DANCER PALOOZA

PRESENTED BY CAPEZIO

PRODUCED BY break the floor

DANCE TEACHER Summit

PRESENTED BY DanceTeacher

PRODUCED BY break the floor

2016 EXHIBITOR BROCHURE

What is DancerPalooza?

AUGUST 1-7, 2016 - LONG BEACH, CA

DancerPalooza is a one-of-a-kind dance festival uniting dance enthusiasts from all around the world! Coming to Long Beach, CA, this event will offer dancers the most comprehensive dance experience imaginable. DancerPalooza will bring together the industry's top professional choreographers, master teachers, professional dancers and young dance students all under one roof. Join us for one exclusive week-long event that will include dance classes, special events, professional dance company performances and a unique expo hall, called Beat Street!
Come See Why DancerPalooza is America's Ultimate Dance Festival!

What is The Dance Teacher Summit?

JULY 29-31, 2016 - NEW YORK, NY
AUGUST 5-7, 2016 - LONG BEACH, CA

The Dance Teacher Summit was created to bring together like-minded dance teachers who have a passion for the growth and development of dance education.

The event is specifically designed for and attended by studio owners, studio teachers, K-12 educators, dance professors and teaching assistants from across the globe. The world-renowned faculty for this unique event will combine the expertise of legendary master teachers with the cutting edge styles of today's most influential choreographers.

This 3-day conference, held in New York, NY and Long Beach, CA, includes dance classes, business and marketing seminars, interactive panel discussions, guest performances, a fashion show, the industry's leading vendors and more! The Dance Teacher Summit promises to give dance teachers the motivation and inspiration they need to re-energize their passion for the art and the business of teaching dance.

See the pages of *Dance Teacher* Magazine come to life!

EXHIBITOR EVENT SCHEDULE

DANCE TEACHER SUMMIT NEW YORK

JULY 28 — THURSDAY

3-8p
Optional Exhibitor Setup

JULY 29 — FRIDAY

7:15-8:15a
Morning Summit

10a-3p
Exhibitor Setup

3:30-7p
Exhibit Hall Grand Opening

JULY 30 — SATURDAY

8-8:45a
Morning Summit

9a-6p
Exhibit Hall Open

JULY 31 — SUNDAY

8-8:45a
Morning Summit

9a-2p
Exhibit Hall Open

2-6p
Exhibitor Breakdown

* Schedule subject to change.

DANCERPALOOZA LONG BEACH
DANCE TEACHER SUMMIT LONG BEACH

AUG 4 — THURSDAY

3-8p
Optional Exhibitor Setup

AUG 5 — FRIDAY

7:15-8:15a
Morning Summit

8a-1p
Exhibitor Setup

2-7p
Beat Street Grand Opening

AUG 6 — SATURDAY

8-8:45a
Morning Summit

12-7p
Beat Street Open

AUG 7 — SUNDAY

8-8:45a
Morning Summit

9a-2p
Beat Street Open

2-6p
Exhibitor Breakdown

DancerPalooza is a week long event (August 1-7) culminating in Beat Street, our Expo Hall, which is open August 5-7
* Schedule subject to change.

LOCATIONS

DANCE TEACHER SUMMIT
NEW YORK, NY

JULY 29-31, 2016

HILTON NEW YORK MIDTOWN
1335 Avenue of the Americas
New York, NY 10019
(212) 586-7000
www.hilton.com

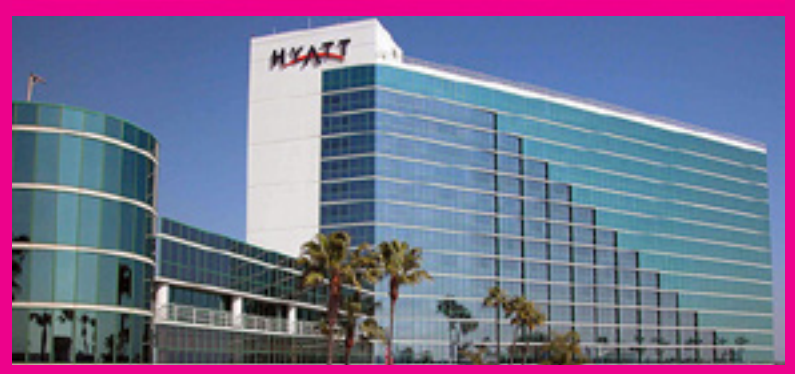
HOST HOTEL

HILTON NEW YORK MIDTOWN
1335 Avenue of the Americas
New York, NY 10019
(212) 586-7000
$279 S/D

DANCERPALOOZA
DANCE TEACHER SUMMIT
LONG BEACH, CA

AUGUST 5-7, 2016

LONG BEACH CONVENTION CENTER
300 E Ocean Blvd.
Long Beach, CA 90802
(562) 436-3636
www.longbeachcc.com



HOST HOTEL

RENAISSANCE LONG BEACH HOTEL
111 E Ocean Blvd
Long Beach, CA 90802
(562) 437-5900
ROOM RATE TBA

WHY ATTEND?

