



Lock in your
EXPO 2018
booth rates!

ACA INTERNATIONAL
CONVENTION
& **EXPO 2018**

NASHVILLE JULY 23-25

OMNI NASHVILLE & MUSIC CITY CENTER

2018 Expo Hall Floor Plan

Location:


Music City Center, Exhibit Hall A2

» Expo Hall is **not** carpeted.

» Maximum booth height allowed is 18'.

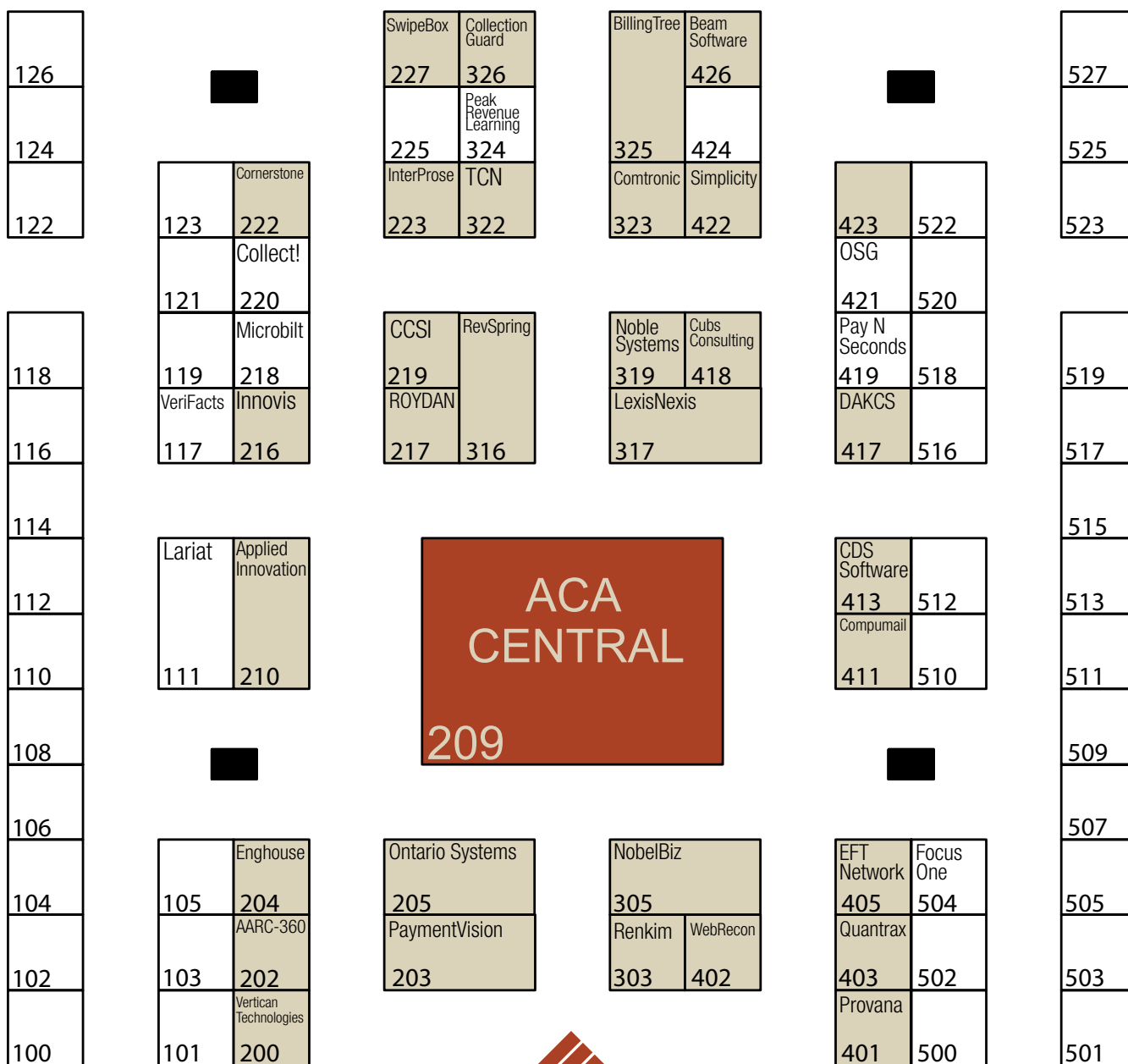
Booth Fees:

	ACA Member	Nonmember
PREMIUM First 10'x10'Booth	\$3,125	\$7,000
PREMIUM Additional Booths	\$2,660	\$5,850
STANDARD First 10'x10'Booth	\$2,975	\$6,850
STANDARD Additional Booths	\$2,525	\$5,700

 Premium Booths
 Standard Booths

Updated 1/17/18

FOOD & BEVERAGE AREA



2018 Convention Sponsorship Opportunities

Sponsor Benefits

All sponsors are recognized on the convention website, in attendee promotional emails and on-site through signs, badge ribbons and booth floor stickers. Additional premium benefits are customized based on the item chosen.

