hear insightful presentations from industry leaders and luminaries on the future of energy technology



ARPA-E provided inspiration and motivation to continue advancing technologies toward energy democratization. The results of these funded projects support all humanity.

—ARPA-E Summit Attendee

# 2022 Summit Highlights



The graphic features a dark blue background with a white network diagram of interconnected nodes and lines. At the top center, the text 'arpa·e' is in a stylized white font, followed by 'energy innovation summit' in a clean white sans-serif font. Below this, the dates 'May 23-25, 2022 • Denver, Colorado' and the website 'ARPAE-Summit.com' are displayed in a smaller white font. In the center, six circular icons represent different audience segments: RESEARCH (a person with glasses), ACADEMIC (a person with glasses), GOVERNMENT (a person in a suit), INDUSTRY (a person in a suit), INVESTORS (a person with glasses), and MEDIA (a person in a suit). Below these icons, the text 'the future needs to be now' is written in a light blue font. To the right of the graphic, a list of six bullet points highlights the summit's key features, each preceded by a pink circular icon.

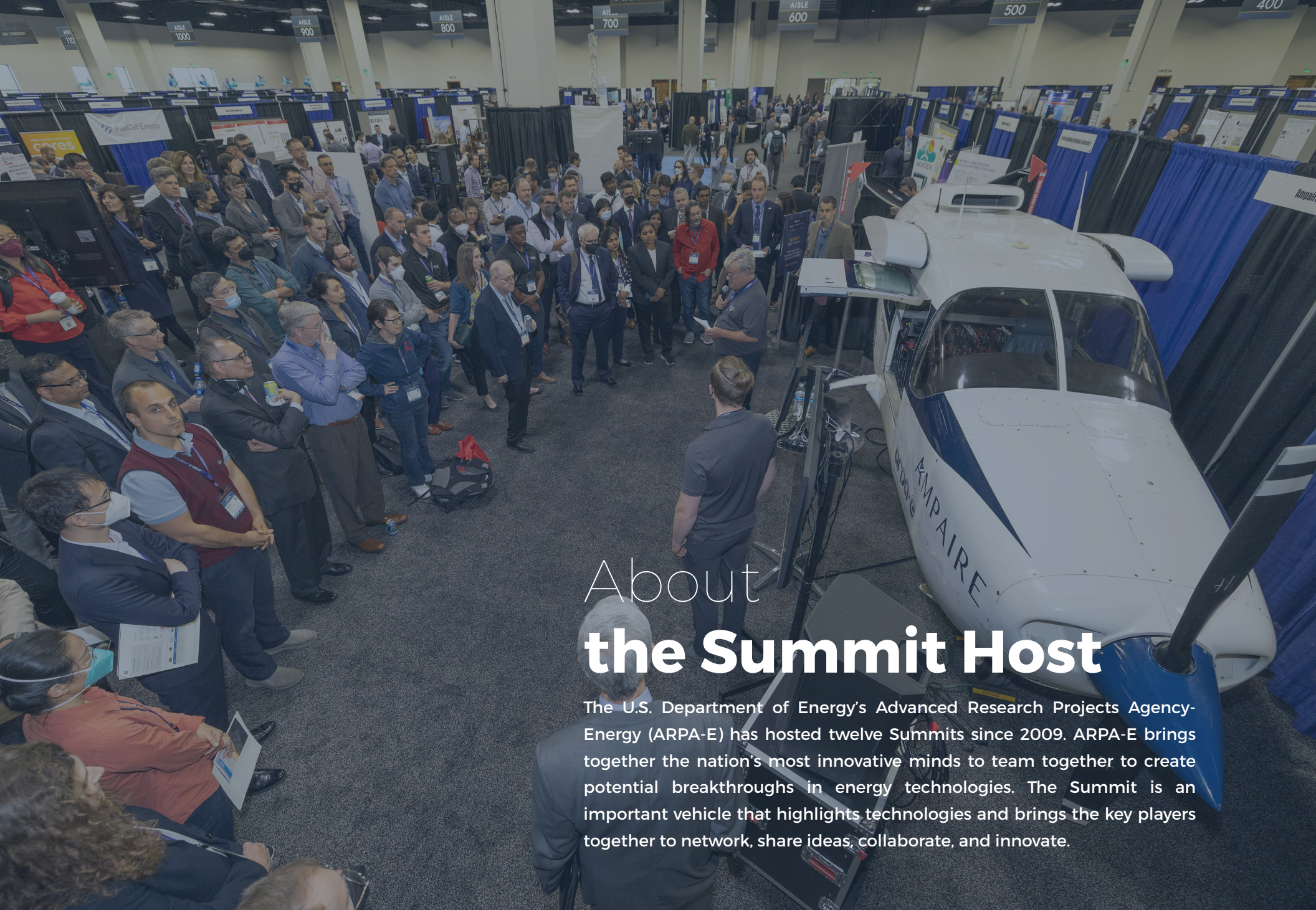
**arpa·e**  
energy innovation summit  
May 23-25, 2022 • Denver, Colorado  
[ARPAE-Summit.com](https://arpae-summit.com)

