



PaperCon '09

Gateway to Success: People, Planet and Innovation

Sponsorship and Exhibitor Prospectus

Presented by TAPPI and PIMA

PIMA Management

PIMA IT

PIMA Maintenance and Reliability

TAPPI Coating & Graphic Arts

TAPPI Engineering

TAPPI Paper and Board

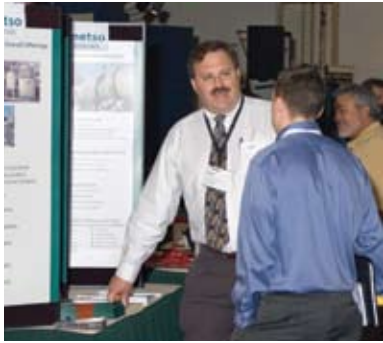
TAPPI Process and Product Quality

TAPPI Process Control

May 31-June 3, 2009
Renaissance St. Louis and
America's Center
St. Louis, Missouri, USA

www.papercon.org





PaperCon '09 will attract the industry's decision-makers.

- 56% Technical or Research Positions
- 13% Corporate Management
- 15% Engineering
- 6% Production
- 6% Purchasing
- 4% Management (other than corporate)



From the companies you sell to:

- 43% Pulp and Paper/Paperboard Manufacturing
- 14% Students
- 12% Consultants to the industry
- 9% Allied to the field
- 6% Education
- 6% Press/Library/Government/Association
- 4% Distributor
- 4% Nonwovens
- 2% Converting Plant (corrugated or tissue)

Pulp and paper company attendance is global and diverse in nature.

2008 Statistics:

- 73% attended from the United States
- 9% attended from Canada
- 9% Europe
- 9% Pacific Rim and South America

Meet new customers at PaperCon '09

22% of 2008 attendees had never attended a TAPPI event before.



PaperCon '08 was a rousing Success!

89% of attendees gave PaperCon '08 an overall rating of Good or Very Good.

96% agreed or strongly agreed that they acquired knowledge that will be useful in their work.

92% found the joint conference format valuable or very valuable.

23% more mill attendees than 2007.

Total attendance 19% over 2007.

PaperCon '08 Attendee Comments:

"This was the best TAPPI conference in a long time."

"Trade Fair was valuable."

"Great Conference and I look forward to attending next year."

"I've been attending these types of conferences for almost 30 years, and this was the best one in recent years."

"Excellent Conference, the best I've attended in a long while."

"Well organized conference with good program."

"Networking was my #1 objective and I feel the format of the conference was very good for this."

"The PaperCon idea was a good one...It was a pleasure to attend a conference with well over 1,000 people with such varied interests and an acceptable supplier to manufacturer ratio. Something for everyone."

"Excellent Conference. Open area and tables in exhibit area promoted networking."

"A very positive meeting – great to have so many delegates."

"A great conference with a much improved trade fair over last year."

"Very smart and effective: combining meeting for the three groups, fixed fee for each mill, exhibit open time and location in same room as lunch and evening drinks."

PaperCon '09

What is PaperCon?

PaperCon is the integration of the TAPPI Papermakers, TAPPI Coating and the PIMA International Leadership Conferences with the goal of co-mingling a wide-variety of industry professionals from many different areas: mill managers, superintendents, CEOs, CIOs, IT, process control engineers, process engineers, reliability professionals, coating superintendents, researchers, scientists and students all involved in papermaking and coating technology.

This conference allows sponsors unprecedented opportunities to reach key decision makers and promote your products or services. Companies that provide management solutions, IT products and services, process control technology, industry innovations, papermaking technology and manufacturing reliability products can all greatly benefit.

Who should exhibit or sponsor?

Ideal exhibitors are those companies marketing new, updated or expanded technologies, products and services to the pulp and paper industry. PaperCon participants attend the conference to learn about how to become more effective, more efficient, and save money while increasing productivity. PaperCon will be marketed to the industry over an eight-month period using electronic and print media, face-to-face contacts and public relations. As an exhibiting company, you can ride on the coat-tails of the PaperCon marketing efforts and meet buyers in person while they're spending dedicated time learning.