Aisle Sign Advertising

Make your booth easy to find by adding your logo to the aisle sign. Cost: \$950.

Current 2018 Sponsors

DIAMOND SPONSORS



PLATINUM SPONSORS



GOLD SPONSORS



SILVER SPONSORS



BRONZE SPONSORS



Available Sponsorships

DIAMOND \$10,000 or more

Registration	\$20,000
President's Closing Celebration	\$15,000
WiFi	\$15,000

PLATINUM \$6,000 – \$9,999

Attendee Bags	\$9,000
Lanyards	\$8,000
Mobile App	\$8,000
Pocket Agendas	\$7,000

GOLD \$4,000 – \$5,999

First Timers Event	\$4,000
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SILVER \$2,000 – \$3,999

Notepads	\$3,500
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BRONZE \$1,000 – \$1,999

Wednesday Morning Break in Expo . . .	\$1,500
Pens	\$1,500

2018 Exhibit Space & Sponsorship Application

1. Company Contact Information

Check this box if your company is exhibiting at convention for the first time.

Company Name _____

2. Tradeshow Coordinator

(Person to receive ACA exhibit booth confirmations and paperwork) The Tradeshow Coordinator is not automatically registered to attend the convention.

Name _____

Address _____

City/State/Province/ZIP _____

Telephone _____

Email _____

3. Booth Pricing

Quantity		check one	
		ACA Member	Nonmember
___	PREMIUM First 10'x10'Booth	<input type="checkbox"/> \$3,125	<input type="checkbox"/> \$7,000
___	PREMIUM Additional Booths	<input type="checkbox"/> \$2,660	<input type="checkbox"/> \$5,850
___	STANDARD First 10'x10'Booth	<input type="checkbox"/> \$2,975	<input type="checkbox"/> \$6,850
___	STANDARD Additional Booths	<input type="checkbox"/> \$2,525	<input type="checkbox"/> \$5,700

4. Preferred Booth Choices

First Choice _____ Second Choice _____ Third Choice _____

List any companies you do not wish to be located near. ACA will not prevent these companies from obtaining space near you. You are responsible for contacting ACA for updates on the locations for all exhibitors.

5. Teardown Policy

Early exhibit booth teardowns will result in a \$500 fine. Please make your travel plans accordingly. Please see section 5-E of the Rules & Regulations for complete policy.

6. Sponsorship *(Sponsorship fees are nonrefundable)*

Sponsorship item(s) applied for: _____

Total Due for Sponsorship(s) \$ _____

7. Advertisements *(Advertisement fees are nonrefundable)*

Ad type: _____

Total Due for Ad(s) \$ _____

8. Registrant Information

One registration per paid 10' x 10' booth is complimentary. All others must register at "additional registrant" rate. The form to register booth staff will be available at a later date.

9. Exhibitor Authorization

Incomplete applications, including applications unaccompanied by appropriate payment will be delayed in processing, delayed in assignment of space or sponsorship, and may be declined. By signing below, the undersigned company acknowledges receipt, review, understanding and agreement to the terms and conditions of participation contained herein, including the attached 2017 Exhibit Space & Sponsorship Rules & Regulations. If ACA accepts this application, the company agrees to be immediately bound thereby and to pay all applicable fees set forth herein. This application shall not be deemed an enforceable agreement unless and until ACA provides written notice confirming the application's acceptance, at which time the agreement shall supersede all previous communications or representations made between the undersigned and ACA. For all applications declined, ACA will immediately return or refund in full any payment submitted. ACA reserves the right to accept or refuse an application for exhibit space and sponsorship regardless of ACA membership status or classification.