RESEARCH ACADEMIC GOVERNMENT INDUSTRY INVESTORS MEDIA ENTREPRENEURS

the future needs to be now

- over **100** speakers & keynote addresses
- more than **2,100** registered attendees from **49** states & **12** countries
- **27** government agencies including representatives from DOD, DOE, & other civilian, state, & international agencies
- over **100** registered students, both in-person & virtually, from **25** states & **40** universities
- more than **300** transformational technologies
- **focused** networking opportunities





# About the Summit Host

The U.S. Department of Energy's Advanced Research Projects Agency-Energy (ARPA-E) has hosted twelve Summits since 2009. ARPA-E brings together the nation's most innovative minds to team together to create potential breakthroughs in energy technologies. The Summit is an important vehicle that highlights technologies and brings the key players together to network, share ideas, collaborate, and innovate.



# Platinum Partnership

\$35,500

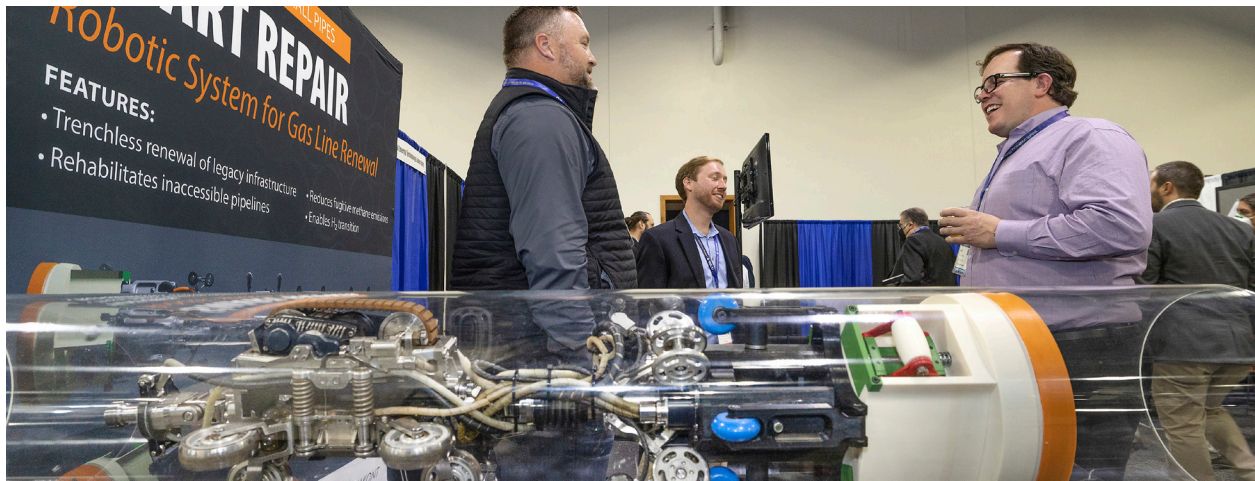
5 Available

## PRE-EVENT MARKETING

- Logo & Link on Summit website
- 250-word company description on Summit website
- One (1) push notification prior to Summit to the attendees using the mobile app (Partner to provide content)
- Five (5) minute video on innovative technology produced by company to be posted on Media Gallery of the Summit website (Partnering company to provide video)

## SUMMIT ACCESS EXPERIENCE

- Seven (7) Full Summit Passes
- One 10 x10 exhibit space
- Dedicated meeting room for three (3) days of the Summit
- Opportunity to purchase additional Booth Staff Passes
- Contact Information of all showcasing technology companies and awardees
- Choice of any one a la carte partnership (additional partnership opportunities list of \$5,000 or less)



## ON-SITE MARKETING

- Mobile App Partner
- Rotating banner advertisement on the Summit mobile app
- Rotating company name and tagline on Twitter wall
- One (1) push notification during the Summit to the attendees using the mobile app (Partner to provide content)
- Logo posted on partnership signage



# Gold Partnership

\$18,500

3 Available

## PRE-EVENT MARKETING

- Logo & link on Summit website
- 250-word company description on Summit website and mobile app

