

# 2011 PLRB/LIRB Insurance Services Expo Exhibit Space & Sponsorship Application

**Gaylord Opryland Convention Center**  
2802 Opryland Drive  
Nashville, TN 37214

Monday, April 4, and Tuesday, April 5, 2011

The following information will be printed in this event's Expo Directory.  
**Please type or print clearly.**

*To register for exhibit space, please follow these steps:*

- Print, sign and date the agreement accepting the **Exhibitor-Sponsor Terms Conditions, Rules, and Regulations**; and
- If paying by check, make payable to "PLRB" and mail to:  
Property Loss Research Bureau  
Department 4984  
Carol Stream, IL 60122-4984
- or
- If paying by credit card, send completed form with credit card information by mail to above address, fax to 630-724-2260, or e-mail to [ehelin@plr.org](mailto:ehelin@plr.org).

NAME/TITLE \_\_\_\_\_  
COMPANY/ORGANIZATION \_\_\_\_\_  
STREET ADDRESS/P.O. BOX \_\_\_\_\_  
CITY/STATE/ZIP CODE \_\_\_\_\_

PHONE NUMBER(S) (local and toll free) \_\_\_\_\_  
FAX NUMBER(S) (local and toll free) \_\_\_\_\_  
E-MAIL \_\_\_\_\_  
WEB SITE \_\_\_\_\_

**My preferred space number: 1<sup>st</sup> Choice \_\_\_\_\_ 2<sup>nd</sup> Choice \_\_\_\_\_ 3<sup>rd</sup> Choice \_\_\_\_\_**  
(Note: You may not receive any of your preferences. See Terms, Conditions, Rules, and Regulations for details.)

**Affiliate Members: Sign up here.**

Please reserve \_\_\_\_\_ 10 ft. x 10 ft. standard space(s) at \$2,350 per space = \$ \_\_\_\_\_  
Please reserve \_\_\_\_\_ corner(s) x \$300 per corner = \$ \_\_\_\_\_  
**Booth Total = \$ \_\_\_\_\_**

**Non-Members: Sign up here.**

Please reserve \_\_\_\_\_ 10 ft. x 10 ft. standard space(s) at \$2,650 per space = \$ \_\_\_\_\_  
Please reserve \_\_\_\_\_ corner(s) x \$300 per corner = \$ \_\_\_\_\_  
**Booth Total = \$ \_\_\_\_\_**

**Booth Total \$ \_\_\_\_\_ plus Sponsorship Amount \$ \_\_\_\_\_ = Total Due \$ \_\_\_\_\_**

**Sponsorship Reservation**  
Sponsors are recognized through signage at the conference and expo, at meal and break functions, at the general session, and on the PLRB event webpage. Sponsors also receive other benefits. See Terms & Conditions for details.

**Affiliate Member: Sign up here:**

\_\_\_ Platinum Sponsorship at \$10,000  
\_\_\_ Gold Sponsorship at \$5,000

**Non-Member: Sign up here:**

\_\_\_ Platinum Sponsorship at \$10,600  
\_\_\_ Gold Sponsorship at \$5,300

**Method of Payment: I am paying by**     Check     Visa     MasterCard     American Express

CC ACCOUNT NUMBER \_\_\_\_\_ EXPIRATION DATE \_\_\_\_\_  
NAME (AS IT APPEARS ON THE CARD) \_\_\_\_\_ SIGNATURE \_\_\_\_\_

**I agree that the space assignment for exhibits is predicated on our company agreeing to the Terms, Conditions, Rules and Regulations on the following pages. In addition, this application becomes a contract after being signed by the exhibitor, full payment is made, and the application is accepted by expo management as indicated below. This agreement is authorized by:**

NAME/TITLE \_\_\_\_\_ COMPANY NAME \_\_\_\_\_  
SIGNATURE AND DATE AUTHORIZED \_\_\_\_\_

Accepted by PLRB/LIRB:

BY \_\_\_\_\_ DATE \_\_\_\_\_

**Contact for Exhibit Arrangements:**

NAME/TITLE \_\_\_\_\_  
COMPANY/ORGANIZATION \_\_\_\_\_  
STREET ADDRESS/P.O. BOX \_\_\_\_\_  
CITY/STATE/ZIP CODE \_\_\_\_\_

PHONE NUMBER(S) (local and toll free) \_\_\_\_\_  
FAX NUMBER(S) (local and toll free) \_\_\_\_\_  
E-MAIL \_\_\_\_\_  
WEB SITE \_\_\_\_\_

# Expo Guide Description

- Use my company's description from last year, or
- Use the following description (in 25 words or less).