Signature of Authorized Exhibitor Representative _____

Print Name _____ Date _____

10. Payment

GRAND TOTAL = \$ _____ (total for sections 3,6 and 7)

Visa MasterCard American Express Check

Card # _____

Exp. Date _____ CVC _____

Billing Address _____

Name as it appears on card _____

Signature _____

Return to:

ACA International
Attn: Expo
P.O. Box 390106
Minneapolis, MN 55439-0106

Phone (952) 259-2137
Fax: (952) 926-1624
Email: exhibit@acainternational.org

ACA USE ONLY:
Date Received _____
Date Assigned _____
Booth Assigned _____
Revised 10/27/2017

2018 Exhibit Space & Sponsorship Application

Complete this form and send it with your application for exhibit space and sponsorship. Your application will not be processed without this form.

Deadline to be included in the mobile app: July 1, 2018

11. Convention Online & Mobile App Listing

Listings are complimentary and are for contracted exhibitors and sponsors only.

Company name _____

Street Address _____

City/State/Province/ZIP _____

Telephone _____ Website _____

Company description. (ACA reserves the right to edit, in its sole discretion, descriptions if necessary.)

12. Product/Service Categories

Check the categories applicable to your company's products and services. Feel free to write in new categories. ACA cannot guarantee we will add the category, but will consider it.

- | | | | |
|---|---|--|---|
| <input type="checkbox"/> ACH or Check Processing | <input type="checkbox"/> Dialer Software | <input type="checkbox"/> Online Letter Storage | <input type="checkbox"/> Skiptracing Services |
| <input type="checkbox"/> Auditing | <input type="checkbox"/> Document Design | <input type="checkbox"/> Online Negotiation | <input type="checkbox"/> Staffing |
| <input type="checkbox"/> Bad Debt Portfolios | <input type="checkbox"/> Electronic Payments | <input type="checkbox"/> Online Payments | <input type="checkbox"/> Telecommunications |
| <input type="checkbox"/> Billing Software | <input type="checkbox"/> Employment Verifications | <input type="checkbox"/> Payment Processor | <input type="checkbox"/> Telephone Equipment |
| <input type="checkbox"/> Broadcast or Voice Messaging | <input type="checkbox"/> Forms Providers | <input type="checkbox"/> Payment Solutions | <input type="checkbox"/> Text Messaging |
| <input type="checkbox"/> Call Center Technology | <input type="checkbox"/> Fund Transfer Services | <input type="checkbox"/> Predictive Dialer | <input type="checkbox"/> Virtual Collections |
| <input type="checkbox"/> Check Servicing | <input type="checkbox"/> Furniture/Site Design | <input type="checkbox"/> Printing & Mailing Services | <input type="checkbox"/> Voice Analysis |
| <input type="checkbox"/> Cloud Contact Center Platform | <input type="checkbox"/> Hosted Dialer Services | <input type="checkbox"/> Public Records Database | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Collection Attorneys | <input type="checkbox"/> Information Management | <input type="checkbox"/> Return Mail Processing | _____ |
| <input type="checkbox"/> Collection Hardware | <input type="checkbox"/> International Services | <input type="checkbox"/> Risk Management | |
| <input type="checkbox"/> Collection Software | <input type="checkbox"/> IT Security | <input type="checkbox"/> Scoring | |
| <input type="checkbox"/> Communications Solutions | <input type="checkbox"/> Legal Forwarding Network | | |
| <input type="checkbox"/> Consulting/Training | <input type="checkbox"/> Legal Services | | |
| <input type="checkbox"/> Consumer Interaction Analytics | <input type="checkbox"/> Licensing/Insurance | | |
| <input type="checkbox"/> Credit Card Processing | <input type="checkbox"/> Litigant Scrubs | | |
| <input type="checkbox"/> Data & Document Management | <input type="checkbox"/> Mergers & Acquisitions | | |
| <input type="checkbox"/> Debt Buyer/Seller | <input type="checkbox"/> Online Data Access | | |

Return to:

ACA International
 Attn: Expo
 P.O. Box 390106
 Minneapolis, MN
 55439-0106

Phone: (952) 259-2137
 Fax: (952) 926-1624
 Email: exhibit@acainternational.org

2018 Convention Exhibit Space & Sponsorship Rules & Regulations

The following terms and conditions govern participation at ACA International's 2018 Convention & Expo.