+ Generate NEW CUSTOMERS
+ Gain direct **face-to-face contact** with your target audience
+ Introduce your company to **new prospects**
+ **Brand** your business
+ Generate **NEW CUSTOMERS**
+ **Reach a large prospect pool** within a short period of time
+ Make immediate **on-the-spot sales**
+ Introduce **new** products and services
+ Generate ***NEW CUSTOMERS***
+ Conduct market research and get **customer feedback**
+ **Live** product and service demonstrations
+ Distribute **product samples**
+ Your competition will be there. **Can you afford not to be?**
+ Did we mention **generate NEW CUSTOMERS?**

WHO ATTENDS?

**Based on 2014 and 2015 attendance*

Dance Teacher Summit

NEW YORK, NY - JULY 29-31, 2016

+ **2000+** dance industry professionals who are Interested in everything **DANCE!**
+ **Studio Owners**
+ **Studio Teachers**
+ **K-12 Educators**
+ **Dance Professors**
+ **Studio Decision Makers**

DancerPalooza/ Dance Teacher Summit

LONG BEACH, CA - AUGUST 5-7, 2016

+ **4000+** dancers, parents and dance enthusiasts
+ Dancers range from **6-25 years old**
+ **1000+** dance industry professionals (Studio Owners, dance teachers, K-12 educators and dance professors) who are Interested in everthing **DANCE!**
+ **44 US States** and **11 Countries** Represented

TESTIMONIALS

"The Summit is an event not to be missed. It's a relaxed, organized, no stress environment where dance teachers and exhibitors can be amongst people just like them and even more importantly, learn from each other. We have been proud sponsors of the event for a few years now, and have loved every minute!"

Gary Pate
CEO of the Star Dance Alliance

Harlequin Floors finds Dance Teacher Summit the perfect event to connect with dance teachers. We enjoy getting to catch up with long-time clients and meeting new customers face-to-face every year. We look forward to the Dance Teacher Summit every year!

Karla Johnson
Sales & Marketing Director, American Harlequin Corporation

DancerPalooza was one of the best events we have attended. The entire weekend was super organized and fun. The shows, staged performances and classes were all amazing. As a vendor, we were near the activities which generated lots of traffic. We are definitely planning for next year.

Teri Knapp
Owner, Urban Empire

Ktrna had a blast at DancerPalooza! It was such a breath of fresh air from all the other annual events. A positive and uplifting celebration of dance and our community, DancerPalooza is the biggest dance party of the year! We can't wait for 2016!

Tina Cyphert
Owner, Ktrna

We were thrilled to be the title sponsor of such a great event like DancerPalooza. Even though this was the first year, everything ran smoothly and the event was a huge success. DancerPalooza is truly "Americas Ultimate Dance Festival" and we can't wait for next year.

Nina Vance
Vice President, Capezio

WHAT MAKES EXHIBITING AT DANCE TEACHER SUMMIT AND DANCERPALOOZA UNIQUE?

NO MORE "WEIGHT" OR "TRANSFER" CHARGES!

Break The Floor will be warehousing and delivering all exhibitors' cases, packages, boxes, etc. right to your booth AT NO CHARGE! That's right! If you have exhibited at different expos before, you know that exhibitors have to jump through hoops and PAY PAY PAY to get their shipments to their booth. Paying for the weight of the shipment at the dock or paying CRAZY money to have two guys roll one case to your booth from the loading dock. THE MADNESS HAS STOPPED! Now it's very simple:

1. You ship to our warehouse in North Hollywood 1 week prior to the event.
2. We bring your shipment right to your booth for FREE!
3. After the event, we bring your shipment back to our warehouse.
4. You arrange pick-up at our warehouse.
5. Just get it to and from our warehouse. That's it!

Exhibiting in New York City AND Long Beach?

Break The Floor will transport your materials from New York to Long Beach for no extra charge!

SUMMIT DANCE CARD @DANCE TEACHER SUMMIT

Attendees will receive a game card in their registration packet. Each attendee must visit all participating booths AND get their card punched. Once the attendees have visited all the participating booths, they will drop off the card at the registration desk. All attendees who complete and return the card will automatically be entered in a raffle to win $1,000!

As a participating exhibitor, your only requirement is to punch the attendee cards. To ensure that you get the most out of the card, we suggest you offer to show your company's products before punching the card. We will provide the cards and the special hole punchers in your registration packet. The Summit Dance Card was a big hit at past Summits and guarantees good traffic to your booth!

