



26th NATIONAL PSYCHOPHARMACOLOGY UPDATE

Feb. 10 - 13, 2021 · Paris Hotel and Casino · Las Vegas

EXHIBITOR PROSPECTUS



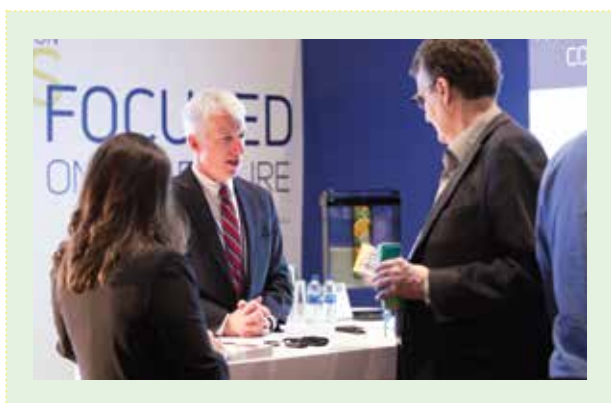
REGISTER AT NVPSYCHIATRY.ORG



Reach your target audience:

Exhibitor and Sponsor Invitation

Showcase your company, products and services to a national audience of more than 1,600 psychiatrists and mental health clinicians at the 26th Annual National Psychopharmacology Update. Presented by Nevada Psychiatric Association, a district branch of the American Psychiatric Association, the conference is the largest of its kind in the United States.



NPA supports your investment in a number of ways to help you make and build relationships:

- Timely and relevant educational programming attracts a nationwide audience of more than 1,600 psychiatrists and mental health practitioners
- On-site visibility for your brand and company name: signage, gift bags and promotional material sponsorships available to put your brand in front of attendees
- Conference program listing with logo and a description of your products and services
- Name recognition on screen in general session room
- Morning and afternoon refreshment breaks
- Special attendee reception with alcoholic beverages (sponsorship opportunities available)

Conference Location & Accommodations

Paris Las Vegas Hotel and Casino

3655 S Las Vegas Blvd.
Las Vegas, NV 89109
Phone: (877) 796-2096
Web: caesars.com/paris-las-vegas

Room blocks are available at both Paris and Bally's hotels. Additional information available at nvpsychiatry.org.

Conference Dates & Hours

Wednesday, February 10 (Forensic Psychiatry Pre-Conference)	7 a.m. – 5:45 p.m.
Thursday, February 11	7 a.m. – 7 p.m.
Friday, February 12	7 a.m. – 5:45 p.m.
Saturday, February 13	7 a.m. – 5:45 p.m.

Exhibit Hall Dates & Hours

Thursday, February 11	9:45 a.m. – 7 p.m.
Friday, February 12	7 a.m. – 4 p.m.

Sponsors and exhibitors represent a range of leading industry partners and providers from across the United States in the areas of:

- Pharmaceutical products/services
- Recruitment/Locum Tenens
- Training programs
- Medical and rehabilitation services
- Publishers and educational materials
- Practice management
- Support services
- Hospitals and treatment facilities

Sponsorship & Exhibitor Sales

Katie Regal

Nevada Psychiatric Association
Conference Manager

conferencemanager@nvpsychiatry.org
877-493-0007 direct
702-463-3943 fax

Sponsorship Opportunities

Our sponsorship opportunities in person and online encourage clinicians to visit your exhibit booth and listing in our virtual directory to learn more. Contact us to discuss how a customized sponsorship can best meet your promotional goals. **Exhibitor Sales and Logistics: Conference Manager**, Nevada Psychiatric Association. (877) 493-0007 direct, conferencemanager@nvpsychiatry.org

\$70,000 (breakfast) **\$80,000** (lunch, and dinner) **Product Theater Sessions**

Present your message to a live audience in person or online. Choose from 10 hour-long product theater sessions for breakfast, lunch, and dinner for promotional product presentations. Time slots will be assigned on a first-come, first-served basis. Sponsorship includes standard audiovisual equipment (e.g., LCD projector and screen) and a buffet meal for participants (meal not included for dinner sessions). The announcement of your theater session, including topic, speaker, and sponsor will be listed in the conference program.

Wednesday, February 10

- Breakfast
- Lunch
- Dinner

Thursday, February 11

- Breakfast
- Lunch

Friday, February 12

- Breakfast
- Lunch
- Dinner

Saturday, February 13

- Breakfast
- Lunch

\$15,000 Hotel Key Cards

Maximize reach with your logo on hotel key cards given to attendees staying at Paris Las Vegas.

\$15,000 Digital Access Sponsor

Build name recognition by securing the naming rights for the wi-fi login code. Attendees will need to type in your company name for wi-fi access throughout the conference space. In addition, we'll promote your brand at charging stations throughout the conference. We will also include your logo in the conference program guide, signage, and instructions.

\$15,000 NPA Update App Sponsor

Put your brand at the fingertips of every conference attendee when you sponsor the event's official mobile application. In addition to the logo recognition on the app's splash screen, you'll receive acknowledgement in all ads and signage promoting the app. We'll also promote a post from you in each attendee's feed at the start of the conference and we'll feature your company in the app's sponsor section.