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## Example:

*ABC Company is the Midwest's leader in restoration services. With its extensive network of offices, ABC provides emergency response for fire, water, and other disasters.*

## What is the Exhibitor Guide?

The Exhibitor Guide is a printed directory that attendees can take with them after the EXPO.

## Why do I need an Expo Guide Description?

These short descriptions of what companies do are what attendees take back to their offices and often share with many fellow Claims professionals. Attendees may not visit each and every booth or have significant discussions to learn about possible services. This list then becomes extremely important upon return, when claims professionals are looking for that specialist who can assist with their current unusual claim subject matter. It is not the kind of information that gets thrown away easily after these events.

## What if I don't provide a Description?

Only your company name will be listed. When readers see generic names such as "ABC Consultants", with no clear description of what ABC does, the listing may be easily dismissed by readers. The exhibitor has lost an important opportunity to get his or her message out.

# Exhibitor Categories

**Category 1.** Please check the category that BEST describes your company. Only choose one. **This is the category under which your company will be listed in the Expo Guide.**

- |  |                                      |                                      |                                      |   |                                       |                                     |
|--|--------------------------------------|--------------------------------------|--------------------------------------|---|---------------------------------------|-------------------------------------|
| <input type="checkbox"/> Accounting                | <input type="checkbox"/> Adjusting   | <input type="checkbox"/> ALE/housing | <input type="checkbox"/> Association | <input type="checkbox"/> Auto Restoration | <input type="checkbox"/> Construction | <input type="checkbox"/> Consulting |
| <input type="checkbox"/> Education                 | <input type="checkbox"/> Electronics | <input type="checkbox"/> Engineering | <input type="checkbox"/> Estimating  | <input type="checkbox"/> Investigating    | <input type="checkbox"/> Legal        | <input type="checkbox"/> Property   |
| <input type="checkbox"/> Replacement               | <input type="checkbox"/> Publisher   | <input type="checkbox"/> Restoration | <input type="checkbox"/> Salvage     | <input type="checkbox"/> Software         | <input type="checkbox"/> Technologies |                                     |
| <input type="checkbox"/> Other/Miscellaneous _____ |                                      |                                      |                                      |   |                                       |                                     |

**Optional Category 2.** If you wish, please check a second category that describes your company. Only choose one.

- |  |                                      |                                      |                                      |   |                                       |                                     |
|--|--------------------------------------|--------------------------------------|--------------------------------------|---|---------------------------------------|-------------------------------------|
| <input type="checkbox"/> Accounting                | <input type="checkbox"/> Adjusting   | <input type="checkbox"/> ALE/housing | <input type="checkbox"/> Association | <input type="checkbox"/> Auto Restoration | <input type="checkbox"/> Construction | <input type="checkbox"/> Consulting |
| <input type="checkbox"/> Education                 | <input type="checkbox"/> Electronics | <input type="checkbox"/> Engineering | <input type="checkbox"/> Estimating  | <input type="checkbox"/> Investigating    | <input type="checkbox"/> Legal        | <input type="checkbox"/> Property   |
| <input type="checkbox"/> Replacement               | <input type="checkbox"/> Publisher   | <input type="checkbox"/> Restoration | <input type="checkbox"/> Salvage     | <input type="checkbox"/> Software         | <input type="checkbox"/> Technologies |                                     |
| <input type="checkbox"/> Other/Miscellaneous _____ |                                      |                                      |                                      |   |                                       |                                     |

**Optional Category 3.** If you wish, please check a third category that describes your company. Only choose one.

- |  |                                      |                                      |                                      |   |                                       |                                     |
|--|--------------------------------------|--------------------------------------|--------------------------------------|---|---------------------------------------|-------------------------------------|
| <input type="checkbox"/> Accounting                | <input type="checkbox"/> Adjusting   | <input type="checkbox"/> ALE/housing | <input type="checkbox"/> Association | <input type="checkbox"/> Auto Restoration | <input type="checkbox"/> Construction | <input type="checkbox"/> Consulting |
| <input type="checkbox"/> Education                 | <input type="checkbox"/> Electronics | <input type="checkbox"/> Engineering | <input type="checkbox"/> Estimating  | <input type="checkbox"/> Investigating    | <input type="checkbox"/> Legal        | <input type="checkbox"/> Property   |
| <input type="checkbox"/> Replacement               | <input type="checkbox"/> Publisher   | <input type="checkbox"/> Restoration | <input type="checkbox"/> Salvage     | <input type="checkbox"/> Software         | <input type="checkbox"/> Technologies |                                     |
| <input type="checkbox"/> Other/Miscellaneous _____ |                                      |                                      |                                      |   |                                       |                                     |

