

ASPHO Virtual Marketplace Opportunities

Step 1: Select a support experience level

Your participation as an ASPHO Industry Partner is key to staying visible and keeping connected with your customers and prospects. Your support helps ASPHO continue to provide essential education and content to the pediatric hematology/oncology community.

	<input type="checkbox"/> Bronze \$2,500	<input type="checkbox"/> Silver \$5,000	<input type="checkbox"/> Gold \$10,000	<input type="checkbox"/> Platinum \$20,000
Company listing & logo by name and product	✓	✓	✓	✓
Enhanced listing & logo			✓	✓
Link to your company Website	✓	✓	✓	✓
Support Level Ribbons	✓	✓	✓	✓
Networking/Matchmaking Capabilities	✓	✓	✓	✓
Digital Resource Library (Additional link(s) available upon request)	1	2	3	5
Passport Program		✓	✓	✓
Pre-Conference/ Post-Conference Mailing List			✓	✓
Banner Ad on main virtual conference landing page			✓	✓
Digital ad on ASPHO.org or ASPHO e-Newsletter				✓
Conference Program Registration				✓

***NOTE:** Not-for-profit organization exhibit price is \$1750 which includes Bronze level benefits. Those companies which have already chosen space for 2021 will automatically be enrolled in the virtual marketplace. Michele Gallas will contact you to discuss your participation details.

Questions? Contact Michele at mgallas@aspho.org

Step 2: Choose More Ways to Connect with ASPHO Attendees

Add any of these opportunities to enhance your participation!

	Item	Amount
<input type="checkbox"/>	Satellite Symposia (CME or non-CME) 60-minute recorded presentation; available on-demand for 90 days post-conference	\$25,000
<input type="checkbox"/>	Education Theater – 30-minute recorded presentation. Available on-demand for 90 days post-conference	\$7,500
<input type="checkbox"/>	Attendee Welcome Reception	\$10,000
<input type="checkbox"/>	Weekly e-mail ad campaign (6 pre-conference, 2 post-conference)	\$17,500
<input type="checkbox"/>	NEW – Attendee Registration Confirmation Letter Sponsorship (limit:2)	\$6,000 ea.
<input type="checkbox"/>	NEW – ASPHO 2021 Video Theater – up to 10-minute recorded video	\$2500 ea.
<input type="checkbox"/>	NEW – “SWAG” Mailing to Pre-registered attendees	\$5000 ea.
<input type="checkbox"/>	NEW - Early Career Programing Sponsorship (both sessions included)	\$5,000 ea.
<input type="checkbox"/>	Passport Program	\$750.00
<input type="checkbox"/>	Digital Resource Library	\$250.00 ea.

Conference Advertising:

<input type="checkbox"/>	Banner Advertising on the 2021 virtual conference platform landing page	\$1,500
<input type="checkbox"/>	Static Advertisement on the 2021 virtual conference platform landing page	\$1,500
<input type="checkbox"/>	Advertising in ASPHO pre-conference and day-of conference emails	\$ 2500 ea.
<input type="checkbox"/>	Push notifications on virtual conference platform	\$2000 ea.

Sponsorship Events and Opportunities – Maximize your Marketing Efforts at ASPHO 2021!

The following opportunities provide you a variety of ways to achieve your company's objectives while at the conference; from education and thought leadership to brand awareness and generating new business leads. Partner with ASPHO to reach your target goals!

#1 - Education. Expertise and Thought Leadership

Satellite Symposia – CME or non-CME - #1 requested resource by ASPHO attendees

Symposia shines the spotlight on your company's expertise and leadership in the field. Symposia will run un-opposed before program hours, and during scheduled lunch breaks. Dinner opportunity limited. Symposia will remain accessible to attendees on-demand for 90 days post-conference (July 23,2021).

Please review the [CSS guidelines](#) and submit a [CSS application](#).

Deadline to submit your application(s) for review and approval: February 19, 2021.

Education Theater

Showcase your company's product, services, or programs by conducting a 30-minute seminar or product demonstration. These presentations will be incorporated into the conference program during un-opposed industry breaks. Time slots are on a first-come, first-served basis. Times will be confirmed when the [application form](#) is received. Deadline to submit application for review and approval: March 15,2021

Available Timeslots: Thursday, April 22, 11:30am-12:30pm CT
Friday, April 23, 11:45am-1:00pm CT

Digital Resource Library

Provide the attendees with information you deem most important. This could be your recent brochure, a press release, or a white paper. Your information will be housed in a separate resource tool that attendees can reference throughout the conference. Try to present as much relevant information as possible. This resource opportunity will remain accessible to attendees on the virtual platform website for 90 days post-conference (7/23/2021).

#2 - Support the Industry

All support/sponsorship levels include multiple opportunities within one package. They offer a cost-effective way to obtain maximum exposure. On page 1, decide which level will meet your marketing and budget objectives. Proceed to page 2 to select exclusive opportunities to enhance your support level. The support packages and benefit details can be viewed on page 1, and value-added sponsorship opportunities on page 2 of this document.