\$15,000 Conference Tote Bag Sponsor*

Give your logo legs by placing your logo on the conference tote bag given to each attendee.

\$12,000 Healthy Hands Sponsor

Show your care for the wellness of conference attendees with 12 branded hand sanitizing stations placed in high-traffic areas throughout the conference.

\$10,000 Raising Spirits Sponsor

Place your logo on each attendee's complimentary drink ticket for our Thursday evening welcome reception.

\$10,000 Registration Sponsor

Introduce your brand on registration check-in iPads throughout the conference.

\$7,500 Badge Sponsor*

Maximize the eyes on your logo when it's placed on attendee name badge pouches and you'll get exposure with every attendee-to-attendee introduction.

\$7,000 Featured Sponsor

Be front and center on the virtual event website. Every online attendee can link directly to your online directory listing to learn more about your offerings.

\$7,000 Hotel Room Door Drops

Access every attendee staying at the conference hotel with a special delivery from you. Whether it's information about your company, initiations to sponsored events, or must-have swag, reach your audience where they least expect it.

Virtual Networking Event Sponsor

Connect virtual conference attendees in valuable online networking sessions. Whether it's a coffee meetup before the day's sessions or a cocktail after the main events are over for the day, you'll have a grateful and captive audience in a digital space. Pricing varies based on event. Please contact us for more details.

Fuel Up Sponsor

Treat virtual conference attendees to coffee or lunch via a digital gift card. They'll appreciate a treat they can order and have delivered so they don't have to miss a minute of the conference. Pricing varies based on gift card amount. Please contact us for more details.

**Pharmaceutical companies are restricted from sponsoring these items.*

Advertising Rate

PROGRAM GUIDE

Place a full-color ad in the guide given to each attendee.

Inside Front or Back Cover	\$2,500
Full Page.	\$1,750
Half Page	\$1,250

CONFERENCE BAG INSERTS **\$1,750**

Provide promotional flyer for insertion in attendee gift bags.



Become an Exhibitor

Sponsorship includes the opportunity to participate in both the virtual and in person exhibit halls for one, all-inclusive rate.

2021 Booth Rates

Size		Booth
10' x 10' Booth	before 12/1	\$3,000
	after 12/1	\$3,500
10' x 10' Corner Booth	before 12/1	\$3,200
	after 12/1	\$3,700
10' x 20' Booth	before 12/1	\$6,000
	after 12/1	\$7,000
10' x 20' Corner Booth	before 12/1	\$6,200
	after 12/1	\$7,200
20' x 20' Booth	before 12/1	\$13,500
	after 12/1	\$15,000

2021 Bookseller Rates

Size		Booth
10' x 10' Booth	before 12/1	\$1,500
	after 12/1	\$2,000
10' x 10' Corner Booth	before 12/1	\$1,700
	after 12/1	\$2,200
10' x 20' Booth	before 12/1	\$3,000
	after 12/1	\$4,000
10' x 20' Corner Booth	before 12/1	\$3,200
	after 12/1	\$4,200

- **Saturday Bookseller Extended Hours** \$250
(Tables supplied by exhibitor)

- **Saturday Bookseller Extended Hours** \$500
(Tables supplied by NPA)

2021 Nonprofit and Government Rates

Size		Booth
10' x 10' Booth	before 12/1	\$2,000
	after 12/1	\$2,500
10' x 10' Corner Booth	before 12/1	\$2,200
	after 12/1	\$2,700

Standard booth package includes:

- Company listing in the NPA program guide and in the online virtual exhibit hall
- Back and side wall drapes (excludes island booths)
- Identification sign with your company name (excludes island booths)
- Six-foot table, two chairs
- Exhibitor badges
 - 10' x 10' - two badges
 - 10' x 20' - four badges
 - 20' x 20' - six badges

Additional exhibitor badges are available for \$125 each.