1. DEFINITIONS:

"Applicant" The company submitting an ACA International 2018 Exhibit Space & Sponsorship Application ("Application"); "ACA" ACA International; "Event" ACA International 2018 Annual Convention & Expo on July 23-25, 2018 at the Convention Center; "GSC" or "Freeman" ACA's General Service Contractor, Freeman Expositions; "Convention Center" SMG and Music City Center located at 201 Fifth Avenue South, Nashville, TN 37203; "Participants" Applicant companies accepted by ACA for participation in the Event, including Exhibitors, Sponsors, their directors, employees, representatives, contractors and agents engaged with respect to this Event; "Rules & Regulations" ACA International's 2018 Exhibit Space & Sponsorship Rules & Regulations, ACA International's 2018 Booth Guidelines, the Freeman Service Kit, Music City's Event Services Planning Guide (located at <http://www.nashvillemusiccitycenter.com>) and all other policies and regulations issued by the Convention Center Authority of the Metropolitan Government of Nashville and Davidson County, and as may be updated from time to time.

2. APPLICATIONS

2-A Participants, in order to be eligible, must be engaged in the business of offering products or services specific or essential to the credit and collection industry.

2-B The individual listed as the Tradeshow Coordinator ("TSC") in the Application will serve as ACA's official contact person with respect to Event, and will receive all pre-Event and post-Event confirmation materials and correspondences. The TSC will be responsible for notifying booth registrants of all necessary correspondence and information related to Event participation.

2-C Participant is responsible for reviewing and complying with these Rules and Regulations as well as the published policies, procedures, and rules of the Convention Center. Exhibitors and Sponsors are responsible for ensuring all Participants within their employ or control have received and understand these Rules and Regulations as well as the published policies procedures and rules of the Convention Center. Failure to abide by these Rules and Regulations, Convention Center Rules, or policies of the GSC may result in Participant's loss of all or a portion of Event participation privileges, with or without refund at ACA's sole discretion. Questions regarding these Rules and Regulations may be directed to exhibit@acainternational.org.

2-D ACA will consider Sponsor Applications requesting cosponsorship opportunities, in which case ACA reserves the right to modify any standard single-sponsor benefits package offered to account for the proportionate amount paid by each co-sponsor.

3. FEES, REFUNDS & EXCHANGES

3-A Exhibitor Applicants requesting to pay member rates for exhibit booth space and booth staff registrants must seek and be approved for ACA International membership on or before the first day of the Expo. If the Exhibitor is not an approved ACA International member on or before the first day of the Expo, Exhibitor must pay the difference between the member exhibit booth space fees and the non-member exhibit booth space fees before the Exhibitor will be permitted to set up their exhibit booth.

3-B Exhibit booth staff registration fee refunds will be offered only if ACA is notified in writing of the request for a refund on or prior to June 29, 2018. If written notice is provided on or after June 30, 2018, only booth staff registration fee exchanges or cancellations, without refund, will be granted. Exhibitor may receive a refund in the amount of 50% of the exhibit booth space fee paid, if Exhibitor provides written notice of cancellation to ACA on or before the cancellation cut-off date of March 22, 2018. After the cancellation cut-off date, no refund of payment for exhibit booth space fees will be granted, and ACA shall have the right to resell the assigned exhibit booth space. The date upon which notice is received by ACA shall be the official date of cancellation. Payments cannot be applied to future ACA events, products or services.

3-C Each paid exhibit booth space fee entitles Exhibitor Participants to one (1) complimentary exhibit booth staff registration. Additional exhibit booth registrants may be added after ACA's Application acceptance. Exhibit booth staff registration fee exchanges will be offered only for staff in the employ of the same exhibiting company.

3-D Sponsor Applicants agree to make payment or provide the goods or services offered to ACA immediately after ACA accepts the Application. Amounts received by ACA are non-refundable.

4. EXHIBITOR SPACE ASSIGNMENTS

4-A Exhibitors may have access to the exhibit space during the times indicated on the most recent Event agenda, available from ACA staff. These dates and times are subject to change. Exhibitors should view the agenda prior to making hotel and air fare arrangements.

4-B ACA will provide Exhibitors with a floor plan of the Event expo hall which is subject to change. ACA agrees to provide Exhibitors with a timely updated floor plan if the layout of the floor plan changes significantly. Exhibit booth spaces will be designated by number; Applicants may indicate preferred exhibit booth space within the Application.

4-C Every effort will be made to assign Exhibitors to one of their preferred exhibit booth spaces as indicated on the Application; however, ACA reserves the right to make the final exhibit booth space assignment or change the exhibit booth space assignment after the acceptance of the Application, should it be necessary.