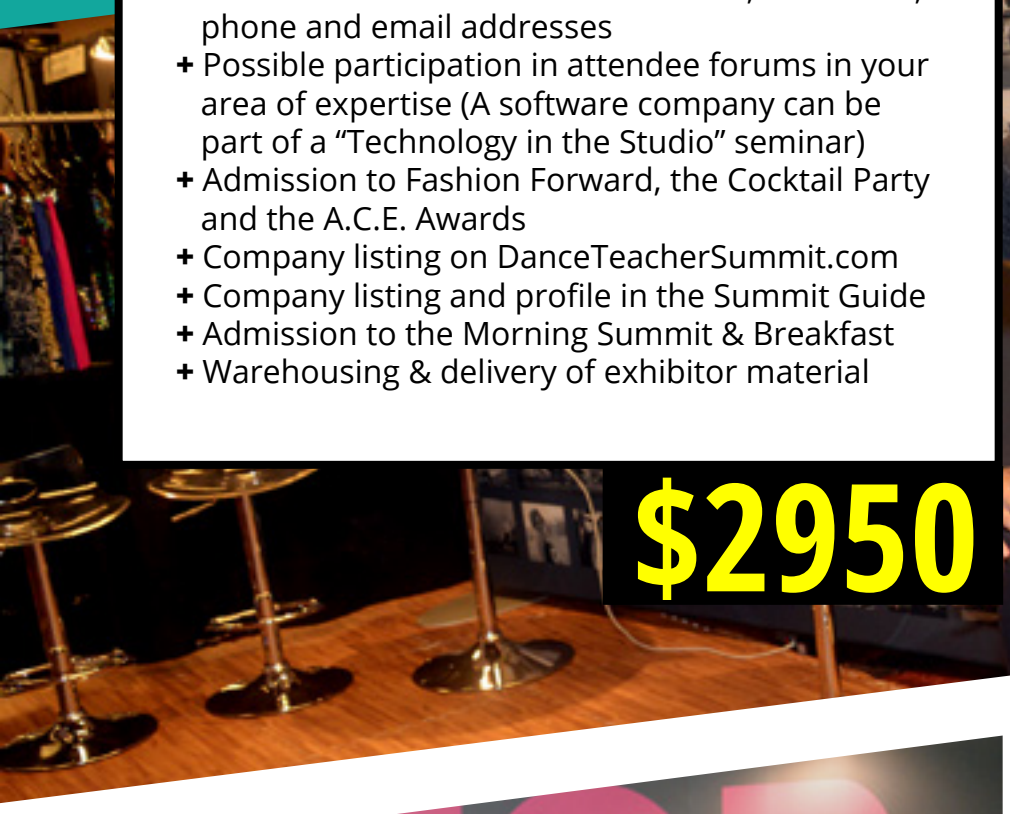
DANCE DOLLARS! @DANCE TEACHER SUMMIT

In an effort to boost sales at your booth, we have created Dance Dollars! Dance Dollars are the equivalent of cash in the Exhibit Hall. Attendees can put the Dance Dollars toward any purchase at any booth; however, it won't cost you ANYTHING! At the end of the show, exhibitors return the Dance Dollars to the registration desk for CASH! The Dance Teacher Summit will issue Dance Dollars to all attendees in their registration packet. Attendees will have the option to win additional dollars throughout the event. Dance Dollars will be issued in $5, $10 and $25 bills. Please Note: Dance Dollars are only good for on-site purchases, not future purchases. This is only for exhibitors who are selling goods at their booth.

DANCE TEACHER SUMMIT NEW YORK JULY 29-31, 2016
MARKETING OPPORTUNITIES

BASIC BOOTH PACKAGE

+ 8’ x 10’ Booth
+ 6ft draped table
+ 2 chairs
+ Waste basket
+ Company Sign
+ Full attendee contact list with names, addresses, phone and email addresses
+ Possible participation in attendee forums in your area of expertise (A software company can be part of a “Technology in the Studio” seminar)
+ Admission to Fashion Forward, the Cocktail Party and the A.C.E. Awards
+ Company listing on DanceTeacherSummit.com
+ Company listing and profile in the Summit Guide
+ Admission to the Morning Summit & Breakfast
+ Warehousing & delivery of exhibitor material



$2950

TITLE SPONSORSHIP

As a Dance Teacher Summit Title Sponsor you will receive the **basic exhibit booth package** plus the following:

+ Dance Teacher Summit Title Sponsor exposure on DanceTeacherSummit.com
+ Company name and logo on all Summit magazine ads and promotional literature which will include:
  - Ads in *Dance Teacher*, *Dance Spirit*, *Dance Magazine* & *Pointe Magazine*
  - Brochure & postcard mailing to entire Dance Teacher Magazine subscriber list
+ Company name and logo on all promotional email blasts
+ Company name and logo on signage at the main Exhibit Hall entrance
+ Sponsor class of choice
  - Logo on sign outside classroom
  - Option to introduce guest artist
+ Inclusion of up to 3 company promotional items and/or literature in the much loved and anticipated attendee Goody Bag
+ Two page ad in the Summit Guide

$8500

DANCE TEACHER SUMMIT NEW YORK ADD-ONS

FASHION FORWARD

+ Feature eight of your latest styles in this choreographed, runway style event
+ Dancers/models will display your dancewear and costumes to hundreds of influential dance teachers/ buyers
+ Logo projection during show
+ A digital copy of your show will be included on a USB! Use the footage for future multi-media marketing!

