



SPONSOR AND EXHIBITOR OPPORTUNITIES

Investment Summit Dates: May 1 - 4, 2023

Exhibit Hall Dates: May 2 - 4, 2023

Location: Gaylord National Harbor
201 Waterfront Street National Harbor, Maryland 20745



About the Investment Summit



The SelectUSA Investment Summit is the top event in the United States for FDI promotion, connecting investors, companies, economic development organizations, and industry experts to advance opportunities available through U.S. investment.

SelectUSA promotes and facilitates business investment by working with companies wanting to establish U.S. operations and connecting them with partner U.S. economic development organizations seeking to attract investment.

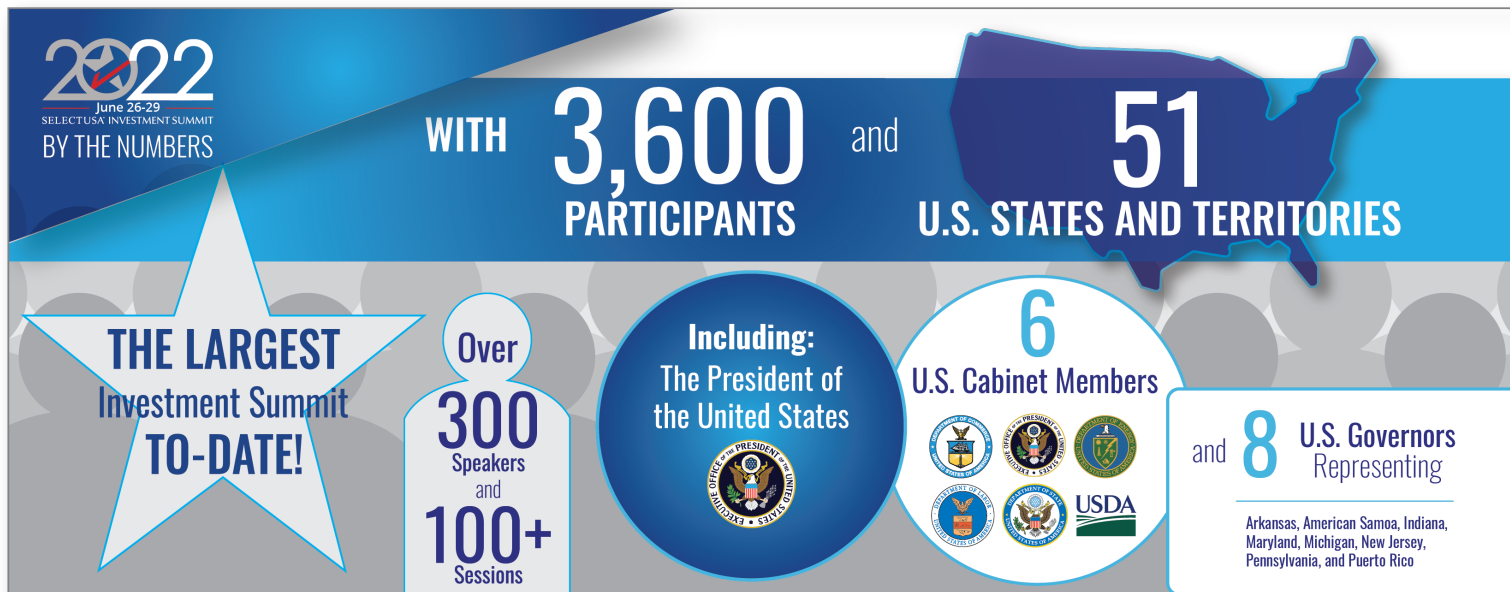
The SelectUSA Investment Summit is the premier venue for international investors of all sizes to find the right place, people, resources, and market they need to be successful in the United States.

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 top location for foreign investment and to provide easy access to federal-level programs and services related to business investment.

“I was a SelectUSA rookie and I could not have been more pleased with the grace and assistance that I was shown. There was such an esprit de corps among participants. Well worth the investment and an investment that must be repeated and doubled down upon in the future. The world is a smaller and smaller place and SelectUSA puts that into actionable perspective for economic development organizations especially those at the state level.”

— 2022 Investment Summit EDO Participant

2022 Investment Summit Demographics



2022 Investment Summit Highlights



“It was an amazing experience. It fast tracked our plan to enter the US market, it also opened up several growth opportunities for other businesses I’m a part of, some already in operation in the US.”