**Optional Category 4.** If you wish, please check a fourth category that describes your company. Only choose one.

- |  |                                      |                                      |                                      |   |                                       |                                     |
|--|--------------------------------------|--------------------------------------|--------------------------------------|---|---------------------------------------|-------------------------------------|
| <input type="checkbox"/> Accounting                | <input type="checkbox"/> Adjusting   | <input type="checkbox"/> ALE/housing | <input type="checkbox"/> Association | <input type="checkbox"/> Auto Restoration | <input type="checkbox"/> Construction | <input type="checkbox"/> Consulting |
| <input type="checkbox"/> Education                 | <input type="checkbox"/> Electronics | <input type="checkbox"/> Engineering | <input type="checkbox"/> Estimating  | <input type="checkbox"/> Investigating    | <input type="checkbox"/> Legal        | <input type="checkbox"/> Property   |
| <input type="checkbox"/> Replacement               | <input type="checkbox"/> Publisher   | <input type="checkbox"/> Restoration | <input type="checkbox"/> Salvage     | <input type="checkbox"/> Software         | <input type="checkbox"/> Technologies |                                     |
| <input type="checkbox"/> Other/Miscellaneous _____ |                                      |                                      |                                      |   |                                       |                                     |

**2011 PLRB/LIRB Conference and Insurance Services Expo  
Exhibitor & Sponsor Application  
Terms, Conditions, Rules, and Regulations**

**1. Definitions**

- A. **Decorator** means Freeman Exhibitor Services.
- B. **Decorator's Website** means <http://www.freemanco.com/>.
- C. **Facilities or Facility** means the Gaylord Opryland Convention Center Hotel, Nashville, TN.
- D. **Expo** means the 2011 *PLRB/LIRB Insurance Services Expo*.
- E. **Expo Management** meant the Property Loss Research Bureau (PLRB or PLRB/LIRB).
- F. **Expo Manager** means the Property Loss Research Bureau's designated *Expo Manager*.
- G. **Early Bird Closing Date** means the date that the *Early Bird Enrollment* promotion ends, which is April 30 in the year before the year of the *Expo*.
- H. **Set Up Day of the Expo** means Sunday, April 3, 2011.
- I. **Opening Day of the Expo** means Monday, April 4, 2011.
- J. **Closing Day of the Expo** means Tuesday, April 5, 2011.
- K. **Year of the Expo** means 2011.
- L. **Fees** are as follows:

	<b>Affiliate Member Rate</b>	<b>Non-Member Rate</b>
Exhibit Booth	\$2350 each	\$2650 each
Corners	\$300 additional each	\$300 additional each
Gold Sponsorship	\$5000	\$5300
Platinum Sponsorship	\$10,000	\$10,600
Additional Booth Staff	\$175 per person	\$250 per person
Welcome Reception	\$100 per person	\$150 per person

- M. **Hours** are as follows:

(Note: Expo hours are subject to change. Check your exhibitor service kits for exact hours.)

**BOOTH SET-UP TIMES**

*Set up Day of the Expo:* 6:00 a.m. to 5:00 p.m.

*Opening Day of the Expo:* Only upon request and PLRB approval.

**BOOTH SET-UP DEADLINE**

All booths must be show ready by 8:30 a.m. on the *Opening Day of the Expo*. Exhibitors who do not have their booth or booths set up by 8:30 a.m. will not be allowed to set up until the end of the Expo hours on Monday after 6:00 p.m. and only after receiving express PLRB approval to set up their booth or booths.

**BOOTH DISMANTLE TIMES**

*Closing Day of the Expo:* 7:00 p.m. to 10:00 p.m.

*Day After Closing of the Expo:* 6:00 a.m. to 11:45 p.m.

**EARLY BOOTH DISMANTLE**

Exhibitors may not begin to dismantle booths prior to 7:00 p.m. on the *Closing Day of the Expo*. Early booth dismantling is a distraction to your neighbor, a potential safety problem, and may result in loss of exhibiting privileges at future PLRB/LIRB events.

- N. **All times** indicated herein are Central Time.