$3000

FASHION FORWARD is the Summit's recital costume preview and fashion show. The show will highlight the coming year's newest styles and trends in dancewear, footwear and costumes. Immediately following FASHION FORWARD there will be a cocktail party and live band! FASHION FORWARD is a highlight event for our attendees and the best place to showcase your latest styles!

GOODY BAG INSERTS

+ Include up to three company promotional items and/ or literature in the much loved and anticipated attendee Goody Bag

$800

SUMMIT GUIDE AD

+ Get attention at the Dance Teacher Summit and all year long with a display ad in this keepsake
+ The display ad is also a great way to promote your booth! Start advertising your discounts in the Summit Guide and include your booth number!

$800

EXCLUSIVE OPPORTUNITIES

MORNING SUMMIT SPONSORSHIP

Rise and shine with your company! "The Morning Summit sponsored by…" will be on all projection screens and plasma TVs in the ballroom. You may place promotional items on all tables provided. The continental breakfast tables will include signs that say "Breakfast provided by…" Your company representative will also have the opportunity to welcome everyone and say a few words about your product or service. Outside the ballroom will be a welcome sign featuring your company name and logo. There are three Morning Summits and you can choose to sponsor all three for a discount of $7000 total!

$3000/ breakfast

CHOCOLATE ROOM DROP

Provide your own custom pieces of chocolate and the hotel will deliver to each attendee room. It will be placed on the bed during turn-down service.

$3000

WATER STATION

All the workshop rooms will have water stations with signage: "This Water Station Sponsored by…" Another great option is to provide your own plastic cups with your printed logo!

$2500

TOWELS

Dance teachers love towels! They are dancing all day and are always looking to dry off! You provide your own custom towels and they will be placed in each workshop room, for three days, along with your company's name and logo.

$2500

CUSTOM KEY CARDS

Get your company name/ logo on all attendee's hotel room keys! Include a slogan such as "key to your success". This puts your company name in front of each guest morning, noon and night! You give us the artwork and we get the keys made!

$3500

LANYARDS

It's around everyone's neck for the entire Summit and it can have your company logo printed right on it. It's simple, highly visible and very effective! You provide the artwork, we'll provide the lanyards.

$3500

FASHION FORWARD MAKE-UP SPONSOR

Be the sole make-up provider for the Fashion Forward Runway Show! This sponsorship includes a full page ad in the Fashion Forward Program, promotional items to be placed on the attendees' tables and company logo and information on the projection screens.

$2500

FREE MASSAGES

Always a hit with dance teachers are the Summit's FREE Massage Stations! Dance teachers can just sit down after class and get massaged for free. The stations will be open during select times in the Exhibit Hall and will feature a large sign: "Massage Station Powered by…"

$3500

For more information about our Exhibitor Packages or any other marketing opportunities, please email: chantel@danceteachersummit.com or call (818) 432-8499

DANCERPALOOZA / DANCE TEACHER SUMMIT

LONG BEACH - AUGUST 5-7, 2016

MARKETING OPPORTUNITIES

TITLE SPONSORSHIP

As a DancerPalooza and Dance Teacher Summit Title Sponsor you will receive the **basic exhibit booth package** plus the following:

+ Title Sponsor exposure on DancerPalooza.com and DanceTeacherSummit.com
+ Company name and logo on all ads and promotional literature which will include:
  - Ads in *DanceTeacher*, *Dance Spirit*, *Dance Magazine* and *Pointe Magazine*
  - Brochure & postcard mailing to Break The Floor and Dance Teacher Magazine subscriber list
  - Posters at all **JUMP**, **NUVO** and **24 Seven** Dance Convention weekends, reaching over 100,000 dancers
+ Company name and logo on all promotional email blast!
+ Sponsor class of choice:
  - Logo on sign outside classroom
  - Option to introduce guest artist
+ Inclusion of up to three (3) promotional items and or literature in the **Swag Bag** (DancerPalooza) and the **Goody Bag** (Dance Teacher Summit)
+ Company name and logo on signage at the Beat Street entrance
+ Registration for two **DancerPalooza Intensives** of your choice
+ Registration for two **FULL ATTENDEES** at the **Dance Teacher Summit**
+ Registration for two **Crash Courses**
+ One page ad in the DancerPalooza guide
+ One page ad in the Summit guide