The 2020 attendees by specialty

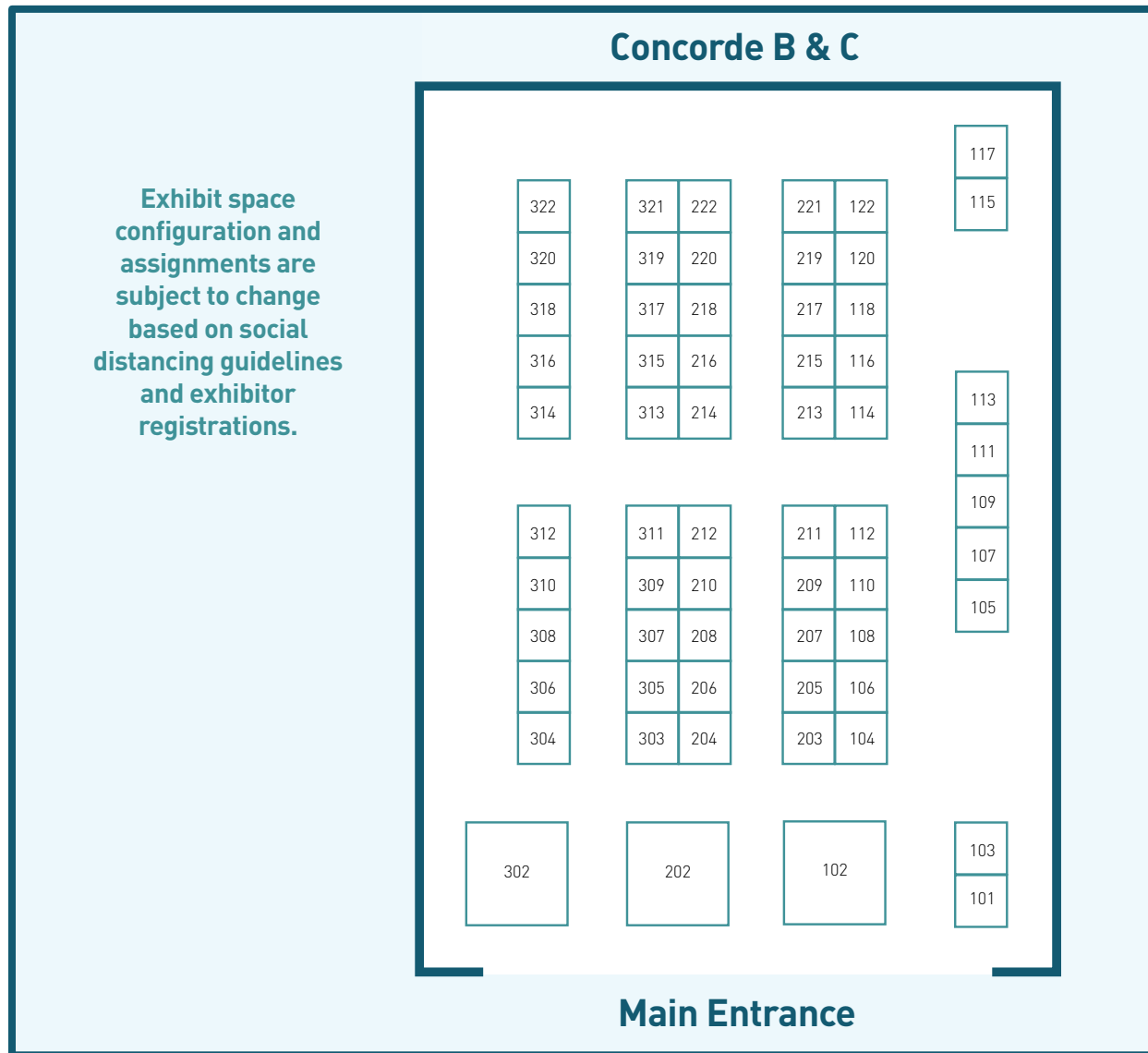
PRIMARY SPECIALTY

General Adult Psychiatry	76%
Child and Adolescent Psychiatry	11%
Other	9%
Forensics	1%
Geriatrics	1%

SECONDARY SPECIALTY

General Adult Psychiatry	9%
Child and Adolescent Psychiatry	12%
Addictions	6%
Other	4%
Geriatrics	3%
Forensics	3%
Consultations-Liaison	2%
Administration and Management	1%