4-D Assigned exhibit booth space is assigned to Exhibitor for Exhibitor's exclusive use only, and cannot be shared between two companies. Exhibitor shall not assign or sublet any exhibit booth space without the signed consent of ACA; any other attempted assignment will be null and void.

5. EXHIBITOR SPACE, BOOTH & EQUIPMENT

5-A Standard 10' deep x 10' wide exhibit booth spaces are equipped with one (1) 8' high draped back wall with 3' high shared side rails; one (1) identification sign; one (1) 6' draped table; two (2) chairs; one (1) wastebasket. All additional decoration or construction will be Exhibitor's expense.

5-B Exhibit space is limited to the designated Convention Center exhibit hall. Exhibitors may not set up, display or distribute materials within the undesignated areas of the Convention Center. Any portion of an exhibit that, in the reasonable judgment of ACA, obstructs the view, interferes with use and enjoyment by other Participants, extends beyond the assigned exhibit booth space, or for any reason becomes objectionable, must be immediately modified or removed by the Exhibitor. Exhibitors must follow all set-up guidelines as written in the ACA's exhibit booth display guidelines, the Convention Center Rules, and the GSC's Exhibitor Service Kit.

5-C All Convention Center or ACA property destroyed or damaged by a Participant must be replaced or restored in its original condition by the Participant and at the Participant's expense. Participants shall hold ACA harmless from damage caused by Participant's activity. All materials must conform to local building and fire department codes and all local fire authority regulations must be observed.

5-D ACA will establish authorized exhibit hours and reserves the right to make changes. Exhibitors are required to keep at least one exhibiting personnel in his/her booth during all exhibit hours.

5-E Exhibitors must have exhibit booths in place before the official opening of the exhibition and arrange to have the exhibit booth dismantled and removed after the closing of the exhibition. Early tear-downs are not permitted. The act of tearing down an exhibit booth consists of dismantling or removing any exhibit booth or marketing materials that have been used during the course of the Event at any point before the stated tear-down hours. A \$500 fine will be imposed for tearing down before the stated tear-down hours. The credit card provided on the Application will be charged. Exhibitors will not be allowed to participate at future ACA events until the fine is paid per ACA's standard procedures for nonpayment. Exhibitors may make written request for a tear-down policy waiver allowing an early tear-down during non-show hours; such request must be received by ACA staff no later than May 21, 2018. It is the Exhibitor's responsibility to ensure the request is received by ACA staff. All submissions will be considered; final decisions are within ACA's discretion.

6. DELIVERY & STORAGE OF EXHIBITOR PROPERTY

Exhibitors assume full responsibility to safeguard display booths, advertising material, goods held for display or sale and all other property owned or used by Exhibitor.

7. EXHIBIT SPACE SERVICE PROVIDERS

7-A ACA's Convention Center agreement requires Exhibitors to obtain certain services if needed within the Convention Center, exclusively through the Convention Center authority. Forms for these services will be provided in GSC's Exhibitor Service Kit.

7-B ACA has contracted with GSC to provide certain exhibitor services; GSC maintains the exclusive right to process, collect and receive all Exhibitor orders for certain labor, services, and equipment

which are not exclusively provided pursuant to Convention Center authority. Exhibitors must utilize the services of the GSC or through other service providers as indicated in the GSC Exhibitor Service Kit, which details equipment and services information, availability, and pricing. Exhibitor-appointed service providers must not be utilized in contravention of these Rules & Regulations, the Convention Center authority or the GSC's policy.

7-C For the purpose of sending the Exhibitor Service Kit and materials, ACA will provide GSC with Exhibitor's full contact information (company name, street address, city, state, zip, telephone, and fax, name, and e-mail address of the Tradeshow Coordinator, as provided in the Application, unless otherwise timely specified to ACA staff at exhibit@acainternational.org).

7-D Exhibitors are expected to comply with any union requirements in effect during the Event; refer to the GSC's Exhibitor Service Kit.