— 2022 Investment Summit Participant



About the Investment Summit Attendance

At the most recent SelectUSA Investment Summit in June 2022, SelectUSA welcomed over 1,400 potential investors from 70 international markets, and economic development representatives from 51 U.S. states and territories.

Apply today to showcase your organization at the 2023 SelectUSA Investment Summit in the Exhibition Hall or consider one of our other opportunities to highlight your company on event signage and messaging.

DIAMOND SPONSOR \$38,400

- 7 Full Investment Summit registrations*
- 10 preferred seats at all Plenary Sessions for sponsor registrants (sponsor would need to pay for the additional 3 Investment Summit passes or use the spot for a registered partner).
- Branded table in preferred seating section during the Plenary Session
- 2 Exhibition Hall only passes (Additional passes can be purchased for \$600)
- 20 x 20 booth in the Exhibition Hall
- 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
- Sponsor company logo included on a PowerPoint static slide during the Plenary Session
- Sponsor company logo, URL and description included on the Investment Summit website, program guide, and the Investment Summit Platform/Networking App
- 1 Push notification (provided by sponsor) to the attendees using the Investment Summit Platform/Networking App
- Logo printed on selected on-site banners and signage
- Logo included in Know-Before-You-Go E-mail
- Promoted in the first section of the SelectUSA Exhibition Hall Passport
- Opportunity to provide one-page flyer on a literature table close to the Investment Summit Registration Desk. Only 300 copies are needed
- Choice of a shared break or breakfast sponsorship based on availability (up to 4 shared sponsors for each breakfast or break each day)
- 1 rotating banner ad on the Investment Summit Platform/Networking App
- Logo included in pre-Investment Summit e-mails (at least 1)

PLATINUM SPONSOR \$32,400

- 6 Full Investment Summit registrations*
- 5 preferred seats at all Plenary Sessions for sponsor registrants
- 2 Exhibition Hall only passes (Additional passes can be purchased for \$600)
- 10 x 30 booth in the Exhibition Hall
- Sponsor company logo included on a PowerPoint static slide during the Plenary Session
- Sponsor company logo, URL and description included on the Investment Summit website, program guide, and the Investment Summit Platform/Networking App
- Logo printed on selected on-site banners and signage
- Logo included in Know-Before-You-Go E-mail
- Lunch sponsor on first day of Investment Summit (non-exclusive)
- 1 rotating banner ad on the Investment Summit Platform/Networking App



* Please see page 12 for a description of the difference between a full Investment Summit registration and an Exhibition Hall registration.

GOLD SPONSOR

\$27,250

- 4 Full Investment Summit registrations*
- 5 preferred seats at all Plenary Sessions for sponsor registrants (sponsor would need to pay for the additional Investment Summit pass or use the spot for a registered partner)
- 2 Exhibition Hall only passes including Networking
- 10 x 20 booth in the Exhibition Hall
- Sponsor company logo included on a PowerPoint static slide during the Plenary Session
- Sponsor company logo, URL and description included on the Investment Summit website, program guide, and the Investment Summit Platform/Networking App
- Logo printed on selected on-site banners and signage
- Logo included in Know-Before-You-Go E-mail
- Wednesday Networking Hour logo promotion. Marketing space shared with silver sponsors, logo size will reflect the sponsorship level.

SILVER SPONSOR

\$18,250

- 3 Full Investment Summit registrations*
- 2 Exhibition Hall only passes
- 10 x 10 booth in the Exhibition Hall
- Sponsor company logo included on a PowerPoint static slide during the Plenary Session
- Sponsor company logo, URL and description included on the Investment Summit website, program guide, and the Investment Summit Platform/Networking App
- Logo printed on selected on-site banners and signage
- Wednesday Networking Hour logo promotion. Marketing space shared with gold sponsors, logo size will reflect the sponsorship level.

BRONZE SPONSOR

\$12,400

- 2 Full Investment Summit registrations*
- 2 Exhibition Hall only passes
- 10 x 10 booth in the Exhibition Hall
- Sponsor company logo included on a PowerPoint static slide during the Plenary Session
- Sponsor company logo, URL and description included on the Investment Summit website, program guide, and the Investment Summit Platform/Networking App
- Logo printed on selected on-site banners and signage



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WELCOME RECEPTION SPONSOR

\$50,000
Exclusive - 1 Available

The Kick-off Reception on the first night of the Investment Summit is a fantastic opportunity to highlight your organization at the event.