2021 Exhibitor Layout

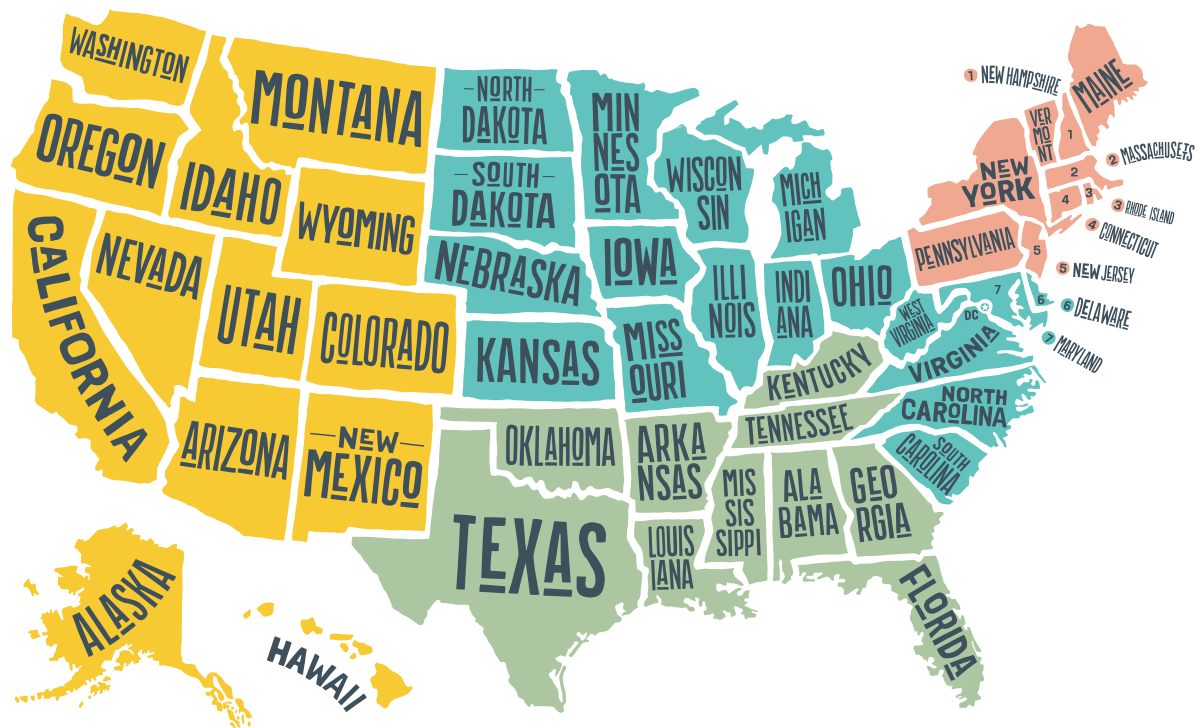




Reach your target audience

Attendees by Region

The NPA Psychopharmacology Update is one of the nation's largest conferences in the field, providing comprehensive state-of-the-art information on the psychopharmacological treatment of psychiatric disorders most commonly encountered in clinical practice.



International
3%



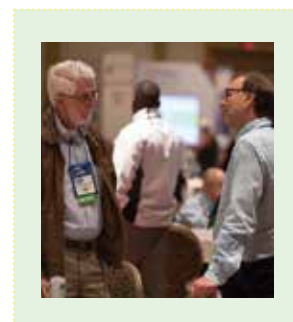
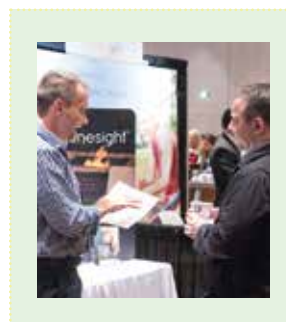
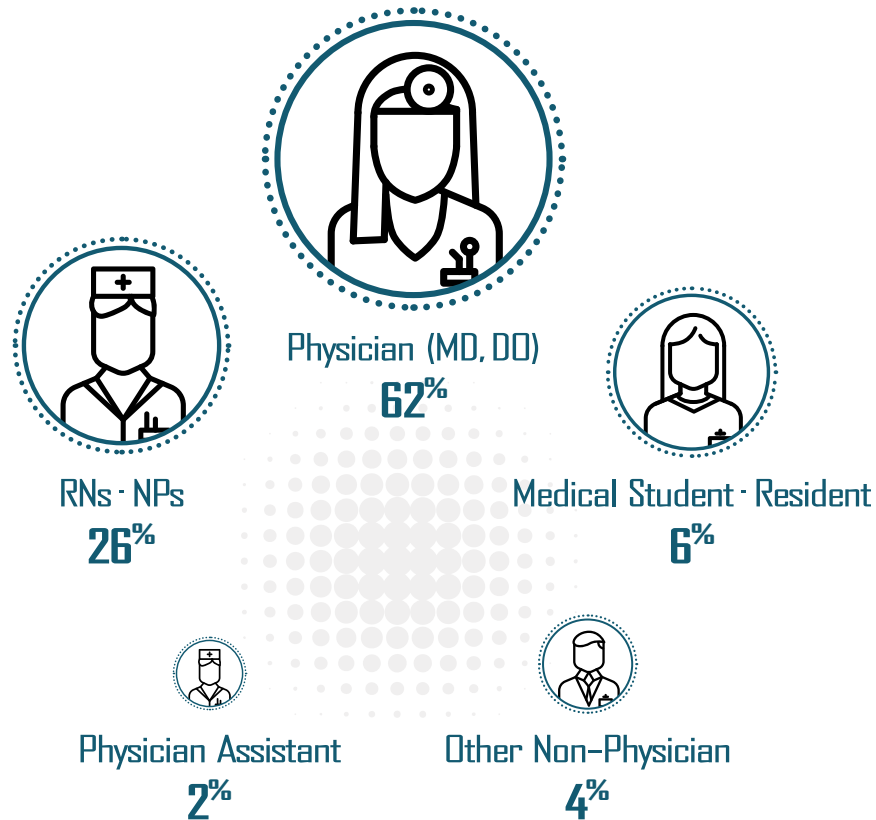
“Attendees from every state in the US for the last three years.”

Figures are conferences averages from 2018-2020



Attendees by Category

The four-day conference attracts more than 1,600 mental health clinicians from across the United States, Canada and abroad, as well as a wide range of exhibitors showcasing leading products and services.





Sponsorship & Exhibitor Application Form

COMPANY INFORMATION

Enter your company information exactly as you would like it to appear in conference promotional materials. Please print clearly or type.



Organization Name: _____

Mailing Address: _____ City/State/Zip: _____

Phone: _____ Fax: _____ Website: _____

CONTACT INFORMATION

The primary contact will receive all show information, unless otherwise specified.

Primary Contact Name & Title: _____

Email: _____ Phone: _____

Secondary Contact Name & Title: _____

Email: _____ Phone: _____

☐ Check here if this event is co-sponsored with another pharmaceutical or device company.