Exhibiting: An Efficient Use of Your Resources

A study funded by the Center for Exhibition Industry Research (CEIR) has identified the top three reasons your customers attend industry events: (1) to see new technology, (2) to examine products, and (3) to see new product introductions.

These top three reasons even outscored categories such as improving job performance, generating ideas and finding solutions to problems! TAPPI has grown into the world's largest professional association serving the pulp, paper, and converting industries – and PaperCon, now in its second year – has become the gathering place for the industry.



EXHIBIT HOURS

Exhibit Hall Schedule (Preliminary)

Sunday, May 31

8:00am - 5:30pm: Move-in and Registration
6:00pm - 8:00pm: Opening Reception

Monday, June 1

11:30am - 1:30pm: Lunch in the Exhibit Hall
4:30pm - 7:00pm: Pub and Poster Hospitality Reception

Tuesday, June 2

12:00pm - 1:30pm: Lunch in the Exhibit Hall
5:00pm - 7:00pm: Hospitality Reception
(Move-out may commence immediately after the reception)*

Wednesday, June 3

8:00am - 12:00pm Exhibitor Move-Out*

*Move Out - all materials must be removed from the hall.

**To become an exhibitor or sponsor contact Lindsay Beddingfield,
+1-334-271-3318, LBeddingfield@tappi.org**

HIGH VISIBILITY SPONSORSHIPS

Sponsorship Packages for PaperCon '09	Crown	Diamond	Platinum	Gold	Silver
Draped booth, carpet, chairs, table, ID sign	10'x20'	10'x20'	10'x10'	10'x10'	
Attendee list during conference	•	•	•	•	
50 word description and listing in conference program book	•	•	•	•	
Package Level Designation on Web site	•	•	•	•	•
Two Annual Gift Individual Joint Memberships to TAPPI and PIMA	•	•			
Recognition on signage	•	•	•	•	•
Sponsor/exhibitor ribbons for staff	•	•	•	•	•
Designated as premier sponsor on Conference Proceedings CD	•	•			
Designated as premier sponsor on conference bag	•	•			
Black and white ad in program book	2 pages	1 pages	1 page	1/2 page	
Company recognition in post show press release	•	•	•	•	•
Verbal acknowledgement by level from Conference Chairman	•	•	•	•	•
Sponsor recognition in all session rooms during breaks	•	•	•	•	•
10% Discount on Paper360° Podcast	•	•			
10% Discount on TAPPI Web site advertising	•	•			
Sponsor recognition in Show Daily	•	•	•	•	•
Complimentary Conference Registrations	4	3	2	1	1
Company listing in the conference program book	•	•	•	•	•
Recognition in Exhibit Entry Way	•	•			
Recognition in pre-show and post-show publicity	•	•			
One Conference pre-registration list	•	•			
Recognition in conference pre-event e-letter	•	•	•	•	•
Participation in post show virtual Web pages	•	•	•	•	•
Recognition in Paper360°	•	•	•	•	•
Recognition in pre-show newsletters	•	•	•	•	•
Theme Party with exclusive Crown Level Recognition	•				
Price	\$25,000	\$20,000	\$15,750	\$10,250	\$5,000

5% discount on packages paid prior to December 15, 2008

Custom Packages can be arranged. Contact Lindsay Beddingfield for pricing: +1-334-271-3318 or LBeddingfield@tappi.org

PaperCon '09

Exhibit Booth Includes:

- One Complimentary Conference Registration (please note: all exhibit personnel are responsible for registering to enter the exhibit area.)
- Draped booth, carpet, chairs, table and identification sign
- Attendee list, available during the conference
- Company listing with 50-word description in conference program book
- Recognition as an Exhibitor on the PaperCon Web page
- Company recognition in post-show publicity

Exhibit Booth Pricing:

\$3,200 – 10' x 10' space, PIMA or TAPPI member

\$3,500 – 10' x 10' space, non-member

*5% discount on booths paid for prior to December 15, 2008

**Premium Corner Booths, add \$100 per corner

Exclusive Sponsorship Opportunities

Internet and relaxation lounge (Put your company's name directly in front of attendees as they check and send e-mails throughout the entire event) **\$9,500**