- O. **Applicant** means the party listed on the application seeking exhibit space and/or seeking to sponsor the *Conference*.
- P. **Application** means the application for exhibit space and/or sponsorship of the *Conference* submitted by the *Applicant*, which is incorporated into and made part of these terms and conditions.
- Q. **Conference** means the PLRB/LIRB Claims Conference for the *Year of the Expo*.
- R. **Next Year's Claims Conference and Expo** means the 2012 PLRB/LIRB Claims Conference and Expo held in Orlando, FL.

2. **Management and Supervision** The *Expo* shall be governed by these Terms, Conditions, Rules, and Regulations, as well as the terms of the *Exhibit Space Application* issued by *Expo Management*.
3. **Consideration for Exhibit Space and/or Sponsorship** In consideration for rental of exhibit space and/or sponsorship of the *Conference* as indicated in the *Application*, *Applicant* is paying the applicable fee by including the requested credit card information for American Express, Visa or MasterCard or alternatively including a check payable to the "PLRB."

To obtain the affiliate rates, the *Applicant* must be an Affiliate Member of the PLRB at time of signing and at the time of the show. Affiliate exhibit and sponsorship rates apply only to businesses who are exhibiting or sponsoring under the corporate name listed on the PLRB/LIRB affiliate membership records. *Applicant* may contact the PLRB concerning affiliate membership.

Exhibit application payments must be paid in full before the *Application* is considered to be officially submitted.

**A. Standard benefits for exhibitors include:**

1. Basic exhibitor sign. A sign with your company name and booth number will be posted at your booth. The sign measures approximately 7 inches wide by 44 inches high.
2. Attendee list. Exhibitors will receive three versions of the conference's attendee list. Three versions are provided to account for updates in registration and attendance records. *Expo Management* will send the first edition 30 days in advance of the Conference, send the second edition 10 days before the event and provide the third and final edition 10 days after the event. Pursuant to PLRB policy, the list will contain the attendee's name, title, company name, city and state; however, no addresses, telephone numbers, fax numbers, or e-mail addresses can be provided.
3. Access to the *Conference's* General Session for your registered booth staff and your registered conference attendees.
4. Access to any offered morning continental breakfasts and coffee breaks for the *Conference* and exhibit hall food functions for your registered booth staff and your registered conference attendees.
5. Expo directory listing. Your company name, contact information, and description will be printed in the Expo directory distributed at the Conference.
6. Exhibitor Services Kit. The Decorator will e-mail kits with shipping information and order forms for furniture, equipment and services.
7. Standard spaces that measure 10 feet deep by 10 feet wide and that can be combined to form a single larger space.
8. Pipe and drape back and side walls that are 3 feet high on the sides and 8 feet high in the back.
9. Three complimentary booth staff registrations for each 10 foot by 10 foot exhibit space. Up to three additional booth staff registrations may be added per booth by paying the appropriate Additional Booth Staff Fees listed above in paragraph 1. Booth staff registered as paid conference attendees do not have to pay the Additional Booth Staff Fees.

**B. Not included in exhibit space fees:**

1. Access for your representatives and staff to the Sunday Evening Welcome Reception is not included in the exhibit space fee. Access is, however, available to exhibitor representatives and staff that are registered conference attendees. In addition, your exhibitor representatives and booth staff, that are not paid conference registrants, may gain access to the Sunday Evening Welcome Reception by paying the Welcome Reception Fee listed above.
2. Conference registration is not included for your company representatives or your booth staff in the exhibit space fee. With the exception of the General Session on Monday morning, your booth representatives and staff are not entitled to attend conference sessions/classes. However, registration is available for your staff at an additional fee. Refer to the conference program or [www.claimsconf.org](http://www.claimsconf.org) for fees and session listings.
3. Booth furnishings and utilities such as tables, chairs, carpet, electricity, internet connections and similar are not included in the exhibit space fee. However, furnishings and utilities may be ordered through the *Decorator* for an additional cost. The *Decorator* will e-mail kits with shipping information and order forms for furniture, equipment, and services.

**C. Platinum Sponsorship benefits include:**

1. Sponsor's company name and logo displayed at the expo hall entranceway and on the conference registration entranceway along with other sponsors.
2. Recognition of Sponsors at the *Conference's* Sunday Evening Welcome Reception will be made with signage at the entrance and in the reception hall. Each Platinum Sponsor will have a highboy cocktail table featuring its company name.
3. Recognition of the sponsorship will be made at the *Conference's* General Session. Sponsors' company names and logos will be recognized on the sessions entranceway signage, on-screen, and from the podium.