Please disclose co-sponsor: _____

PAYMENT INFORMATION

NPA Tax ID #86-0864706

☐ Visa ☐ Master Card ☐ American Express ☐ Check (payable to Nevada Psychiatric Association)

TOTAL DUE: _____ Amount to Charge: _____ Invoice me: _____

Credit Card #: _____ Exp. Date: _____ CVV: _____

Name on Card: _____

Billing Address: _____ City/State/Zip: _____

Email for Receipt (if different from above): _____





EXHIBITOR OPPORTUNITIES

2021 Booth Rates

QTY	Booth	Before 12/01/20	After 12/01/20
	10' x 10' Booth	\$3,000	\$3,500
	10' x 10' Corner Booth	\$3,200	\$3,700
	10' x 20' Booth	\$6,000	\$7,000
	10' x 20' Corner Booth	\$6,200	\$7,200
	20' x 20' Island Booth	\$13,500	\$15,000

2021 Nonprofit and Government Rates

QTY	Booth	Before 12/01/20	After 12/01/20
	10' x 10' Booth	\$2,000	\$2,500
	10' x 10' Corner Booth	\$2,200	\$2,700

2021 Bookseller Rates

QTY	Booth	Before 12/01/20	After 12/01/20
	10' x 10' Booth	\$1,500	\$2,000
	10' x 10' Corner Booth	\$1,700	\$2,200
	10' x 20' Booth	\$3,000	\$4,000
	10' x 20' Corner Booth	\$3,200	\$4,200
	Saturday Extended Exhibit Hours (Tables Supplied by Exhibitor)		\$250
	Saturday Extended Exhibit Hours (Tables Supplied by NPA)		\$500

BOOTH NUMBER PREFERENCE

1	
2	
3	

The signer of this application—or person designated below, if different—shall be the official representative of the exhibitor and shall have the authority to certify representatives and act on behalf of the exhibitor in all negotiations. This contract and related future mailings will be addressed to the signer (or designee indicated below if different).

Please send your company logo in vector format only (.ai. or .eps) and 50 word maximum company to conferencemanager@nvpsychiatry.org:

We understand that there is a 50% deposit due upon application and that all space must be paid for in full by December 11, 2020. Booths will not be reserved until deposit is received. If assigned space is not paid for in full by the specified date, it may be assigned to another exhibitor at the option of NPA.

Signed: _____ Print Name: _____

Return completed application form to:

NPA Conference: Sponsor/Exhibitor

2590 E. Russell Road Las Vegas, NV 89120

PRODUCT THEATER SESSIONS

QTY	Level	Cost
	Desired time-slot:	\$70,000
	Desired time-slot:	\$80,000

SPONSORSHIP OPPORTUNITIES

QTY	Level	Cost
	Hotel Key Cards	\$15,000
	Digital Access Sponsor	\$15,000
	NPA Update App Sponsor	\$15,000
	Conference Tote Bag Sponsor*	\$15,000
	Healthy Hands Sponsor	\$12,000
	Registration Sponsor	\$10,000
	Rising Spirits Sponsor	\$10,000
	Badge Sponsor*	\$7,500
	Featured Sponsor	\$7,000

ADVERTISING

QTY	Level	Cost
	Hotel Room Door Drops	\$7,000
	Program Guide: Inside Front Cover	\$2,500
	Program Guide: Inside Back Cover	\$2,500
	Program Guide: Full Page	\$1,750
	Program Guide: Half Page	\$1,250
	Attendee Gift Bag Inserts	\$1,750

TOTAL INVESTMENT: \$ _____

LIST COMPETITORS

1	
2	
3	





Important Dates

2020

OCTOBER

- 9 Deadline for full refund, less 10% processing fee

2020

DECEMBER

- 1 Deadline for early registration discount
- 2 Full-price exhibitor registration begins
- 11 Deadline for full payment of all sponsorships
- 11 Applications submitted after December 11, must include full payment
- 11 Deadline for 50% refund, less 10% processing fee
- 12 Final cancellation deadline; no refunds after this date

2021

JANUARY

- 8 Deadline for all production-ready artwork
- 9 Conference program advertising rates increase by 25%
- 16 Conference program advertising rates increase by 50%
- 22 Final submission deadline for production-ready artwork.
No submissions will be accepted after this date.
- 22 Final date to register for company information to be included in the
printed exhibitor directory.
- 29 Registrations due for complimentary exhibit staff.
After January 29, \$25 additional service fee to register exhibit staff.