$8500

BASIC BOOTH PACKAGE

+ 8’ x 10’ Booth
+ 6ft draped table
+ 2 chairs
+ Waste basket
+ Company Sign
+ Admission to Fashion Forward
+ Warehousing & delivery of exhibitor material
+ Full attendee contact list with names, addresses, phone and email addresses
+ Possible participation in attendee forums in your area of expertise (A software company can be part of a “Technology in the Studio” seminar)
+ Company listing on DancerPalooza.com
+ Company listing on DanceTeacherSummit.com
+ Company listing in the DancerPalooza guide
+ Company listing and profile in the Summit Guide
+ Admission to the Morning Summit & Breakfast
+ Warehousing & delivery of exhibitor material

ONLY $1950

DANCERPALOOZA DANCE TEACHER SUMMIT ADD-ONS

BAG INSERT
Inclusion of up to 3 promotional items and/or literature in the beloved attendee bag! From a flyer to a pen, this is an easy way to make sure every attendee takes home something with your company name on it!

SUMMIT **$600** PALOOZA **$600**

PROGRAM AD
A great way to get additional exposure for your company! Place a full page color ad in our keepsake program!

SUMMIT **$600** PALOOZA **$600**

EXCLUSIVE OPPORTUNITIES

CUSTOM KEY CARDS
Get your company name/logo on all attendees' hotel room keys! Include a slogan such as "key to your success". This puts your company name in front of each guest morning, noon and night! You give us the artwork and we get the keys made!

$3500

LANYARDS
It's around everyone's neck for the entire week and it can have your company logo printed right on it. It's simple, highly visible and very effective! You provide the artwork, we'll provide the lanyards.

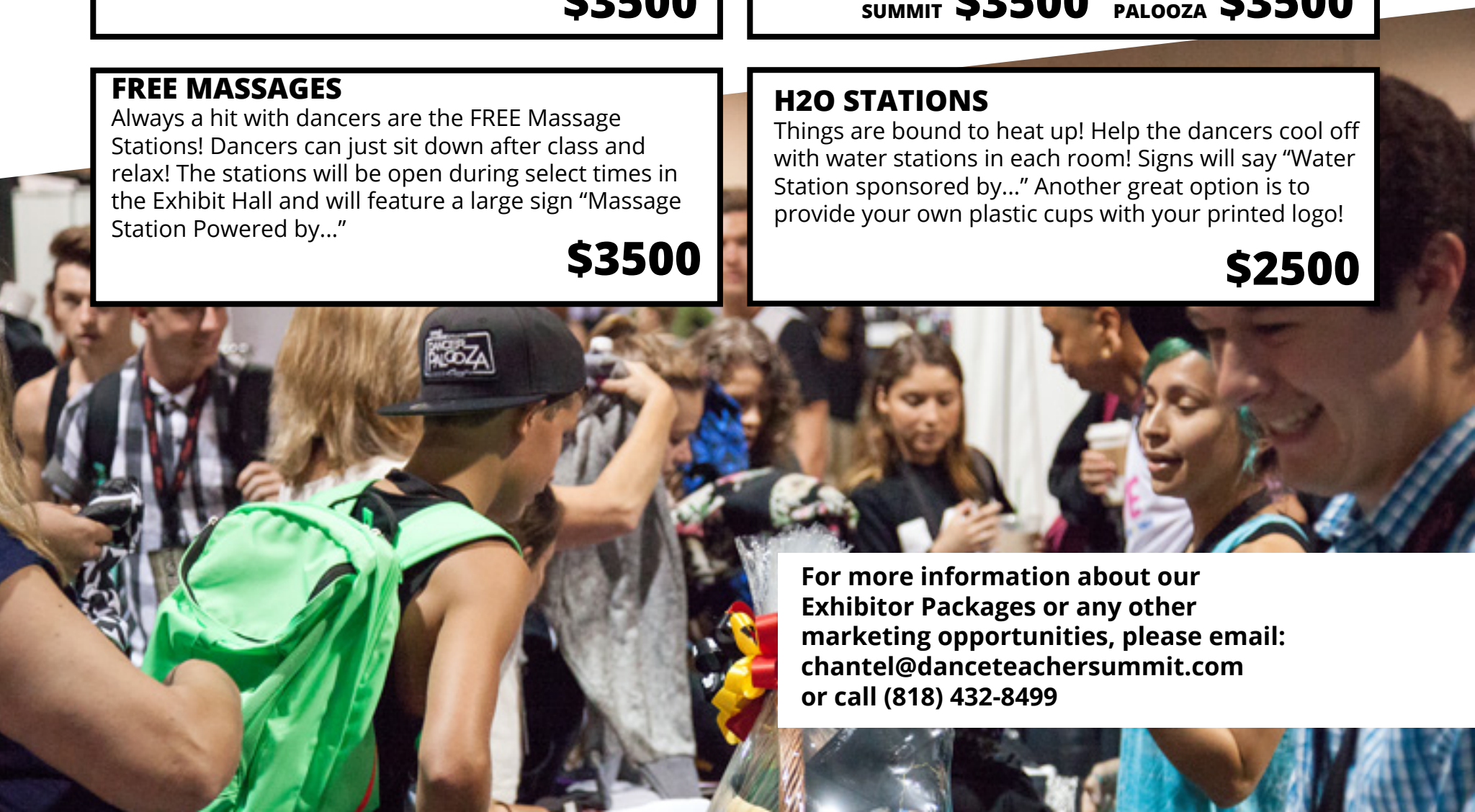
SUMMIT **$3500** PALOOZA **$3500**

FREE MASSAGES
Always a hit with dancers are the FREE Massage Stations! Dancers can just sit down after class and relax! The stations will be open during select times in the Exhibit Hall and will feature a large sign "Massage Station Powered by..."