## SUMMIT ACCESS EXPERIENCE

- Five (5) Full Summit Passes
- One 10 x10 exhibit space
- Dedicated meeting room for three (3) days of the Summit
- Opportunity to purchase additional Booth Staff Passes
- Contact information of all showcasing technology companies and awardees
- 20% discount on any one a la carte partnership (additional partnership opportunities list)

## ON-SITE MARKETING

- One (1) push notification during the Summit to the attendees using the mobile app (Partner to provide content)
- Logo posted on partnership signage

# Silver Partnership

\$13,750

## PRE-EVENT MARKETING

- Logo & link on Summit website
- 250-word company description on Summit website and mobile app

## SUMMIT ACCESS EXPERIENCE

- Four (4) Full Summit Passes
- One 10 x10 exhibit space
- Contact information of all showcasing technology companies and awardees

## ON-SITE MARKETING

- One (1) push notification during the Summit to the attendees using the mobile app (Partner to provide content)
- Logo posted on partnership signage



# Bronze Partnership

\$8,750

## PRE-EVENT MARKETING

- Logo & link on Summit website
- 250-word company description on Summit website and mobile app

## SUMMIT ACCESS EXPERIENCE

- Two (2) Full Summit Passes
- One 10 x10 exhibit space
- Preview of the showcase technology companies' delegate list in advance of the event
- Logo posted on partnership signage

# Registration Partnership

\$12,500

## PRE-EVENT MARKETING

- Logo or banner featured in the footer of the Summit registration page
- Logo featured on attendee email confirmations
- Logo and special recognition on the Conference website
- Logo on Know-Before-You-Go email

## SUMMIT ACCESS EXPERIENCE

- Logo featured on the splash screens of onsite self-registration kiosks
- Logo prominently featured in the on-site registration area
- Logo featured on Summit signage
- Logo on attendee post-Summit survey

# Patron Partnership

\$6,500

## PRE-EVENT MARKETING

- Logo & link on Summit website
- 250-word company description on Summit website and mobile app

## SUMMIT ACCESS EXPERIENCE

- One (1) Full Summit Passes
- One 10 x10 exhibit space
- Preview of the showcase technology companies' delegate list in advance of the event
- Logo posted on partnership signage





# Technology Development Partnership

\$6,500

This partnership opportunity is open to research centers, national labs, and tech transfer offices, which include: university and government research centers, national laboratories, transfer offices, Government Agencies, and regional economic development initiatives.

## PRE-EVENT MARKETING

- Logo & link on Summit website
- 250-word company description on Summit website and mobile app

## SUMMIT ACCESS EXPERIENCE

- Three (3) Full Summit Passes
- One 10 x10 exhibit space
- Contact information of all showcasing technology companies and awardees
- Logo posted on partnership signage
- Submit up to two early-stage technologies for inclusion in the matchmaking program. Technologies will be listed with company description that is linked on the Summit website and mobile app.

# Supporting Partnership

\$3,500

## PRE-EVENT MARKETING

- Logo and link on Summit website
- 250-word company description on Summit website and mobile app

## SUMMIT ACCESS EXPERIENCE

- One 10 x10 exhibit space
- Logo posted on partnership signage



The 10th anniversary ARPA-E Innovation Summit was an excellent opportunity to connect with the entire ecosystem of energy innovators: entrepreneurs, incubators and accelerators, universities and labs, investors, corporate partners, research organizations, and more.

—Beth Hartman, Manager in the Electricity Practice at Rocky Mountain Institute



# A' LA CARTE Opportunities

## GIVEAWAYS



### SUMMIT LANYARD & BADGE

\$13,500

Quantity: 1

A branding opportunity that is everywhere! This eye-catching partnership includes company logo on the Summit lanyard and the Summit badge! This is one of the most visible partnerships as all attendees must wear their badge to gain entry to the Summit. The company logo will be placed prominently on the badge.



### HOTEL ROOM KEY

\$10,000

Quantity: 1

Increase your visibility by branding one of the Summit's most used items, the hotel room key. Attendees will be reminded of your company each time they retrieve their keycard to enter their hotel room. Every attendee staying at the hotel will receive the branded key card at hotel check-in.



### SUMMIT GLASS WATER BOTTLE

\$9,000

Quantity: 1

Help Summit attendees stay hydrated and refreshed with a branded, reusable glass water bottle that is sure to be used long after the Summit ends. Every attendee will receive a water bottle at registration check-in. Water coolers will be provided throughout the convention center for attendees to refill.