4. Recognition of sponsorship for Food & Reception events specified by *Expo Management* including signage at all food and beverage stations located within the Expo Hall including two hanging aisle signs measuring six feet high by four feet wide.
5. Recognition of your Sponsorship on the back cover of the cross-referenced Exhibitor Directory and on the PLRB/LIRB website.
6. Four complimentary passes for the *Conference's* Sunday Evening Welcome Reception.
7. Two complimentary *Conference* registrations permitting admission to all educational sessions and the *Conference's* Sunday Evening Welcome Reception.
8. Four badges granting admission to the expo hall only.
9. Sponsor's company name and logo on the back cover of the *Next Year's Claims Conference and Expo* attendance promotion brochure; but only if Sponsor renews the Sponsorship for the *Next Year's Claims Conference and Expo* by September 15 of the year before that event.
10. The online Exhibitor Directory will have a direct link to the Sponsor website, from the date of confirmation of sponsorship until June 30, following the event.

**E. Gold Sponsorship benefits include:**

1. Sponsor's company name and logo displayed at the expo hall entranceway and on the conference registration entranceway along with other sponsors.
2. Recognition of Sponsors at the *Conference's* Sunday Evening Welcome Reception will be made with signage at the entrance and in the reception hall. Each Gold Sponsor will have a highboy cocktail table featuring its company name.
3. Recognition of the sponsorship will be made at the *Conference's* General Session. Sponsors' company names and logos will be recognized on the sessions entranceway signage, on-screen, and from the podium.
4. Recognition of sponsorship for Food & Reception events specified by *Expo Management* including signage at all food and beverage stations located within the Expo Hall including one hanging aisle sign measuring six feet high by four feet wide.
5. Recognition of your Sponsorship on the back cover of the cross-referenced Exhibitor Directory and on the PLRB/LIRB website.
6. Two complimentary passes for the *Conference's* Sunday Evening Welcome Reception.
7. One complimentary *Conference* registration permitting admission to all educational sessions and the *Conference's* Sunday Evening Welcome Reception.
8. Two badges granting admission to the expo hall only..
9. Sponsor's company name and logo on the back cover of the *Next Year's Claims Conference and Expo* attendance promotion brochure; but only if Sponsor renews the Sponsorship for the *Next Year's Claims Conference and Expo* by September 15 of the year before that event.
10. The online Exhibitor Directory will have a direct link to the Sponsor website, from the date of confirmation of sponsorship until June 30, following the event.

**4. Material Handling Services and Union Rules** Shipping of exhibit materials will be arranged between the exhibitor and the *Decorator*. Any booth furnishings, electrical furnishings, drayage, labor, and storage services will be arranged directly between each exhibitor and the *Decorator*. After payment of a rental fee by exhibitor and assignment of exhibition space by the *Expo* manager, the exhibitor will be e-mailed the Exhibitor Service Manual (initial mailing in January of the year of the *Expo*) containing complete information concerning services provided by the *Decorator*. Exhibitor may also obtain the Exhibitor Service Manual on-line at the *Decorator's Website*. The manual will include a *Material Handling Order Form* to assist in arranging the efficient transportation of the exhibitor's materials to the *Expo* hall. Exhibitor agrees to send no exhibiting materials directly to the hotel or exhibit hall.

**5. Name Badges** *Expo* name badges must be worn at all times by exhibitor personnel on the *Expo* floor.

*Exhibitor Badges* – Each of the exhibitor's designated booth representatives (i.e. booth staffer) will be furnished with one badge listing the company's name and the representative's name. To minimize distractions to neighboring booths, exhibitors are restricted to three booth representatives for each ten foot by ten foot booth space at any given time.

*Setup/Dismantle Special Passes* -- Special passes will be available on-site for contractor and other essential personnel assisting with the *Expo* set up and/or dismantle process. The special passes will authorize admittance to the *Expo* floor only during set up/dismantle times. Such special passes will be void during *Expo* hours of operation.

*No Other Badge Admittance* -- Only *Exhibitor Badges* and *Setup/Dismantle Special Passes* will authorize admittance onto the *Expo* floor during setup and dismantle times.

**6. Exhibitor Attendance** The maximum number of exhibitor representatives permitted to work in any single ten foot by ten foot space at any one time is three. The license to have three exhibitor representatives cannot be transferred from one exhibitor to another. This applies regardless of any relation or association of the exhibitors.