- 6 Full Investment Summit registrations*
- Sponsor company logo, URL and description included on the Investment Summit website, program guide, and the Investment Summit Platform/Networking App
- Logo printed on selected on-site banners and signage
- 10 x 10 booth in the Exhibition Hall
- 1 Welcome Reception Banner Ad on the Investment Summit Platform/Networking App
- A 30-45 second video (provided by sponsor) played during the Plenary Session

HOTEL KEYCARD SPONSOR

\$35,000
Exclusive - 1 Available

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

- Sponsor company logo, URL and description included on the Investment Summit website and program guide

REGISTRATION SPONSOR

\$25,000
Exclusive - 1 Available

The sponsor will be recognized as the registration sponsor on the website, program guide, signage in-person, and on the Investment Summit Platform/Networking App. Sponsor's logo will appear on the registration page as attendees apply for the Investment Summit.

- 4 Full Investment Summit registrations*
- Sponsor company logo, URL and description included on the Investment Summit website, program guide, and the Investment Summit Platform/Networking App
- Logo printed on selected on-site banners and signage
- 10 x 10 booth in the Exhibition Hall
- Logo on confirmation emails to attendees
- Logo will appear on check-in screen during Investment Summit Badge pick-up



* Please see page 12 for a description of the difference between a full Investment Summit registration and an Exhibition Hall registration.

INVESTMENT SUMMIT PLATFORM/ NETWORKING APP SPONSOR

\$20,000
Exclusive - 1 Available

- 5 Full Investment Summit registrations*
- Sponsor company logo, URL and description included on the Investment Summit website, program guide, and the Investment Summit Platform/Networking App
- Logo printed on selected on-site banners and signage
- 10 x 10 booth in the Exhibition Hall
- Logo displayed on the Investment Summit Platform/Networking App welcome page and event website
- 1 banner ad (provided by sponsor) on the Investment Summit Platform/Networking App with a hyperlink to your premium company profile
- Logo on the Investment Summit Platform/Networking App log-in page (along with Registration sponsor logo)
- Logo on log-in emails to Investment Summit attendees

PLEASE NOTE:

Investment Summit participants will be able to request meetings (via the Investment Summit Platform/Networking App) with attendees.

SELECTUSA TECH SPONSORS

\$15,000
3 Available

The SelectUSA Investment Summit will feature exciting opportunities for early-stage and startup companies seeking to expand into the U.S. market.

- 3 Full Investment Summit registrations*
- Sponsor company logo, URL and description included on the Investment Summit website, program guide, and the Investment Summit Platform/Networking App

Additional Features Include:

- Logo listed on the agenda with the pitching session schedules
- Logo printed on the sign located outside the room of the pitching sessions
- Additional on-site banners and signage promoting SelectUSA Tech

SELECT GLOBAL WOMEN IN TECH SPONSORS

\$15,000
3 Available

In 2021 the SelectUSA Investment Summit kicked off a Select Global Women in Tech Mentorship program. 2023 will feature networking opportunities for Women in Tech. Sponsors will receive visibility and branding during panels and networking events.

- 3 Full Investment Summit registrations*
- Sponsor company logo, URL and description included on the Investment Summit website, program guide, and the Investment Summit Platform/Networking App

Additional Features Include:

- Logo listed on the agenda with the pitching session schedules
- Logo printed on the sign located outside the room of the pitching sessions
- Additional on-site banners and signage promoting SelectUSA Tech



* Please see page 12 for a description of the difference between a full Investment Summit registration and an Exhibition Hall registration.

SELECTUSA PASSPORT OFFICIAL SPONSOR

\$16,000
Exclusive - 1 Available

- 1 Full Investment Summit registration*
- Sponsor company logo, URL and description included on the Investment Summit website, program guide, and the Investment Summit Platform/Networking App
- Promoted as a "Must-Visit" on the SelectUSA Exhibition Hall Passport
- Logo printed on selected on-site banners and signage promoting passport
- Logo on the back of the passport

CHARGING LOUNGE SPONSOR

\$15,000
3 Available

- 1 Full Investment Summit registration*
- Sponsor company logo, URL and description included on the Investment Summit website, program guide, and the Investment Summit Platform/Networking App
- Logo printed on selected on-site banners and signage
- Logo in charging lounge
- Sponsor may provide 300 flyers to be placed in a literature rack in the charging lounge

AGENDA DIGITAL DISPLAY SPONSOR

\$15,000
3 Available

Sponsor the Digital Agenda at the Investment Summit.