Water Stations (Feature your company's logo at water stations Monday through Wednesday.) **\$7,500**

Conference Pen (Your company's logo will appear on pens given to each attendee at registration. Company provides logo or wording for one color printing.) **\$4,000**

Badge Lanyards (Company provides logo for one color printing) .. **\$5,000**

Exclusive Evening Reception Sponsor - Sunday, Monday, or Tuesday in the exhibit area (Includes exclusive signage in food areas and the chance to give away two corporate prizes per evening) **Call for Pricing**

Opening Session/CEO Breakfast Sponsor (Includes exclusive signage in the food area and a looping five minute product brief) **\$TBD**

Please note: Exhibitors and Sponsors will not schedule or conduct any outside commercial activity, including receptions, seminars, symposiums and hospitality suites during the scheduled program events, whether such activities are held at or away from the conference facility, except with the prior written approval of TAPPI.

Multi-Company Sponsorship Opportunities

Hagemeyer Happy Hour Reception - presented by the TAPPI Coating and Graphic Arts Division. Sponsor the Happy Hour scheduled for 3:00 pm - 5:00 pm on Tuesday. (Includes signage and program book listing) **\$500 per participant**

Lunch Sponsor - one day. Sponsor a lunch in the exhibit hall on Monday or Tuesday (Includes shared signage, sponsor ribbons, and a listing in the program book) **\$3,000 per company (limit 6 companies)**

Coffee Break Sponsor - one break (Includes shared signage in the break area, sponsor ribbons, and a listing in the program book) **\$2,000 per company (limit 5 companies)**

Golf Event (signage, listing program, hole sponsor) **\$750 per company (limit 5)**

Student Partner Program - Sponsor student attendance. Host a student - Your sponsorship will cover part of one student's travel, registration and accommodations. (signage, listing in program and Paper360°, sponsor ribbon) **\$1,000**

"Runnability" Fun Run **\$500 corporate sponsorship** (Includes company logo on Runnability Fun Run T-shirts, in program book, and five complimentary t-shirts per corporate sponsor.)

Full page ad in Paper360° Magazine **\$8,225**

Sponsorship of Monday Theme Party **\$5,000** (Includes recognition at the event and in the Conference Program Book. Associate your company with the social event of the season in St. Louis.)

Conference Daily

Delivered directly to attendees' hotel room, Paper360° will be the eyes and ears of the industry as it covers PaperCon '09 in St. Louis.

With a total of three issues, the Conference Daily will deliver live coverage of all the important meetings, conferences and award winners. In addition, two Pre-Show e-Newsletters will be sent to all Paper360° readers promoting the events and highlighting the latest news from suppliers like you. Finally, all the dailies will be wrapped into one e-Newsletter sent to all Paper360° readers.



Conference Daily Ad Package includes:

- Button ad and logo in the pre-show e-newsletter
- Ad in the e-version wrap-up after the show
- Ad in all three print issues distributed on-site in St. Louis Conference Daily

Conference Daily Ad pricing:

Full page - \$3,675, 1/2 page - \$2,940, 1/3 page - \$2,205, 1/4 page - \$1,575



America's Center
St. Louis, Missouri, USA
May 31 - June 3, 2009

PaperCon '09

Sponsorship & Exhibit Booth Agreement

Please complete and return this agreement prior to May 15, 2009 to:

TAPPI, ATTN: Debbie Trimmer, 15 Technology Parkway S. Norcross, GA 30092, USA • Fax +1-770-446-6947 • dtrimmer@tappi.org
For more information about exhibiting or sponsoring contact Lindsay Beddingfield, +1-334-271-3318, LBeddingfield@tappi.org

09PAPERCONSP

Name _____ Title _____ TAPPI/PIMA Member No. _____
Company _____ Street Address _____
City _____ State/Province _____ Postal Code/Zip _____ Country _____
Telephone (include country code) _____ Fax _____
Email _____ Company Website Address _____

By signing this form, I agree to the terms and conditions on the following page. (Please note that Item 15 on the following page outlines the Cancellation Policy)

Signed: _____ Print Name: _____ Date: _____

Prices are in US Dollars. Check all that apply and total below.