7-E The GSC requires any Exhibitor employing its own contractor for the provision of any service not exclusively provided by the Convention Center or the GSC to deliver the following to ACA within 10 days prior to the Event move-in date (i) a written statement setting forth the identity and intended use of the contractor; (ii) a certificate of insurance evidencing workers compensation insurance coverage in the minimum amount required by state law; (iii) a certificate of insurance evidencing commercial general liability insurance in a minimum amount of one million dollars covering all operations; and (iv) a certificate of insurance evidencing automobile liability insurance in a minimum amount of one million dollars covering all owned, hired and non-owned vehicles. The policies for Commercial General Liability and Automobile Liability shall name Client, Venue and Freeman as additional insureds for this Event. Exhibitors who opt not to utilize the services of the Convention Center or GSC for non-exclusive services are responsible in all respects for complying with all Convention Center Rules whether or not expressly referred to herein. Exhibitor agrees to be responsible for any losses, damages or injuries that are caused by or attributed to exhibitor appointed contractors that are not covered or provided by exhibitor appointed contractor's insurance.

8. INSURANCE & WAIVER OF LIABILITY

8-A Exhibitor acknowledges ACA, GSC and the Convention Center do not maintain insurance covering Exhibitor's property; it is Exhibitor's responsibility to obtain such insurance, to maintain evidence of coverage at their exhibit booth commencing at set-up time until tear-down, and to produce it for inspection upon request.

8-B No security will be provided in the exhibit area for any one exhibit booth; valuables should not be left unattended. ACA is not responsible for any lost or stolen property.

8-C In no event will ACA's liability to any Participant for breach of the terms and conditions of participation in this Event exceed the amount of money received by ACA from Participant with respect to participation in this Event in the twelve (12) months preceding the date on which such liability arises.

9. EVENT RELOCATION, RESCHEDULE OR CANCELLATION

9-A ACA may be required to change the date or location of Event if circumstances necessitate, in which case ACA shall provide Participants with immediate notice of the change. A change in location will not alter the terms and conditions described herein except as expressly announced by ACA International to comport with the new venue's requirements.

9-B Circumstances may arise which require ACA to cancel the Event in whole or in part. In the case of cancellation, ACA's maximum total liability to Participant will not exceed the amount paid to ACA for Event participation. In the unlikely case that the Event is cancelled in its entirety, Participant fees will be refunded, less any actual and direct Event-related expense incurred by ACA at the Participant's express request. If the Event is cancelled only in part, ACA will issue daily pro-rated fee refunds to Participants.

10. PARTICIPANT CONDUCT – GENERAL

10-A Participants shall not conduct themselves in connection with the Event in a manner offensive to standards of decency or good taste.

10-B Participants are responsible for complying with ACA's antitrust and anti-harassment policies, which can be viewed online here: <https://www.acainternational.org/education/antitrust-anti-harassment-policies>. The Metropolitan Government of Nashville and Davidson County does not discriminate on the basis of race, color, national origin, gender, gender identity, sexual orientation, age, religion, creed or disability in admission to, access to, or operations of its programs, services, or activities.

2018 Convention Exhibit Space & Sponsorship Rules & Regulations

10-C Notice of official Event sponsors and sponsorship availability is provided at www.acainternational.org. In order to honor the benefits of sponsorship opportunities, ACA may restrict or prohibit Participants from organizing, advertising, or soliciting Event attendee participation in activities or functions during the Event which are deemed, in ACA's discretion, the same or substantially similar as an activity or function officially sponsored by or available for sponsorship by another Exhibitor or Sponsor, or hosted by ACA. By way of example only, and not for purposes of limitation, such functions or activities may include attendee food and refreshment service, recreational outings, and artist or speaker appearances. Participants must notify ACA prior to organizing, advertising, or soliciting Event attendee participation in any such activity or function.

10-D Notice of official ACA-hosted Event activities and functions are provided at www.acainternational.org. ACA may restrict or prohibit Participants from organizing, advertising, or soliciting Event attendee participation in company-hosted activities or functions scheduled to occur at the same time as any official ACA-hosted activity or function. Participants must notify ACA prior to organizing, advertising, or soliciting Event attendee participation in any activity or function scheduled to occur at the same time as any official ACA-hosted activity or function.

10-E The licensed Event-specific trademarked logo is available upon request to Exhibitors and Sponsors, for use on the company's website, newsletters, mailings, posters, postcards and other marketing-related materials. The logo may be used only for the purposes of representing your Event participation and promoting attendance. It shall not be used in any manner which creates confusion, directly or indirectly, whether or not intentional, as to the source of the communication, goods or services (such as, for example, through its size, prominence, placement or context in relation to the sender's content), nor shall it imply an ACA endorsement of exhibitor or sponsor's company, goods, or services. The logo may not be used after 30 days subsequent to the last date of the Event. In printed materials, the high-resolution .tif version of the logo must be used; the web version may be used only for web and e-mail communications, and must include a link to the Event website. The logo must be used in its entirety; cropping and other changes are strictly prohibited. All Participants acknowledge ACA has an interest in maintaining and protecting the image and reputation of its name, trademarks, services marks, logos, designs, and other forms of identification, and that all such ACA identification must be used in a manner consistent with the standards established by ACA, and in accordance with the policy set forth at the following webpage: <https://www.acainternational.org/about/logo-use-policy>.