**7. Care of Exhibits Space** Construction, decoration, and equipment for each exhibit must conform to local fire prevention, safety, and health codes and ordinances. Packing containers, shipping cartons, and similar materials may not be stored in the exhibit area. Use of nails, glue, paint, ink, or other materials that deface or mar the Facility's or the *Decorator's* property is prohibited. Exhibitor is liable for payment of any costs associated with damage from its conduct to the *Facility's* or the *Decorator's* property.

## 8. Time of payment and Space Reservations.

- A. **Space or Sponsorship Reservation:** No exhibit space or *Conference* sponsorship will be reserved in response to an *Application* that is submitted to *Expo Management* until *Expo Management* receives and processes full payment for the space and/or *Conference* sponsorship.
- B. **Early Bird Discount or other Discounts:** Where a discount is offered to *Applicants* and an *Applicant* applies to receive *Expo* space at the discounted rate, the *Applicant* must make full payment for the discounted space when submitting the application.
- C. **Space Allocation:** Where possible, consideration will be given to allocating space based upon the *Applicant's* initial input and request. However, ultimate allocation will be based on what works best for the entire program as determined by *Expo Management*. All exhibit spaces are subject to approval, assignment, or reassignment if necessary, by *Expo Management*. No refunds will be given as a result of any booth location reassignments. *Expo Management*, at all times, reserves the right to modify the location, size, and display limits of a display booth where such modification is for the overall benefit of the *Expo*, required by law or administrative rule, or required by contract with the *Facilities*.
- D. **Maximum Exhibit Size:** Each exhibitor or group of exhibitors under common management shall be limited to a total number of booth spaces not to exceed twelve (12) spaces.
- E. **Informal Associations.** Unincorporated associations of businesses are not eligible to rent or occupy a booth.

**9. Display Limitations** *Exhibitor* shall confine the display and promotional activities to its allocated booth space. Any portion of a booth exhibit standing higher than forty-eight inches shall not extend beyond a point half way from the back of the booth. No portion of any booth exhibit shall interfere with aisle traffic. Booth structures that block sightlines of neighboring booths are subject to removal. *Expo management* adheres to the International Association of Exhibitions and Events (IAEE) Guidelines for Display Rules and Regulations.

**10. Sound and Lighting** Exhibit noise levels shall at no time infringe on the rights of neighboring booths. All lighting and audiovisual equipment operation shall not interfere with activities of other exhibitors.

**11. Advertising by Others** Advertising at the Expo is limited to those persons, firms, and corporations that have contracted and paid for exhibit space and *Conference* sponsors. No other persons, firms, or corporations will be permitted to demonstrate a product, solicit orders, or distribute advertising materials in the exhibition area. No exhibitor, sponsor or other entity shall distribute any publication at or about the *Conference* or *Expo* purporting to be or in any manner resembling an official or unofficial conference and/or expo daily without express written consent of the *Expo Management*. No exhibitor, sponsor or other entity shall distribute materials at the *Conference* or *Expo* for which the exhibitor, sponsor or other entity sold advertising to third parties unless express written consent is granted by the *Expo Management*.

**12. Assignment of Expo Space** Exhibitor may not assign its contract for exhibit space or allow any other person or organization to use any part of the space without written permission from *Expo Management*. Only one business can occupy a booth. Unincorporated associations of businesses are not eligible to rent or occupy a booth.

**13. Liability of Exhibitor** Exhibitor is responsible for obtaining any and all insurance coverage for its exhibit and all personal property owned, rented, leased, borrowed, or used by Exhibitor as part of its exhibit.

Exhibitor must make provision for the safeguarding of all goods it owns, rents, or leases from the time they are placed in the exhibit space until they are removed by its agents. *Expo Management* and the *Facility* shall not be liable or responsible for, shall not insure, and shall not guarantee to exhibitor, the safety of exhibits materials against fire, accident, theft, or any loss or injury whatsoever.

Any damage or destruction of others' property or personal injury to others resulting from the conduct of exhibitor, its agents, or employees will be exhibitor's sole responsibility.

*Expo Management* disclaims any liability for destruction of others' property, personal injury to others, or any dispute arising from the contractual relationship of exhibitor and the *Decorator*.