Sponsor Opportunities:

- Crown Level \$25,000
- Diamond \$20,000
- Platinum \$15,750
- Gold \$10,250
- Silver \$5,000

Exclusive Sponsorship Opportunities:

- Internet and relaxation lounge \$9,500
- Water Stations \$7,500
- Conference Pen \$4,000
- Lanyards \$5,000
- Exclusive Reception sponsor as quoted
- Opening/CEO Breakfast Sponsor to be determined

Exhibit Booth Opportunities:

- TAPPI/PIMA Member \$3,200
- Non-Member \$3,500
- Additional cost for Corner Position \$100

Multi-Company Sponsorship:

- Hagemeyer Happy Hour Reception \$500
- Lunch Sponsor (one day) \$3,000
- Coffee Break Sponsor (one break) \$2,000
- Golf Event \$750
- Sponsorship of Monday Theme Party \$5,000
- Runnability Fun Run \$500*
- Student Partner Program \$1,000*
- Full page ad in Paper360° Magazine \$8,225*
- Join TAPPI as a Sustaining Member \$2,500*

- Conference Daily Ad:
 1 pg - \$3,675 1/2 pg - \$2,940 1/3 pg - \$2,205 1/4 pg - \$1,575

*Discounts do not apply Sub Total \$ _____

Early Bird Discount (5% before December 15, 2008) \$ - _____

TAPPI Sustaining Member or PIMA Affiliate
Member Companies Discount (5%) \$ - _____

Total Sponsorship Due \$ _____

Preferred Booth Location _____ Competitors _____

Method of payment: **Checks:** Check number _____ for the full amount of _____ US\$ payable to TAPPI. Checks must be in US dollars.
Checks should be mailed to TAPPI, 15 Technology Parkway South, Norcross, GA 30092, USA, Attn: Debbie Trimmer

Credit Card: Amex Diner's Club Discover MasterCard Visa Name as it appears on the card: _____

Credit Card # _____ Exp. Date: _____ Signature _____

Wire Transfer: For wire transfer call +1-770-446-1400. Wire Transfer: US\$ _____ was wired as payment on _____ (date)

For TAPPI Use Only

Event Code: _____

Total Amount: _____

1. Definitions. "Show," means the specific exhibitions or conferences identified on the TAPPI Agreement for Exhibit Space. "Hall" means the facility in which the Show is conducted. "Management" means TAPPI together with each of its officers, directors, shareholders, agents, affiliates, representatives, employees and assigns, unless the context requires otherwise. "Exhibitor" means the applicant identified on the TAPPI Agreement for Exhibit Space, together with each of its officers, directors, shareholders, agents, affiliates, representatives, employees and assigns, as applicable.

2. Limitation of Liability. By submitting an Agreement for Exhibit Space, Exhibitor releases Management, the Hall, and their respective affiliates, representatives, employees and agents from any and all liability for any damage, loss, harm or injury to the person or any property of Exhibitor or any of its officers, directors, employees, agents, representatives or invitees resulting from, or arising out of submission of an application and/or participation in the Show (including the negligence of Management or the Hall, or its affiliates, representatives, employees and agents, or the negligence of any other person present at the Show, or from theft, fire, water, accident or any other cause). In no event will Management or the Hall, or any of its affiliates, representatives, employees and agents, be liable for any special, incidental, indirect, punitive or consequential damages arising out of or in connection with this Agreement. The liability of Management and its affiliates, representatives, employees and agents and Exhibitor's remedy for any claim of loss or damage arising from or related to this Agreement, regardless of the form of action, will be limited to one-half of the fees paid to Management hereunder. Exhibitor agrees that Management will not be liable in the event of any errors or omissions in the Exhibitor Service Manual, the Show's directory listing or in any other materials provided by Management. Exhibitor acknowledges and agrees that Management makes no representation or warranties with respect to the number of exhibition attendees or the demographic nature of such attendance.