$3500

H2O STATIONS
Things are bound to heat up! Help the dancers cool off with water stations in each room! Signs will say "Water Station sponsored by..." Another great option is to provide your own plastic cups with your printed logo!

$2500



For more information about our Exhibitor Packages or any other marketing opportunities, please email: chantel@danceteachersummit.com or call (818) 432-8499

DANCE TEACHER Summit

PRESENTED BY DanceTeacher magazine

PRODUCED BY break the floor

NEW YORK, NY
JULY 29-31, 2016

EXHIBITOR CONTRACT 2016

FOR QUESTIONS CALL (818) 432-8499

Company (Please print name as it should appear on promotional materials) Contact Name

Address

City State/Province Zip/Postal Code Country

Telephone Cell Email

EXHIBITOR OPTIONS

BOOTHS: $2950

Please select amount of booths:

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ Other___

☐ **YES!!** I need an electrical outlet at my booth for an additional $125. (Each outlet is 120VAC/15amp)

ADD ONS

☐ Title Sponsor	$8500
☐ Fashion Forward	$3000
☐ Goody Bag	$800
☐ Summit Guide Ad	$800

NOTES

TOTAL AMOUNT $

Deposit: 50% due within 30 days of signing contract.
Balance due May 1, 2016

Please indicate your preference for location of exhibit space as show on floor plan

1st Choice 2nd Choice 3rd Choice 4th Choice

Exhibitor requests that, if possible, the *Dance Teacher* Summit avoid exhibit space assignment adjacent to the following companies:

Upon acceptance of this contract by Dance Teacher Network LLC (in its sole discretion) the undersigned agree to be bound by the Exhibitor Guide and Exhibitor Rules and Regulations all of which are incorporated herein and a part of this contract.

Exhibitor

By (Exhibitor's Authorized Signature)

Name (Print)

Date

CANCELLATIONS:

Any notice of cancellation must be in writing to the Dance Teacher Summit and shall not be effective until is received AND confirmed by the Dance Teacher Network. If Exhibitor cancels its participation in the Summit after May 1, 2016 or fails, for any reason to utilize the exhibit space, such cancellation or failure to utilize the exhibit space shall be considered a default on the Exhibitors part and Exhibitor shall remain liable for, and shall pay to the Dance Teacher Network the total rental amount of its exhibit space.

PAYMENT INFORMATION

PAY BY CHECK

☐ I have enclosed a check or money order in US Dollars payable to:

Dance Teacher Network
5446 Satsuma Ave.
North Hollywood, CA 91601
E-Mail: chantel@danceteachersummit.com
Phone: (818) 432-8499
Fax: (888) 611-7941

PAY BY CARD

☐ Visa ☐ MasterCard ☐ Amex ☐ Discover ☐ Do not automatically charge my card on May 1, 2015

Please Charge $

Name on Card

Card Number

Exp. Date

Signature

DANCER PALOOZA
PRESENTED BY CAPEZIO
PRODUCED BY break the floor

DANCE TEACHER Summit
PRESENTED BY DanceTeacher
PRODUCED BY break the floor

EXHIBITOR CONTRACT

FOR QUESTIONS CALL (818) 432-8499

LONG BEACH, CA - AUGUST 5-7, 2016

Company (Please print name as it should appear on promotional materials) | Contact Name

Address

City | State/Province | Zip/Postal Code | Country

Telephone | Cell | Email

EXHIBITOR OPTIONS

BOOTHS: $1950

Please select quantity below:

1 2 3 4 ☐ Other

☐ **YES!** I need an electrical outlet at my booth for an additional $125 (Each outlet is 120VAC/15AMP)

ADD ONS:

☐	**Title Sponsor**	**$8,500**
☐	**Program Ad** Palooza	**$600**
☐	**Program Ad** Summit	**$600**
☐	**Swag Bag** Palooza	**$600**
☐	**Goody Bag** Summit	**$600**

NOTES:

CANCELLATIONS:

Any notice of cancellation must be in writing to DancerPalooza/ Dance Teacher Summit and shall not be effective until is received AND confirmed by DP/DTS. If Exhibitor cancels its participation in DP/DTS after May 1, 2016 or fails, for any reason to utilize the exhibit space, such cancellation or failure to utilize the exhibit space shall be considered a default on the Exhibitors part and Exhibitor shall remain liable for, and shall pay to DP/DTS the total rental amount of its exhibit space.