- 1 Full Investment Summit registration*
- Sponsor company logo, URL and description included on the Investment Summit website, program guide, and the Investment Summit Platform/Networking App
- Logo printed on selected on-site banners and signage

AGENDA DIGITAL PLAYBACK SPONSOR

\$15,000
Exclusive - 1 Available

The Investment Summit content is so powerful that attendees want to watch the sessions they could not attend in person.

- 1 Full Investment Summit registration including Networking*
- Sponsor company logo, URL and description included on the Investment Summit website, program guide, and the Investment Summit Platform/Networking App
- Logo printed on selected on-site banners and signage



* Please see page 12 for a description of the difference between a full Investment Summit registration and an Exhibition Hall registration.

SPECIALITY GRAPHIC SPONSORS

\$12,000
2 Available

All artwork must be approved by SelectUSA and submitted by March 1, 2023

- \$12,000 for **(2) planter boxes** in Cherry Blossom Foyer (2 sides)
 - Front 71.75" wide x 37.75" tall
 - Side 68" wide x 37.75" tall

SPECIALITY GRAPHIC SPONSORS

\$12,000
Exclusive - 1 Available

All artwork must be approved by SelectUSA and submitted by March 1, 2023

- \$12,000 for **(1) ground sticker** outside Cherry Blossom Foyer
 - 5' x 5'

SPECIALITY GRAPHIC SPONSOR

\$8,000
Exclusive - 1 Available

All artwork must be approved by SelectUSA and submitted by March 1, 2023

- \$8,000 for **(2) poster flags** in Cherry Blossom Foyer
 - 28.5" wide x 73" tall