3. Use of Space. Conditioned upon the Hall placing the exhibit space applied for herein at the disposal of Management, the Show is to be held at the Hall on the dates specified on the Agreement for Exhibit Space. Exhibitor will design and maintain its exhibit in conformity with the general theme and tenor of the Show and will keep its exhibit presentable at all times. Possible complaints regarding the allocated exhibit booth are to be lodged with Show Management before space is occupied. Management reserves the right to decline, prohibit or expel any exhibit, or item or feature thereof which, in its judgment, is inappropriate or out of keeping with the character of the Show, this reservation being all inclusive as to persons, things, printed matter, product, conduct, sound level, etc. All booth arrangements will conform in all respects to the dimensional, height and other requirements as indicated in the Exhibitor Service Manual. Any space not occupied by Exhibitor at the time set for completion of installation of displays will be reassigned at the discretion of Management, in which case all amounts paid or payable by Exhibitor will be forfeited unless special arrangements have been approved in writing by Management. Exhibitor agrees to keep its exhibit open and staffed at all times during the Show hours. Failure to comply with the rules and regulations of this agreement or as stated in the Exhibitor Service Manual will result in the alteration or removal of the booth at the Exhibitor's expense. Rental fees for services and exhibit space are not refundable. Exhibitors will be bound by all pertinent laws, codes and regulations of municipal or other authorities, having jurisdiction over the Hall or the conducting of said exhibit, together with the rules and regulations adopted by the Hall.

4. Available Services. On behalf of the Exhibitors, Management has designated official Show contractors to provide drayage, cartage, furniture, booth and floor decorations, signs, photographs, telephone services, etc. Services of electricians, plumbers, carpenters and other labor will be available and charged for at the prevailing rates. Contractors and rates will be listed in the Exhibitor Service Manual. Management assumes no responsibility or liability for any of the services performed or materials delivered by Show contractors. Arrangement for these services and payments are to be made between Exhibitors and official Show contractors. Exhibitor agrees to comply with

all regulations requiring union labor. Rules and regulations for union labor are made by the local unions and these regulations may be changed at any time.

5. Installation and Dismantling. Complete information, instructions and schedule of prices regarding receiving, set-up, display and removal of exhibits will be included in the Exhibitor Service Manual. Such requirements will be binding upon the Exhibitor as though fully set forth herein. Move-in and move-out times and access outside of Show hours are limited to those described in the Exhibitor Service Manual.

6. Broadcasts; Copyrighted Materials. No visual or audio recording or transmission will be made of the Show without Management's prior written consent. Exhibitor will not violate any copyrights with respect to writings, music or other materials used by it at the Show or at any function which is part of, affiliated with, or held in conjunction with the Show as stated in the Exhibitor Manual.

7. Promotional Matters; Electronic Messages. Exhibitor hereby grants Management a fully-paid, perpetual, non-exclusive worldwide license to use, display and reproduce Exhibitor's name, trademarks, service marks, logos, trade names, copyrighted content, hypertext links, domain names, icons, buttons, banners, graphic files and images in any directory (any media) of Show exhibitors and to use same in Show promotional materials. By providing Management with its e-mail address(es), Exhibitor hereby consents to receiving unsolicited commercial e-mail messages from Management, its affiliates, partners and assigns, and third parties licensed to send such messages to Exhibitor by any of the foregoing. Management may also take photographs, motion pictures and/or video recordings of Exhibitor's booth space, exhibit and related merchandise and displays, and its personnel, and Exhibitor consents to Management's use of such recordings for promotional purposes.

8. Exhibition Activities. Exhibitor will not schedule or conduct any outside commercial activity, including receptions, seminars, symposiums and hospitality suites during the scheduled program events, whether such activities are held at or away from the Hall facility, except with the prior written approval of Management.