10-F An electronic pre and post registration list of attendees will be provided to Exhibitors for a one-time marketing use prior and subsequent to the show, respectively. All other use of the list or any portion thereof, including subsequent disclosure of the list to others, is prohibited. Insofar as unsolicited communications may be considered a nuisance to some recipients, ACA requests all marketing communications based upon any information gathered about Event registrants and attendees, regardless of source, be reasonable with respect to frequency, timing, mode, and content.

11. FOOD & BEVERAGE AND MEETING SPACE

Participants must obtain written permission from ACA prior to offering food and beverage or utilizing meeting space on Convention Center premises. Food or beverages served or meeting space used by Participant on Convention Center premises must be arranged through ACA. Convention Center prices may be subject to service charges and taxes. Participant shall reimburse ACA if ACA incurs charges from Convention Center as a result of Participant's food and beverage service, or meeting space usage.

12. SALES AND ADVERTISING

Participants may not advertise, solicit orders for, or display goods or services other than those sold by them in the regular course of their business and as described in the Application. Circulars or advertising material of the Exhibitor or any related entity shall be distributed only within the exhibit booth assigned to the Exhibitor. No such materials may be distributed to any other area of the exhibit hall, to the hotel rooms of the Event attendees or elsewhere on the Convention Center premises unless approved by ACA. Circulars or advertising material of a Sponsor or any related entity are not permitted upon Convention Center premises without approval from ACA.

13. INTELLECTUAL PROPERTY

Participants are responsible for obtaining appropriate licenses and permissions for any copyrighted, trademarked, or other intellectual property used in connection with the Event. By Participant's use or display of any such copyrighted, trademarked or other intellectual

property used in connection with the Event, Participant warrants to ACA its right to use. Participants shall indemnify and hold ACA harmless from any and all claims or demands made by any party with respect to such Participant's Event activity. Public dramatic and nondramatic performances of copyrighted works, including broadcasting and transmission are prohibited without contacting ACA for prior approval.

14. AMERICANS WITH DISABILITIES ACT

If any Participant representative has a disability that may impact participation in this Event or has special dietary restrictions for which accommodations are requested on such basis, a statement must be attached to the Application regarding that condition and all related needs. ACA will make reasonable efforts to provide for, but is unable to assure the availability of appropriate accommodations without prior notification of specific need. Participants agree to cooperate in all reasonable respects with ACA and Convention Center regarding the provision of auxiliary aids and services (at no cost to Participant), and for ensuring that access to and use of the Event space by attendees is ADA-compliant.

15. WARRANTIES

15-A Participant warrants it has the power to execute, deliver and perform as agreed; it has all licenses, permits, bonds, certificates and other similar approvals required to conduct its business; and it will abide all federal, state, and city laws, ordinances, codes, rules and regulations.

15-B ACA does not warrant or guarantee any specific level of business traffic, and will not provide any refund to Participant on account of any reduction in expected traffic at the Event.

16. PROMISE TO PROTECT

Participant shall defend, indemnify and hold harmless ACA, its subsidiaries and affiliates, and their respective directors, officers, members, employees, contractors and agents from and against any liabilities, losses, claims, suits, damages, costs, and expenses (including reasonable attorneys' fees and expenses) made by any third-party, including without limitation, Hotel, GSC, Convention Center, Event Participants, and Event attendees (each, a "Claim") arising out of any of Participant's or Participant's employee's, agent's or contractor's acts or omissions, representations or warranties relating to the Event, including Participant's use of the Convention Center. ACA agrees to provide timely written notice of any Claim to Participant and will cooperate with Participant in defense of the Claim. Participant bears all expenses in connection with the defense or settlement of the Claim and ACA shall have the right to participate in the defense of Claim. Participant, in the defense of any such Claim, may not consent to entry of any judgment or enter into any settlement without the written consent of ACA.