### VELCRO CARRYING CASE

\$5,000

Quantity: 1

Give Summit attendees the opportunity to stay organized with a branded, reusable velcro carrying case. Every attendee will receive the carrying case at registration check-in.



# A' LA CARTE Opportunities

## SIGNAGE & PROMOTION

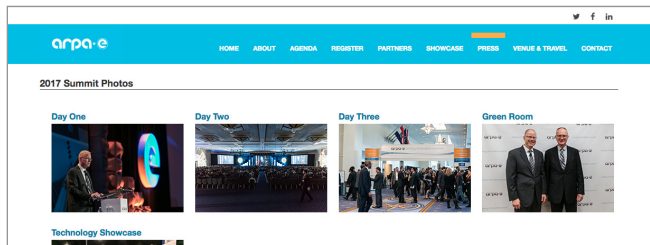


### COLUMN WRAP

**\$8,000**

Quantity: Multiple

Showcase your brand on a column wrap in the Registration area or Technology Showcase. Partners may create custom artwork to specifications provided by eventPower.



### 2023 SUMMIT PHOTO GALLERY PARTNER

**\$4,000**

Quantity: 1

Are you looking for a location where your logo will appear even after the Summit has concluded? The Photo Gallery is showcased on the Summit website approximately two weeks after the Summit. As the photo gallery partner, your logo is the first thing attendees see as they scroll through the photos of the 2023 Summit.



### FLYER DISTRIBUTION

**\$3,000**

Quantity: Unlimited

Share a piece of product literature, product USB or giveaway item with all registered attendees. Great for announcing a promotion, giveaway or contest at your booth.

# A' LA CARTE Opportunities

## SIGNAGE & PROMOTION (CONTINUED)



### MOBILE PUSH NOTIFICATION

**\$2,500**  
Quantity: 5

Want to market your company via a media that was used by 90% of the 2022 Summit Attendees? This partnership provides that opportunity with a notification that is sent to all attendees via the mobile app. Character limit applies.



### TWITTER WALL ROTATING BANNER

**\$1,800**  
Quantity: 1

Twitter is a great way of communicating with Summit attendees and our Twitter displays are located throughout the Summit. Your company tag line will appear on all Twitter displays throughout the Summit.



### DAILY BLOG

**\$1,500**  
Quantity: 3

Do you have a digital article or a blog that you want to share with all attendees? The daily blog allows your article to be prominently placed at the top of the announcements within the mobile app for the entire day. Article must be approved by ARPA-E.



# A' LA CARTE Opportunities

## CONTENT & INTERACTION



### LIVE TECHNOLOGY DEMO

\$5,000

Quantity: 5

Do you have a technology that you would like to demonstrate to all Summit attendees? The live technology demo partnership provides the opportunity to demo on the main stage in the Technology Showcase or within your booth. The scheduled demo will appear on the Summit agenda and promoted via announcements within the Showcase. Demo must be approved and vetted by ARPA-E. ARPA-E will schedule the 20-minute demo.



### SESSION/PANEL PARTNER

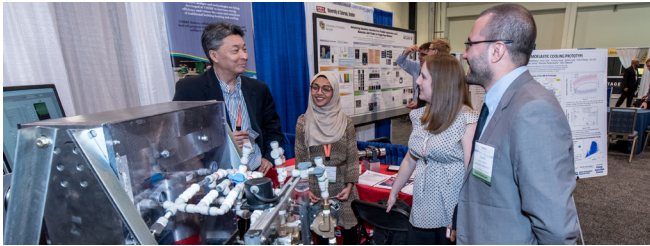
\$2,000

Quantity: 8

Is there a session on the Summit Agenda that you find intriguing? As a session/panel partner, you will be acknowledged at the beginning of the session as well as recognized via print and digital media of the Summit Agenda. The session/panel can be selected up to 30 days prior to the Summit.

# A' LA CARTE Opportunities

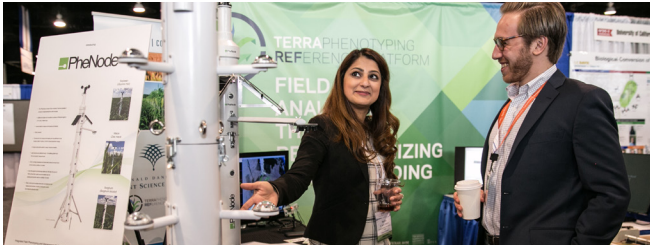
## NETWORKING & EXPERIENCES



### TECHNOLOGY SHOWCASE OPENING RECEPTION

**\$10,000**  
Quantity: 4

The Opening Reception takes place in the Technology Showcase and is perfect for partners who also have a sizeable booth presence. Partner will be recognized on signs through out the Summit, within the agenda as well as have the option to provide branded napkins (at partner's expense) to be used during the reception.