Exhibitor agrees to protect, save, and hold the *Expo Management* and the *Facilities*, and all agents and employees thereof (hereinafter collectively called Indemnitees) forever harmless for any damages or charges imposed for violations of any law or ordinance, whether occasioned by the negligence of the exhibitors or those holding under the exhibitor. Further, the exhibitor shall, at all times, protect, indemnify, save and hold harmless the Indemnitees against and from any and all losses, costs, damages, liability, or expenses (including attorney's fees) arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the exhibitor, its agents, employees or business invitees, which arise from or out of or by reason of said exhibitor's occupancy and use of the exhibition premises, the hotel, or any part thereof.

**14. Failure to Occupy Space** If the exhibitor does not claim or occupy its assigned space before 8:00 A.M, on *Opening Day of the Expo*, *Expo Management* may, at its option, reassign the space to another exhibitor. The defaulting exhibitor will not be entitled to a refund of its rental fee.

**15. Cancellation by Exhibitor or Sponsor** This cancellation section refers to cancellation due to reasons other than "impossibility" as discussed in a subsequent section of these Terms, Conditions, Rules and Regulations (See paragraph 17.).

In the event an *Applicant, exhibitor, or sponsor* cancels their application and/or agreement to lease booth space at the *Expo* or sponsor the *Conference*, refunds will be provided as listed below. Note that deductions from full refunds are intended to represent an approximation of the actual value of damages for early cancellation and not a penalty. The applications submitted and fees collected are used to determine budgeting and related spending decisions for the *Expo* and *Conference* including food, amenities, paid speakers and other important aspects of the event. Consequently, cancellations impact the event.

For cancellations by Applicant, Exhibitor, or Sponsor:

**On or Before July 31st of the year before the Expo**

Exhibitor Fees will be refunded for the amount paid and collected less a 10% administrative fee;  
Sponsor Fees will be refunded for the amount paid and collected less a 10% administrative fee;

**After July 31st but before December 1st of the year before the Expo**

Exhibitor Fees will be refunded at a rate of 50% of the amount paid and collected;  
Sponsor Fees will not be refunded;

**On or After December 1st of the year before the Expo**

Exhibitor Fees will not be refunded; and.  
Sponsor Fees will not be refunded.

**16. Cancellation by Management or Inability to Hold Exhibits** This cancellation section refers to cancellation due to reasons other than "impossibility" as discussed in the next section of these Terms, Conditions, Rules and Regulations (See paragraph 17.).

If *Expo Management* cancels the *Expo* before *Opening Day of the Expo* or if before the *Opening Day of the Expo* causes beyond the control of *Expo Management* arise which prevent the planned holding of the *Expo*, the exhibitor will be refunded 100% of its rental fee. Management will not be liable for any other expenses the exhibitor might incur or any consequential damages the exhibitor may claim.

If *Expo Management* cancels the *Expo* on the *Opening Day of the Expo* or if on the *Opening Day of the Expo* causes beyond the control of *Expo Management* arise which prevent the planned holding of the *Expo*, the exhibitor will be refunded 50% of its rental fee. *Insurance Services Expo* management will not be liable for any other expenses the exhibitor might incur or any consequential damages the exhibitor may claim.

If *Expo Management* cancels the *Conference* before the *Opening Day of the Expo*, Sponsorships fees will be refunded less a 10% fee for administration and benefits received.

**17. Impossibility** The performance of this agreement by either party is subject to acts of God, war, terrorism, government regulation, disaster, fire, strikes, civil disorder, curtailment of transportation facilities, or other similar cause beyond the control of the parties making it inadvisable, illegal, impractical or impossible to hold a successful meeting or to provide the facility. This agreement may be terminated without penalty for any one or more such reasons by written notice from one party to the other, except as provided in paragraphs 16 and 17 above.

**18. Playing or Performing of Music** Applicant represents and warrants that no musical work protected by copyright will be staged, produced or, otherwise performed via either "live" or "mechanical" means at or around the *Expo*, by or on behalf of Applicant, unless Applicant has previously obtained written permission from the copyright owner's designee (e.g. ASCAP, BMI, or SESAC) for such use.

Applicant further represents and warrants that it shall be fully responsible for the performance of all obligations under any agreement permitting the use of such music, including but not limited to all obligations to report data and pay royalty fees.

Applicant agrees to indemnify, save and hold harmless and defend *Expo Management*, its directors, officers, agents, employees, and each of them, from and against any and all claims, costs and expenses (including legal fees and expenses), demands, actions, and liabilities of every kind with respect to any breach of the foregoing representations and warranties.