TOTAL AMOUNT $

Deposit: 50% due within 30 days of signing contract.
Balance due May 1, 2016

Please indicate your preference for location of exhibit space as show on floor plan

1st Choice | 2nd Choice | 3rd Choice | 4th Choice

Exhibitor requests that, if possible, DP/DTS avoid exhibit space assignment adjacent to the following companies:

Upon acceptance of this contract by DP/DTS (in its sole discretion) the undersigned agree to be bound by the Exhibitor Guide and Exhibitor Rules and Regulations all of which are incorporated herein and a part of this contract.

Exhibitor

By _____
(Exhibitor's Authorized Signature)

Name _____
(Print)

Date _____

PAYMENT INFORMATION

PAY BY CHECK

☐ I have enclosed a check or money order in US Dollars payable to:

Dance Teacher Network
5446 Satsuma Ave.
North Hollywood, CA 91601
E-Mail: chantel@danceteachersummit.com
Phone: (818) 432-8499
Fax: (888) 611-7941

PAY BY CARD

☐ Visa ☐ MasterCard ☐ Amex ☐ Discover ☐ Do not automatically charge my card on May 1, 2016

Please Charge $ _____

Name on Card _____

Card Number _____

Exp. Date _____

Signature _____

EXHIBIT RULES AND REGULATIONS

These Rules and Regulations are to be construed as part of all space contracts. Break The Floor Productions reserves the right to interpret them as well as to make final decisions on all points not specifically covered.

1. Agreement to Rules – Exhibitor, for himself/herself and his/her employees, agrees to abide by the foregoing rules and by any amendments that may be put into effect by Show Management.

2. Assignment of Space – Booths will be assigned on receipt of applications on the basis of the order in which the contract is received, subject to availability of space preferences, special needs and compatibility of exhibitors. Every effort will be made to respect the exhibitors' space choices, whenever possible, but Break The Floor Productions (hereinafter known as "Show Management") decisions shall be final. Show Management reserves the right to transfer assignments when such action is deemed to be in the best interests of the total show effort.

3. Show Hours and Dates – Hours and dates for installing, showing and dismantling exhibits shall be those specified by Show Management. All exhibits must be open during exhibit hours, and no dismantling or packing may be started before the official close of the exhibit.

4. Eligible Exhibits – Show Management reserves the right to determine the eligibility of any company or product for inclusion in the Conference.

5. Booth Construction and Arrangement – Exhibitors shall be so arranged as to not obstruct the general view, nor hide the exhibits of others.

6. Demonstration Equipment Placement – All demonstration equipment including operator's position must be located at least two feet removed from the aisle line of the exhibit area. No display material can be suspended from the ceiling of the Long Beach Convention Center except as agreed upon by Show Management.

7. Displays and Decorations – Merchandise signs, decorations, or display fixtures shall not be pasted, taped, nailed, or tacked to walls. No exhibit material, equipment, trunks, cases or packing materials shall be left in any aisle, but shall be confined to the exhibit space during exhibit hours. No signs, advertising devices or merchandise shall be displayed outside the exhibit space.

8. Security – Overnight guard service will be provided. However, each exhibitor should make provisions to safeguard his goods from the time they are placed in the booth until the time they are removed. Show Management will not be responsible for loss or damage due to any cause. Each party agrees to be responsible for their own property through insurance or self-insurance and shall hold harmless each of the other parties for any and all damage caused by theft and those perils normally covered by a fire and extended coverage policy.

9. Damage to Property – Exhibitor is liable for any damage caused to building floors, walls or columns, or to standard booth equipment, or to other Exhibitor's property. Exhibitor may not apply paint, lacquer, adhesive or coating to building columns and floors or to standard booth equipment.

10. Use of Exhibit Space – Exhibitors agree not to assign or sublet any space allotted to them without written consent of Show Management nor to display or advertise goods other than those manufactured or carried by them in the regular course of business. No persons, firm or organization not having contracted with Show Management for the occupancy of space in the exhibit will be permitted to display or demonstrate its products, processes or services, distribute advertising materials in the halls or corridors, or in any other way occupy or use the facilities for a purpose inconsistent with these regulations. It is expressly agreed by the exhibitor that in the event he or she fails to install his or her products in his or her space or fails to pay the space rental at the time specified, Show Management shall have the right to take possession of said space and lease same or any part thereof to such parties and upon such terms and conditions as it may deem proper.