### THURSDAY EVENING RECEPTION

**\$10,000**  
Quantity: 4

The Thursday evening reception is another great opportunity to get your company recognized at the Technology Showcase. Partner will be recognized on signs through out the Summit, within the agenda as well as have the option to provide branded napkins (at partner's expense) to be used during the reception.



### SUMMIT LUNCH PACKAGE

**\$10,000**  
Quantity: 2

Increase your company's visibility by hosting the Summit lunch. Partners receives recognition through announcements made during lunch, logo on the agenda, and on lunch signage.



# A' LA CARTE Opportunities

## NETWORKING & EXPERIENCES (CONTINUED)



### WIRELESS INTERNET FOR SUMMIT ATTENDEES

**\$8,500**

Quantity: 1

Internet access is the service most used by the Summit attendees. The partner of the wifi has the ability to choose a wifi password (character limit applies). Partner's logo will also be recognized on wifi log-in instructions, placed on signage and anywhere else the wifi access code is given.



### RELAX AND RECHARGE LOUNGE

**\$8,000**

Quantity: 3

Be a hero to attendees that need to relax and recharge. This partnership includes a branded charging station for attendees to charge their mobile devices while "recharging" themselves.



### COFFEE BREAK PARTNER

**\$6,500**

Quantity: 4

Coffee breaks provide a great opportunity for attendees to network and socialize in a relaxed environment. Being a coffee break partner allows you to put your name and brand in full view of Summit attendees which includes branded coffee sleeves, recognition via announcements and company logo on coffee break signage.

# Technology Showcase Details

Each partner will receive a sign at booth or ribbon on Booth ID Sign.

## TECHNOLOGY SHOWCASE FLOORPLAN

<https://www.expocad.com/host/fx/eventpower/23arpae/exfx.html>

## EXHIBIT SPACE AMENITIES

- Pipe and drape dividing the booth space
- Carpet at booth

## ADDITIONAL EXHIBITOR SERVICES

Booth services such as electricity, wired internet, booth furniture, booth cleaning, etc. must be purchased separately through the Summit decorator (additional information about options and fees is available on the Summit website in the exhibitor kit). The exhibitor kit will be emailed and posted online approximately eight weeks prior to the Summit.

## SUMMIT PASSES & EXHIBIT PERSONNEL

Summit passes are included in each partnership package. Partners will receive a special link to register their staff. All passes must be used before the online registration cut-off date.

- Any additional passes will cost the exhibitor the applicable registration fee.
- Please register additional personnel online before the cut-off date for the best rate.
- Personnel Pre-Registration Deadline:  
Monday, March 20, 2023 at 11:59 p.m., EST



I was glad to see all the amazing research and interact with brilliant minds working to solve various issues in the energy sector. As a woman engineer, I was inspired to see a diverse group of researchers from various backgrounds, races and genders being represented. As a graduate student, I was struck by the kindness of the researchers who took the time to talk to me and encourage me.

—Anahita Bharadwaj,  
Graduate student, Penn State

## Summit Contacts



### SALES

Laurie Powell  
Chief Growth Officer  
Phone: (703) 740-1940  
Fax: (703) 740-1941  
LPowell@eventPower.com



### CUSTOMER SERVICE

Teri Higgins  
Senior Fulfillment &  
Exhibits Manager  
Phone: (703) 740-1942  
thiggins@eventPower.com



### CUSTOMER SERVICE

Katie VanTasel  
Fulfillment Exhibits  
Coordinator  
Phone: (703) 740-1944  
kvantasel@eventPower.com



### SUMMIT LOGISTICS

Sommer Jackson  
Senior Project Manager  
Phone: (703) 740-1954  
SJackson@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](mailto: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 Billing Contact:</b> _____	
Street Address: _____		Street Address: _____	
City State, Zip: _____		City State, Zip: _____	
Email Address: _____		Email Address: _____	
Phone #: _____	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 _____ (booth numbers are subject to change)
<b>Sponsorship /Advertising:</b> \$ _____	
<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 <a href="mailto:SComer@eventPower.com">SComer@eventPower.com</a>

## 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 - Chief Growth Officer**  
**Telephone:** 703-740-1940  
**Fax:** 703-740-1941  
**Email:** [lpowell@eventPower.com](mailto: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.