9. Attendance. Management will have sole control over admission policies at all times.

10. Indemnifications; Insurance. Exhibitor agrees to indemnify, defend and hold harmless Management and the Hall, and their respective officers, directors, employees, agents and representatives, from any and all claims, demands, suits, liability, damage, loss, cost, attorneys' fees and expenses of whatever kind or nature which might arise out of Exhibitor's use of exhibit space or participation in the Show, or any action or failure to act of Exhibitor or any of its officers, directors, employees, agents or representatives (including claims of damage or loss to property or harm or injury to a person or persons). Exhibitor agrees to maintain adequate insurance to fully protect Management and its affiliates, co-sponsors, service contractors and the Hall from any and all claims, arising from Exhibitor's activities including the installation, operation and dismantling of Exhibitor's display, as more particularly described in the Exhibitor Service Manual. This coverage must be evidenced by a certificate of insurance, naming Management, the Official Service Contractor and the Hall as additional insurers. Exhibitor understands that neither the Management, the Official Service Contractor nor the Hall maintains insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance. Exhibitor is responsible for any and all damages caused by Exhibitor or Exhibitor's agents, employees or guests.

11. Taxes and Licenses. Exhibitor will be responsible for obtaining any licenses, permits or approvals required under Federal, state or local law applicable to its activity at the Show. Exhibitor will be responsible for obtaining any tax identification numbers and paying all taxes, license fees or other charges that will become due to any governmental authority in connection with its activities at the Show.

12. Change of Space; Show Location and Dates. Management will have the right, in its sole discretion upon notice to Exhibitor, to change Exhibitor's space assignment after the acceptance of this agreement if it is deemed to be in the best interest of the

Show. Management will make reasonable efforts to ensure that any reassignment will be to an exhibit space that is of the same general style and size as Exhibitor's original space. If a reduction in Exhibitor's space is necessary, in Management's opinion, Exhibitor will be reimbursed on a pro-rata basis. Management may re-name or re-locate the Show or change the dates on which it is held, without the consent of Exhibitor. In such event, no refund will be due to Exhibitor, and Management will assign to Exhibitor, in lieu of the original space, such other space as Management deems appropriate, and Exhibitor agrees to use such space under the terms of this agreement.

13. Termination of Agreement. Management reserves the right to terminate this agreement immediately upon written notice if Exhibitor breaches any of the representations, warranties, covenants, terms or conditions set forth herein or in the Exhibitor Service Manual, including the failure to make any payment when due.

14. Cancellation of Event. Management may cancel all or part of the Show or reduce the amount of space allocated to the Show for any reason in its sole discretion and for acts beyond its control (e.g., acts of God, war, government regulation or advisory, acts and/or threats of terrorism, civil disorder, fire, flood, explosion, earthquake, disasters, accidents or other calamity or casualty, labor dispute, strikes or threats of strikes, and curtailment of transportation facilities). If the Show is canceled by Management in its entirety, this agreement will terminate and Management will refund to Exhibitor no more than a prorated amount of the aggregate exhibit fees received after deducting expenses incurred and to be incurred by Management, plus reasonable compensation to Management, but in no case will the amount of the refund exceed the amount of the exhibit fee paid in full satisfaction of all liabilities of Management to Exhibitor. Refunds will not be made for partial cancellations or reductions in the size or scope of the Show.

Any Exhibitor canceling this agreement prior to any cancellation of the Show by Management will not be entitled to any refund pursuant to this paragraph.

15. Cancellation by Exhibitor or Sponsor. Requests for cancellations and/or refunds must be in writing and received in the TAPPI office 60 days before the event and will incur a \$500 cancellation fee. Cancellations between 60 and 45 days before the event will receive a refund equivalent to 50% of total fees. No requests for refund will be granted within 30 days before the event. This amount will be liquidated damages, for the damages Management will suffer as a result of Exhibitor's or Sponsor's cancellation, and not a penalty. The parties agree that withdrawal of the space reserved from availability at a time when others would be interested in applying for it will cause Management to sustain damages that, while substantial, are not capable of precise determination. Therefore, this provision for liquidated damages has been included as a valid pre-estimate of these damages. Cancellation fees cannot be applied toward exhibit space at other shows or advertisement. Upon any cancellation of this agreement or withdrawal by Exhibitor from the Show, Management will have the right, but not the obligation, to license the subject Show space to another exhibitor prior to the Show without any rebate or allowance whatsoever to the Exhibitor and without in any way releasing said Exhibitor from any liability hereunder. **No booth can be resold or sublet by Exhibitor to another company when space has been cancelled.**