17. LICENSED SPACE USE

ACA's permission to temporarily utilize the Convention Center space is governed by a license agreement (License Agreement #1807019). Participants must also abide by the terms of this license. The following licensed use restrictions are applicable to Participant activity:

17-A All individuals working in the Convention Center must wear an identification badge provided by their employer or obtained from the Convention Center. To obtain a temporary badge, one must provide a photo ID. All badges must clearly identify the wearer and name of the company represented. Event personnel, service contractors, temporary help and other workers affiliated with the event must enter and leave by way of the entrance labeled "Contractor Entrance" located on the South Side of the building, at 7th Avenue and Korean Veteran's Boulevard.

17-B All exhibits and decorations must meet all local, state, and federal fire marshal requirements. All decorative materials such as loose fibers, board, curtains, hangings, table covers, etc. must be fire retardant treated in an approved manner. Materials used in display construction or decorating shall be made of fire retardant materials and be certified as flame retardant. Samples should also be available for inspection. Waste products generated must be disposed of in accordance with guidelines established by the Environmental Protection Agency.

17-C No signage and/or banners shall cover, deactivate, or otherwise interfere with any permanent or temporary signage in the Convention Center.

17-D The distribution of fliers, stickers and other forms of advertisements in the common areas is strictly prohibited. Except in specifically designated areas within the Convention Center, posting or

exhibition of signs including advertisements, posters, cards, decals or similar stick-on attachment materials is prohibited, with exception of name badges.

17-E Participants may not undertake any of the following activities without obtaining the prior approval of ACA and the Convention Center: Loud activities; The display or operation within the Convention Center, of any motor vehicles or any apparatus in which a fuel tank is attached; Bringing upon the premises any exhibit, equipment, or vehicle which may be dangerous to person or property or otherwise incompatible with the structure, system and furnishing of the Convention Center, including materials that are ignitable, corrosive, reactive, toxic, or bio-hazardous; Painting, by spray or otherwise, or refinishing of signs, displays, equipment or other objects inside the Convention Center; Putting up or operating any engine, motor or machinery in the Convention Center; Bringing combustible or flammable liquids or gases into the Convention Center; The use of oils, burning fluids, kerosene, ethanol, gasoline, confetti, glitter, rice, pyrotechnics, fog, haze, or animals.

18. SEVERABILITY & NON-WAIVER

18-A Any provision herein found to be invalid will be severable and the remainder will remain effective.

18-B The failure of ACA or Participant to insist upon the performance, or the delay or failure to exercise any right or privilege conferred herein, or to require the satisfaction of any condition herein, will not be construed as a waiver or estoppel of any such right, remedy, condition, or privilege, but the same will continue and remain in full force and effect. No provision herein shall be deemed waived except pursuant to a writing executed by the party against whom the waiver is sought, and no waiver will be applicable other than in the specific instance in which it is given.

18-C Nothing herein shall require the commission of any act contrary to applicable law or to any rules or regulations of the Convention Center or of any union, guild or similar body having jurisdiction over the services and personnel to be furnished hereunder. In the case of any conflict between any provision herein, and any such law, rule or regulation - such law, rule or regulation shall prevail and these provisions shall be curtailed, modified, or limited only to the extent necessary to eliminate such conflict.

19. ARBITRATION & GOVERNING LAW

Any controversy arising out of or related to Event participation, these Rules and Regulations, or the breach thereof, will be settled by arbitration in accordance with the Rules of the American Arbitration Association (AAA) in Minneapolis, Minnesota or any other mutually agreeable location. The prevailing party in any arbitration proceeding shall be entitled to an award of its costs and expenses. The laws of the State of Minnesota, without regard to Minnesota's choice-of-law principles, govern all matters arising out of or related to Participant's agreement.

20. HEADINGS

Headings within this document are intended for reference only and should not affect the interpretation.

21. RELATIONSHIP OF THE PARTIES & ASSIGNMENT

21-A Participant's agreement shall not establish a partnership, joint venture or principal/agency relationship with ACA.

21-B Participants may not assign its rights or responsibilities hereunder, in whole or in part without ACA's prior written consent which may be withheld in ACA's sole discretion. Any purported assignment or delegation by Participant without ACA's prior written consent is void.

21-C Nothing herein shall confer any contractual right, benefit, interest or remedy under or because of these Rules upon any person or entity other than the Participant.

22. AMENDMENT

These Rules may be amended by ACA upon written notice to Exhibitors and Sponsors.

Revised 10/27/2017