**19. Special Assistance/ADA Compliance** In compliance with the American with Disabilities Act, all exhibitor personnel needing special assistance should contact *Expo Management* with their requests.

**20. Application Acceptance** Acceptance of an application does not mean endorsement by *Expo Management* of the *Applicant's* service or product. Rejection of the application does not imply disapproval of the *Applicant's* service or product.

**21. Exhibitor Conduct** *Expo Management* has authority to prohibit an exhibit from continuing, if at any time the purpose and character of the *Expo* is jeopardized by the continuation of the exhibit. In the event of an exhibitor discontinuation order, management will not be liable for any refund of the exhibit space rental fee.

**22. Promotional Demonstration, Handouts, Food** Demonstrations of products or services, as well as distribution of souvenirs, samples, and other promotional items shall not disrupt traffic flow nor infringe on visitors' and other exhibitors' rights. No food or beverages may be distributed by any exhibitor without express written approval of *Expo Management*, *Facilities* management, and the *Expo Management's* and *Facility's* approved food and beverage contractor. Prohibited items include any and all consumables such as beverages, candies, mints, nuts, popcorn, bottled goods, etc. *Expo Management* reserves the right to approve all promotional demonstrations, giveaways and/or handouts to be used by exhibitors. Exhibitor assumes all liability as indicated in paragraph 13 f these Terms, Conditions, Rules, and Regulations.

**23. Entertainment Policy** The purpose of the *Conference* is education. The strength, reputation, and national support of the *Conference* are the result of its commitment to hardworking, intense professional development. The official *Conference* program also provides helpful forums for networking among insurers' claims professionals and claims service providers. Any additional activity sponsored by a claims service provider in conjunction with the *Conference* that undermines or conflicts with the primary educational purpose and reputation of the *Conference* and future conferences is prohibited.

As example, entertainment during conference and expo hours is a conflict and prohibited. Also, after-hours entertaining of fifteen or more conference attendees by any one person, organization, or group that extends past 11:00 p.m. on an evening before morning sessions undermines the educational experience and is prohibited. "Adult themed" entertainment undermines the reputation of the event and is prohibited.

Failure to comply with the policy can result in sanctions, including but not limited to:

- Loss of exhibiting privileges at PLRB/LIRB events
- Loss of speaking privileges at PLRB/LIRB events
- Loss of attendance privileges at PLRB/LIRB events.

**24. Raffles** Because raffles, sweepstakes, and lotteries are generally prohibited by law, exhibitors and sponsors are prohibited from holding raffles, sweepstakes or lotteries at PLRB events including the *Expo*. Furthermore, any giveaways to attendees, including attendees who may participate in a lawful game of skill, must be of *de minimus* value (\$25.00 or less).

**25. Exhibit Hall Agreement** This contract with exhibitor is subject to terms of the agreement between *Expo Management* and the *Facilities*.

**26. Interpretation/Choice of Law** *Expo Management* has total authority of interpretation and enforcement of these Terms, Conditions, Rules, and Regulations and reserves the right to amend them at any time for the benefit of the *Expo*. Exhibitors/Sponsors and their representatives who violate these Terms, Conditions, Rules, and Regulations or who, in the opinion of *Expo Management*, conduct themselves unethically, may be dismissed from the *Expo* and/or *Conference* without refund or other appeal and may be excluded from participation in future PLRB conferences and expos.

Should either party resort to litigation or any form of alternative dispute resolution, the parties agree that the jurisdiction, venue and choice of law shall be DuPage County, Illinois.

**27. Entire Agreement** This Agreement, including the Application and the Terms, Conditions, Rules, and Regulations, contains the entire agreement between *Expo Management* and the *Applicant* and there are no other promises or conditions in any other agreement oral or written. This Agreement supersedes any prior written or oral agreements between *Expo Management* and the *Applicant*.

**28. Severability** Should any provision of this Agreement prove to be invalid or unenforceable for any reason, the remaining provisions shall continue to be valid and enforceable.

**29. Release of Liability** *Applicant* shall be fully responsible to pay for any and all damages to property owned by the *Facilities*, its owners or managers that results from any act or omission of *Applicant*. *Applicant* agrees to defend, indemnify and hold harmless, the *Expo Management*, the *Facilities*, their owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from *Applicant's* use of the property. *Applicant's* liability shall include all losses, costs, damages, or expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Applicant, its agents, employees and business invitees which arise from or out of the *Applicant's* occupancy and use of the exhibition premises, the Hotel or any part thereof.