16. Assignment/Booth Sharing/Reduction of Space. Management may assign this Agreement without the prior written consent of Exhibitor, and any such assignee will become "Management" for all purposes hereunder and will acquire all of rights and obligations of Management hereunder. Exhibitor cannot assign this agreement, in whole or in part, without the prior written approval of Management. In the event of the merger or two Exhibitors, Management will use reasonable efforts to consolidate the space contracted by the Exhibitors into one location equal to the aggregate space originally purchased by the Exhibitors when they were independent. However, if that is not possible, the surviving Exhibitor will be liable for the exhibit space at the locations originally contracted by the merged Exhibitors. If Exhibitor desires to cancel this agreement, Exhibitor may only do so by giving notice thereof in writing sent to Management with evidence of receipt. In such case, Exhibitor will continue to be liable for 100% of the total

exhibit fee unless the written notice of cancellation is received by Management. No refund will be provided for cancellations if the space is not rented to another exhibitor regardless of date of notice. Exhibitor is responsible for all booth and promotional fees incurred prior to and including cancellation date. Non-refunded deposits and payments are not applicable toward payment for space at future shows. Please see contract for cancellation terms. A reduction of exhibit space shall be looked upon as a cancellation of existing space and exhibitor will be relocated based on the judgment of Show Management. Any monies already paid before reduction of exhibit space will be applied to the exhibitor's new space. However, if the amount paid is more than the amount due for rental or new space, the exhibitor will not be entitled to any refund.

17. Exhibitor Representatives Responsibility. Each exhibitor must name one person to be his representative in connection with installation, operation and removal of exhibit. Such representative will be authorized to enter into such service contracts as may be necessary, and for which the exhibitor will be responsible. If no such person is named, the signature of the exhibit booth contract will be designated.

18. Applicable Law and Venue; Costs. This Agreement will be governed by Georgia, USA law without application of its conflict of laws principles. Any suit relating to this agreement will be instituted in a state or federal court in Atlanta, GA, USA and the parties submit to the exclusive jurisdiction of any such court. In any action to enforce its rights hereunder, including collection of amounts due hereunder, Management will be entitled to recover all costs of collection including all reasonable attorneys' fees, court costs and interest.

19. Sponsorship Agreement. All rules and regulations of all applicable sponsorship agreements and related materials are hereby incorporated into this Agreement.

20. Additions or Corrections. Management reserves the right to amend or interpret this Agreement and to adopt further regulations as may be deemed necessary by it for the general success of the Show, including the conditions, rules and regulations stated herein, in the Exhibitor Service Manual, sponsorship materials and in the Hall license, to which Management is or will be a party, all of which are made a part hereof as though fully incorporated herein, and the Exhibitor agrees to be bound thereby.

21. Severability. If for any reason a court of competent jurisdiction finds any provision or portion of this Agreement to be unenforceable, that provision will be enforced to the maximum extent permissible so as to affect the intent of the parties, and the remainder of this Agreement will continue in full force and effect.

22. Costs, Expenses and Attorneys' Fees. If either party commences any action or proceeding against the other party to enforce or interpret this Agreement, the prevailing party in such action or proceeding will be entitled to recover from the other party the actual costs, expenses, and attorneys' fees (including all related costs and expenses) incurred by such prevailing party in connection with such action or proceeding and in connection with obtaining and enforcing any judgment or order thereby obtained.

23. Entire Agreement. This application, when executed by Exhibitor and accepted in writing by Management, will constitute a valid and binding license agreement, and contains the entire agreement of the parties concerning the subject matter hereof. This agreement may not be modified, discharged or terminated except by a written instrument, signed by the party to be charged. The rights of Management hereunder will not be waived except in a writing signed by a duly authorized officer of Management. This agreement will be binding upon, and inure to the benefit of, each of the parties hereto and their respective legal representatives, successors and permitted assigns. The interpretation of the provisions of this agreement, the relevant building regulations and Exhibitor Service Manual, as the same may be in effect from time to time, is reserved solely to Management, whose interpretations will be final, binding and conclusive in all respects. Nothing in this provision, however, will preclude Management from adopting additional rules and regulations, orally or in writing, as provided in paragraph 20 hereof.