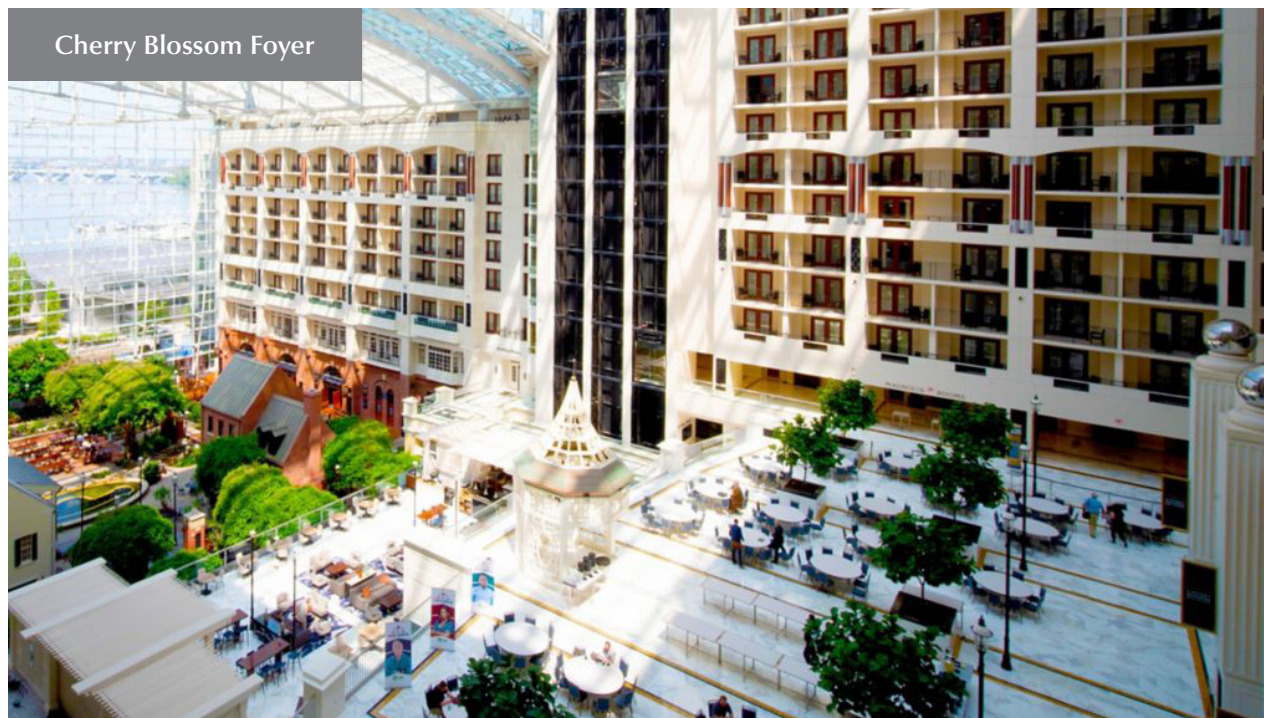


EXHIBIT OPPORTUNITIES

BOOTH/TABLETOP SIZES AND PRICING

10 x 10 Non-EDO (100 sqft)	\$7,100
10 x 10 SelectTech Partner Booth (100 sqft)	\$5,000
10 x 20 EDO (200 sqft)	\$2,250
10 x 10 EDO (100 sqft)	\$1,125

EXHIBITION HALL FLOORPLAN

The Exhibition Hall Floorplan will be posted by November 2022 on www.selectusasummit.us

EXHIBIT SPACE AMENITIES

- Pipe and drape dividing the booth spaces are included with the booth.
- 2 complimentary Exhibition Hall passes per booth (no matter the booth size. The complimentary passes are for the Exhibition Hall only and do not include the other events, however, access to the Investment Summit Platform/Networking App is included.)

ADDITIONAL EXHIBITOR SERVICES

Booth services such as carpet, electricity, internet, booth furniture, booth cleaning, etc. must be purchased separately through the conference decorator (additional information about options and fees will be available on the event website in the exhibitor kit).

The exhibitor kit will be e-mailed and posted online in February 2023.

EXHIBITOR REGISTRATION

All approved exhibitors and sponsors must submit an application for attending personnel. Further details will be provided on registering personnel upon acceptance of the exhibitor or sponsor application. Visit www.selectusasummit.us and view the "Exhibitor & Sponsor" tab for more information.

BOOTH PARTNERS

ONLY EDO exhibitors and sponsors are permitted to have partner companies.

Non-EDO sponsors and exhibitors are not permitted to have partners. There is a \$395.00 charge per partner company.

Partner company logo will be included in the Investment Summit program guide.

SUMMIT PASSES & EXHIBIT PERSONNEL

Exhibition Hall only passes are available for purchase. Exhibitors can also purchase additional full conference passes. Visit www.selectusasummit.us/Applications/Investment-Summit-Application for pricing.

A full Investment Summit Registration Pass includes access to Plenary and Academy Sessions.

An Exhibition Hall Only Pass gives access to functions located inside the Exhibition Hall. Any event outside the Exhibition Hall (except the Welcome Reception) requires an Investment Summit Registration Pass.

Exhibition Hall Only Passes cost an additional \$600.

If you would like to upgrade an Exhibition Hall Only pass to a full pass the cost is an additional \$400.

SPECIAL OPPORTUNITY FOR FIRST TIME EDO EXHIBITORS

Are you an Economic Development Organization who has never exhibited or been a partner booth in an exhibit at the SelectUSA Investment Summit? Please email Carly Buerkle at cbuerkle@eventpower.com to inquire about the First time EDO rate of \$750. This package includes 2 Exhibition Hall Only passes.

“The Summit met and exceeded our expectations. The location and venue are great, and the ability to connect with prospective partners and research how business is conducted within the United States was of great benefit. The Summit is very well arranged and managed, with everything you need taken care-of. We will certainly be back for 2023!”

—2022 Investment Summit Participant



CONTACT US TODAY

SALES

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INVESTMENT SUMMIT LOGISTICS

Sharla Warren, CMP
Chief Operations Officer
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

Company Name: _____			
Contact 1: _____		Contact 2 Billing Contact: _____	
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

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

Payment Method:	<input type="checkbox"/> Check	Payable to: eventPower Mail to: 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 - Chief Growth Officer
Telephone: 703-740-1940
Fax: 703-740-1941
Email: lpowell@eventPower.com
Website: 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.

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.