2021

FEBRUARY

- | | | |
|----|------------------------|--|
| 10 | 2 p.m. – 6 p.m. | Onsite exhibitor registration and move-in with exhibitor service contractor |
| 11 | 7 a.m. – 9:45 a.m. | Additional exhibitor registration and move-in without exhibitor service contractor. All exhibits must be set up by 9:45 a.m. on Thursday |
| | 10 a.m. – 10:15 a.m. | Refreshment break in Exhibit Hall |
| | 12:15 p.m. – 1:25 p.m. | Networking lunch with attendees |
| | 3:30 p.m. – 3:45 p.m. | Refreshment break in Exhibit Hall |
| | 5:45 p.m. – 7 p.m. | Welcome reception in Exhibit Hall |
| 12 | 7 a.m. – 8 a.m. | Networking breakfast with attendees |
| | 10 a.m. – 10:15 a.m. | Refreshment break in Exhibit Hall |
| | 12:15 p.m. – 1:25 p.m. | Networking lunch with attendees |
| | 3:30 p.m. – 3:45 p.m. | Refreshment break in Exhibit Hall |
| | 4 p.m. | Exhibit Hall closes |
| | 4 p.m. – 8 p.m. | Booth tear-down/Exhibitor move-out |

Note: Exhibit Hall hours subject to change

Exhibitor Kit

An Exhibitor Services Manual will be provided to all participating companies. Services not included in the standard booth package (such as furniture rental, internet, electrical service, storage and installation/dismantling) can be arranged through the exhibit services contractor. The exhibitor kit will be available beginning November 2020.

Booth Assignment

Space will be assigned according to the date the contract and payment are received, availability of the requested area, amount of space requested, special needs, and compatibility of exhibitors' products. NPA reserves the right to assign space other than the choice requested, if necessary, and to rearrange the floor plan and/or relocate any exhibits.

A booth rental is required to host a Product Theater or other event that involves NPA Update attendees.

Lead Retrieval

Lead retrieval services will be available. Details and applications will be available beginning November 2020.

Exhibitor badges

- 10' x 10' - two badges
- 10' x 20' - four badges
- 20' x 20' - six badges

Additional exhibitor badges are available for \$125 each.

Exhibitor Registration and Badge Pick-Up

Each exhibitor who registered in advance will have an exhibitor badge available at the exhibitor registration area located in the Burgundy room (across from the Paris Ballroom).

This badge will entitle registered exhibitors admission to the exhibit area only. To attend conference sessions, please register online at nvpsychiatry.org.

Exhibitors must wear badges at all times, including during setup times, exhibit hours, and dismantling. Exhibiting companies must register their booth personnel by 1/29/21. Personnel not registered by 1/29/21 will be charged a \$25 service fee.

Advertising Specifications

Listed below are the ad specifications for conference program advertising sponsorships. Please note that all ads are full color.

Specifications

Display trim size 8.5" x 11"

<p>Full Page Bleed* 8.75" x 11.25"</p> <p>Full Page Non-Bleed 7.5" x 10"</p>	<p>Half Page Bleed* 8.75" x 5.5"</p> <p>Half Page Non-Bleed 7.5" x 4.75"</p>
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*Please remember to add 1/8" to all sides for full- or half-page bleed ads. In addition to this trim allowance, we require a 1/2" safety margin on all four sides for live matter (type and important illustration). Please offset all printers marks from the bleed.

Production Artwork Deadlines

The deadline for all production ready artwork is Friday, January 8, 2021.

Increases will be in effect after the below dates:

January 9 - 15: Increase by 25%

January 16 - 22: Increase by 50%

January 22: Final submission deadline for production ready artwork. No submissions will be accepted after this date.

Accepted Digital Formats

Press-optimized PDF using Acrobat Distiller, format (300 dpi, CMYK color). PDFs prepared for use on the Web are unacceptable.

Submit ads to victor@euriecreative.com by **Monday, January 8, 2021**

If you need assistance with your ad contact Victor Rodriguez at (702) 383-9805.





NPA 26th Annual National Psychopharmacology Update

SPONSORSHIP & EXHIBITOR APPLICATION TERMS & CONDITIONS

1. Application and Eligibility. Application for booth space must be made on the printed form provided by NPA (herein after "the Association"), contain the information as requested, and be executed by an individual who has authority to act for the applicant. This exhibition is designed for the display and demonstration of products and services relating to the practice and advancement of the art and science of psychiatry and psychopharmacology and the professional education of those individuals attending the Association's conference. The Association shall determine the eligibility of any company, product or service. The Association may reject the application of any company whose display of goods or services is not compatible, in the sole opinion of the Association, with the educational character and objectives of the exhibition. In the event that an application is not accepted, any paid space rental fees will be returned.

2. Exhibit Booth Price. Published prices include discounted rates on advertising in the conference program book, access to attendee mailing addresses at a discount, a listing in the conference program, exhibitor badges for two preregistered company representatives per paid booth, which admit them to the exhibit area at no charge, continental breakfast and lunches with attendees. Badges for spouses are charged against each company's badges-per-booth allotment.

3. Payment Dates. No booths will be reserved until the Association receives a 50% deposit of the total booth fee, along with a signed contract. Payments may be made by credit card (Visa, MasterCard or American Express) or by check, payable to the Nevada Psychiatric Association. Your invoice will provide mailing information for payments by check. Full payment of all rental charges is due on or before December 13, 2019. Applications submitted after December 13, must include full payment. The exhibitor expressly understands and agrees that all amounts paid hereunder will be applied first to any outstanding obligations due the Association by the exhibitor, and then to the amounts due in accordance with this paragraph hereof, that any resulting arrearages must be paid within the time limits specified herein, and that the Association will have the right to cancel this agreement if the exhibitor is or becomes in arrears with respect to any outstanding obligation due the Association.