11. Restrictions – Show Management reserves the right to restrict exhibits which are objectionable because of noise, glaring or flashing lights, method of operation, or any other reason, and also to prohibit or evict any exhibit which, in the opinion of Show Management, may detract from the general character of the exhibit. This reservation includes persons, things, conduct, printed matter or anything Show Management judges to be objectionable. In the event of such restriction or eviction, Show Management is not liable for any refund of any amount paid hereunder. No display material exposing an unfinished surface to neighboring booths will be permitted. Demonstrations must be so located that crowds collected will be within the exhibitor's space, and not blocking aisle or neighboring exhibits. Contests of any kind must first be approved in writing by Show Management. The playing of music is prohibited on the exhibit floor without the approval of Show Management.

12. Exhibitor Activities – Exhibitor agrees not to schedule or conduct any outside activity including, but not limited to, receptions, seminars, symposiums and hospitality suites that are in conflict with the official program of Show Management whether such activities are held at or away from the convention facility. Exhibitor will submit to Show Management 30 days prior to the Exhibit Date any program exhibitor intends to hold at or in conjunction with its exhibit for written approval as to time and place.

13. Responsibility – If the exhibitor fails to comply in any respect with the terms of this agreement, Show Management shall have the right, without notice to the exhibitor to offer said space to another exhibitor or to use said space in any other manner, but this shall not be construed as affecting the responsibility of the exhibitor to pay the full amount specified by the contract.

14. Compliance – The exhibitor assumes all responsibility for compliance with all pertinent ordinances, regulations and codes of duly authorized local, state and federal governing bodies concerning fire, safety, health, together with the rules and regulations of the operators and/or owners of the property wherein the exhibit is held. Federal, State and City laws must be strictly observed. Cloth decorations must be flameproof. Wiring must comply with fire department and underwriters' rules.

15. Liability – Break The Floor Productions, its agents and employees, and the hotel, their agents and employees shall not be responsible for any loss, theft or damage to the property of the exhibitor, his or her employees or representatives. Further, Show Management will not be liable for damage or injury to persons or property during the term of this agreement from any cause whatsoever by reason of the use or occupancy of the exhibit space by the exhibitor or his assigns, and the exhibitor shall indemnify and hold harmless Show Management from all liability which might ensue from any cause whatsoever. If the exhibitor's material fails to arrive, the exhibitor is nevertheless responsible for all amounts due hereunder. It is the responsibility of the Exhibitor to maintain proper insurance coverage for its property and liability.

16. Cancellation or Termination of Exposition – In the event that the premises where the exposition is to be held shall, in the sole determination of Show Management, become unfit or unavailable for occupancy, or shall be substantially interfered with, by reason of picketing, strike, embargo, injunction, act of war, act of God, fire or state of emergency declared by any government agency or by reason of any municipal, state or federal law or regulation or by reason of any other occurrence beyond the control of Show Management, Show Management may cancel or terminate the exposition. In the event of such cancellation or termination, the exhibitor waives any and all claims the exhibitor might have against Show Management the exhibitor's pro-rate share of the total amount paid by all exhibitors less all costs and expenses incurred by Show Management in connection with the exposition including a reserve for future claims and expenses in connection therewith. In case Show Management shall for any reason determine to cancel or terminate the exposition, the exhibitor waives all claims the exhibitor might have against Show Management for damages or expenses and agrees to accept in complete satisfaction and discharge of all claims against Show Management a refund of all amounts paid by the exhibitor to Show Management in accordance with this agreement.

17. Governing Law; Amendments – This agreement, having been executed in the State of California, shall be governed by and construed and enforced in accordance with the Laws of the State of California as if it is an agreement made and to be performed entirely within such State. Show Management reserves the right to interpret, amend and enforce these regulations as it deems proper to assure the success of the exposition

18. Exhibitor Representative – Each exhibitor must name at least one person to be its representative in connection with the installation, operation and removal of the exhibit. Such representative shall be authorized to enter into such service contracts as may be necessary and for which the exhibitor is responsible.

19. Attendance – Show Management shall have sole control over admission policies at all times.

20. Performance of Music – The exhibitor acknowledges that any live or recorded performance of copyrighted music which occurs in the exhibitor's booth must be licensed from the appropriate copyright owner or agent. The exhibitor undertakes full responsibility for obtaining any necessary licenses and agrees to indemnify and hold harmless Break The Floor Productions from any damages or expenses incurred by Break The Floor Productions due to the exhibitor's failure to obtain such licenses.

21. Resolution of Disputes – In event of a dispute or disagreement between exhibitor and an official contractor or between exhibitor and labor union or a labor union representative or between two or more exhibitors all interpretations by Show Management of the rules governing the Exposition, action or decisions concerning the dispute or disagreements intended to resolve the dispute or disagreements shall be binding on the exhibitor.

22. Arbitration – Any controversy or claim rising out of or relation to this contract or the use by licensee of the leased premises shall be settled by arbitration in accordance with the Commercial rules of the American Arbitration Association, and judgment upon the award rendered by the arbitrator(s) may be entered in the California Superior Court. The arbitration shall be held in the city of California.