4. Cancellation of Booth Space. Upon approval of reservation, all exhibiting organizations cancelling or downsizing exhibit space will be charged a 10% processing fee of total cost, in addition to cancellation fees if applicable (see below). Exhibitors are liable for unpaid booth fees if cancellations, reductions or changes occur prior to receipt of payment. No refunds will be issued for exhibit space cancellations received after December 11. There is no cut-off date to booth sales if space is available. Booth Cancellations and Reductions Exhibitor cancellation requests, including booth reductions and changes to configurations, must be received in writing at conferencemanager@npspsychiatry.org. The fee will be refunded in the manner in which it was received. The refund policy is: in the event that the exhibitor notifies the Association of the exhibitor's intent to repudiate the contract after acceptance but prior to October 9, 2020, a full refund of monies received, less a 10% cancellation fee, will be made. A penalty of 50% of the cost of the total booth space contracted, plus a 10% cancellation fee, will be imposed for a written cancellation received between October 9, 2020 and December 11, 2020. No refunds will be made for cancellations accepted after December 11, 2020. If for any cause beyond the control of the Association — such as, but not limited to, the destruction of the exhibit facilities by an act of God, the public enemy, authority of the law, fire, or other force majeure — the Association is unable to comply with the terms of this contract and deliver the space allotted hereunder, this contract shall be considered terminated and any payments made hereunder by the exhibitor shall be refunded to the exhibitor, less expenses incurred by the Association to the date of the termination allowable to the exhibitor after proration thereof among all exhibitors.

5. Assignment of Booth Space. Space will be assigned starting in April 2020, according to the date on which the contract and payment in full are received, the availability of the requested area, the amount of space requested, special needs, and compatibility of the exhibitor's products with the Association's aims and purposes. The Association reserves the right to assign space other than the choice requested, if necessary, and the right to rearrange the floor plan, relocate any exhibit, or both.

6. Booth, Furnishings, Equipment, and Service. Pipe and drape will separate all booths, and a uniformly styled draped six-foot exhibit table and two chairs will be provided. There is room behind the table to set up a standing exhibit against the wall, or room on the table for a table-top display. Banners may be hung on drape behind booth or affixed to the front of the table. The exhibit hall is carpeted. Orders for decor, electric or internet connection should be made directly with the official Association exhibit services contractor.

7. Conduct of Exhibits. The advertising or display of goods or services other than those manufactured, distributed, or sold by the exhibitor in the regular course of business and identified in this contract is prohibited. An exhibitor may not assign, sublet, or apportion all or any part of the contracted booth space, nor may an exhibitor permit the display, promotion, sales, or marketing of non-exhibitor products or services. Interviews, demonstrations, and distribution of literature or samples must be made within the booth area assigned to the exhibitor. Canvassing or distributing of advertising outside the exhibitor's own booth is not permitted. All sales activities must be compliant with the FDA and OIG. There is no restriction on selling on the exhibit floor, provided that sales transactions may be conducted only within the exhibitor's own booth. However, exhibitors are responsible to the Internal Revenue Service for the collection and submission of the applicable state and local sales taxes for sales that occur on the exhibit floor. Exhibitors may not serve or dispense food or beverages of any type from their booths or in the exhibit area without consent of the Association. Helium balloons are not allowed in the exhibit or meeting areas. No part of the display, including products, is permitted outside the exhibit space. Products and furnishings should be arranged with the safety of the exhibitors and attendees in mind. The Association reserves the right to restrict the operation of, or evict completely, any exhibit which, in the sole opinion of the Association, detracts from the general character of the exhibition hall or conference as a whole. This applies to displays, literature, advertising novelties, souvenirs, conduct of persons, etc. No exhibits will be permitted which interfere with the use of, or impede access to, other exhibits or impede free use of the aisle.

8. Installation/Dismantling. All exhibits must be set up by 9:45am on Thursday, February 11, 2021 without exception. Assembly of exhibits during regularly scheduled exhibit hours will not be permitted. The official closing time of the Exhibit Hall is 4:00pm on Friday, February 12, 2021. All exhibit material must be packed and ready for removal no later than 8:00pm on February 13, 2021. No packing of equipment or literature or dismantling of the exhibits is permitted until closing time. Any company violating this regulation will be fined \$100 and may be denied exhibit space at any future Association conferences.

9. Hospitality and Entertainment. Hospitality suites or events sponsored by the exhibitors must be approved by the Association. No entertainment or programs may be scheduled to conflict with the Association's program hours, activity hours, or exhibit hours. Firms that are not exhibiting are not permitted to have hospitality functions. Any company violating this policy may be denied exhibit space at future Association conferences.

10. Exhibit Staff Registration. Registration of two representatives will be complimentary provided that representatives' names are received by the Association before January 29, 2021. There will be a \$125 charge for the registration of each additional booth representative who exceed the allotted number of two. After January 29, 2021, an onsite \$25 service fee will be incurred for the following: Registration of each representative; Each name change; Each lost badge or name substitution. Each exhibitor who registered in advance will have a printed exhibitor badge available at the exhibitor registration area. This badge will entitle registered exhibitors admission to the exhibit area only. Exhibitors must wear badges at all times, including during setup times, exhibit hours, and dismantling, in order to enter the exhibit area.

11. General Conference Registration. Any exhibitor who desires to attend the program sessions or any optional activities must register through regular channels.

12. Special Visual and Sound Effects. Audiovisual and other sound and attention-getting devices and effects will be permitted only in those locations and in such intensity as in the sole opinion of the Association does not interfere with the activities of neighboring exhibitors. Operation of equipment being demonstrated may not create noise levels objectionable to neighboring exhibitors.

13. Unacceptable Exhibits. The exhibitor agrees not to use any displays that the Association determines, in its absolute discretion, will unreasonably endanger the person or property of the attendees or of the exhibitors, are in bad taste, are liable to discredit or subject the Association to criticism or legal liability, are inconsistent with the stated purposes of the Association and the interest and welfare of its members, or violate the booth regulations or any other provision of this contract. In the event that the Association determines at any time that any exhibit may or does violate this contract and the exhibitor is unable or unwilling to cure or correct the violation, the Association may terminate this agreement immediately and forbid erection of the exhibit or may remove or cause the exhibit to be removed at the exhibitor's expense, and the exhibitor hereby waives any claim for refund of the exhibit booth or other damages arising out of such termination, exhibit removal, or both. Any exhibitor who is uncertain as to whether an exhibit is in compliance with all applicable regulations and requirements should contact the Association.

14. Insuring Exhibits. Exhibitors are encouraged to insure their exhibits, merchandise, and display materials against theft, fire, etc., at their own expense. It is suggested by the Association that the exhibitor contact the exhibitor's insurance broker and obtain all-risk insurance covering exhibit property while absent from home premises for exhibit purposes, or a rider to the exhibitor's existing policy covering exhibit property.

15. Music Licensing. The exhibitor represents and warrants that it shall comply with all copyright restrictions applicable to exhibitors, including, but not limited to, any music performance agreement between the Association and ASCAP or BMI. The exhibitor further represents and warrants that it shall obtain any additional license or grant of authority required of exhibitors under the copyright laws and present the Association with a copy of such license or grant no less than 30 days prior to the start of the conference.

16. Liability for Damages or Loss of Property. The exhibit room will be locked after exhibit hours by Paris Las Vegas Hotel & Casino. Notwithstanding this, the exhibitor shall protect, indemnify and hold harmless the Association and the hotel from any and all liability, loss, damage, or expense by reason of any injury or injuries sustained by any persons or property or loss of property or income that might be derived there from occurring in or about the exhibit premises or entrances thereto or exits there from, including that caused by or resulting from the negligence of the Association. The hotel shall not be responsible or liable for any injury, loss, or damage to any property or person brought in by the exhibitor or otherwise located in the exhibit premises.

17. Shipping Instructions. Information on shipping methods and rates will be sent to each exhibitor following registration. The exhibitor will ship, at his or her own risk and expense, all articles to be exhibited. The Association's exhibit services contractor will provide storage for incoming freight, and delivery to the booth, and will work with exhibitors to arrange outbound shipping after the conference. The exhibitor expressly agrees that any exhibit material remaining in the exhibit hall after the contracted move-out time has terminated or any damaged exhibits left behind may be removed and disposed of at the expense of the exhibitor and without liability to the Association or the hotel.

18. Failure to Occupy Space. Any space not occupied at the Paris Las Vegas Hotel & Casino by 9:45am, February 13, 2020, shall be forfeited by the exhibitor, and space may be resold, reassigned, or used by the Association without refund, unless a request for delayed occupancy has received prior approval from the Association.

20. Advertising Material. Except as otherwise provided, the Association will not endorse, support, or be liable for the claims made by the exhibitors as to the qualities or merits of their products or services, and no advertising or mention will indicate, claim, or suggest such endorsement or support. All handouts must be distributed within the exhibit booth.

21. Conference Program. One (1) copy of the conference program/exhibits directory will be available to each exhibiting company at the exhibitors' registration area. The deadline for all production ready artwork that is to be included in the conference program is Friday, January 8, 2021. The following increases will be in effect after that date: Jan 9 – Jan 15: Increase by 25%; Jan 16 – Jan 22: Increase by 50%; No submissions will be accepted after January 22, 2021. A graphic proof will be sent 5 - 7 business days after receipt of production artwork and sample pdf. Approval or revisions will be required 48 hours after receipt. Companies that apply after January 22, 2021 will not have their information included in the printed conference program exhibitor directory.

22. Exhibit Space Floor Plan. Every effort will be made to maintain the general configuration of the floor plan for this conference. However, the Association reserves the right to modify the plan, if necessary, as determined solely by the Association.

23. Miscellaneous. The Association shall have the sole authority to interpret and enforce all terms and conditions governing exhibitors and this exhibition. Any and all matters not specifically covered herein are subject to decision by the Association. These terms and conditions may be amended at any time by the Association upon written notice to all exhibitors. The exhibitor expressly agrees to be bound by the terms and conditions set forth herein and by any amendments thereto adopted by the Association from time to time. This contract shall be interpreted under the laws of the United States and the State of Nevada.