Attendee Welcome Reception

The opening reception is an opportunity to officially welcome and support the attendees. Attendees will check in and enjoy 45 minutes to network and visit with their peers and colleagues. Breakout rooms, with featured topics will be available for discussions and engagement. Reception attendees will be entered into a raffle to win a sponsor provided gift.

Sponsorship will be acknowledged:

- Name and logo on opening slide welcoming the attendees
- Name and logo in chosen breakout room slides
- Name and logo on main program schedule – I.E., “supported by” ...” hosted by”
- A push notification or pop-up with your company message during the reception
- Raffle giveaway

“SWAG” Mailing to Pre-registered Attendees

Everyone loves a gift! One you can touch, feel, and use! Be a part of welcoming the ASPHO 2021 attendees with fun and useful items **labeled with your company brand**. Ideas are left to your imagination and creativity. Some useful and relevant products may include, hand sanitizer, face masks, and re-usable beverage thermos. The “Swag” mailing will include items you deem important! Talk with Michele Gallas, mgallas@aspho.org. to learn more! Open to multiple company participation.

#3 – Generate Leads

Weekly Email Ad Campaign – Only 2 Sponsorships available

Your digital ad can be the sole advertisement on a single email to members and/or pre-registered attendees for promotion and details regarding the annual conference. You will be featured on 2 emails per month, leading up to conference, and 2 emails post-conference.

Ad will include: your artwork with a link to your company website. Email schedule specifics and deadlines forthcoming.

Industry Expert Networking (formally exhibit/booth)

Keep the engagement going! Host an Industry Forum during un-opposed industry hours. Invite your customers and contacts to join you to learn more about your company’s latest advancements, protocols, and products. Meetings will be hosted on your own exclusive Zoom link. Details forthcoming. Your participation will be acknowledged with the following benefits:

- Dedicated pre-conference email to attendees promoting your company on the Industry Forum Schedule.
- Specific promotion inviting them to schedule time to join your Zoom call during conference
- Separate Industry Expert Forum button on conference and exhibitor landing pages

ASPHO Video “Cinema”

Develop your own video to be included in the ASPHO Video “Cinema” Theater. Videos can include: a welcome to the attendees, an introduction to your company’s products and services, an invitation to join your Industry Forum, a giveaway promotion or all the above! [This offers another high-impact way to deliver your message!](#) Videos will remain accessible to attendees on the virtual platform for 90 days post-conference (July 23, 2021).

- Video must not exceed 10 minutes in length
- Adhere to the provided materials specifications
- Deadline to submit video: March 15, 2021

Education Theater

Showcase your company’s product, services, or programs by conducting a 30-minute seminar or product demonstration. These presentations will be incorporated into the conference program during un-opposed industry breaks. Time slots are on a first-come, first-served basis. Times will be confirmed when the [application form](#) is received.

Available Timeslots: Thursday, April 22, 11:30am-12:30pm CT
Friday, April 23, 11:45am-1:00pm CT

Deadline to submit application for review and approval: March 22, 2021

Passport Program

This program is designed to be a fun way to direct attendees to your industry forum and company platform. Attendees will be provided a list of companies participating in the program. They will then be given instructions to complete their passport “play card.” These actions will help drive traffic and re-enforce networking opportunities. Attendees who complete their passport card will qualify for a special prize drawing. [CLICK HERE](#) for the passport order form. The deadline to participate is: March 22, 2021.

#4 – Reach a Target Audience

Early Career Programming Sponsorship (includes Early Career Roundtables and Speed Mentoring)

Early-career roundtables offer you the chance to support our physicians, med students and attendings in their early-career development! Roundtables offer an intimate forum to connect with leaders, ask topic specific questions, and receive reinforcement regarding career goals. 150-200 registrants expected to attend.

Speed mentoring offers the opportunity to network with thought leaders through a series of short, focused conversations. Mentees will meet one-on-one with 3 separate mentors for 10 minutes each.

Your support includes:

- Your company brand on session slide(s) acknowledging your support
- Verbal recognition by the session moderator
- Recognition of your support in an outgoing email to the registered attendees



#5 – Brand Recognition

Attendee Registration Confirmation Letter Sponsorship

All pre-registered attendees will be sent an emailed letter confirming their ASPHO 2021 registration. Your company name and logo, including a link to your website, will be branded on the bottom of each letter, creating increased brand recognition and exposure.

Digital Resource Library

Provide the attendees with information you deem most important. This could include your recent brochure, a press release, or a white paper. Your information will be housed in a separate resource tool that attendees can reference throughout the conference. Try to present as much relevant information as possible. This resource opportunity will remain accessible to attendees on the virtual conference platform for 90 days post-show (July 23, 2021).

Mailing Lists

Pre-show mailing list

Let the attendees know you are looking forward to seeing them at ASPHO 2021. This list consists of attendees who are pre-registered for the ASPHO 2021 conference.

Year-Round Advertising – Stay connected to the ASPHO members all year!

Staying connected to the ASPHO membership and community is a year-round effort. ASPHO offers multiple opportunities to gain exposure and keep your company at the forefront of the industry. While some advertising is specific to conference, ASPHO recommends a plan to keep you in front of membership on an annual basis.

[CLICK HERE](#) to be directed to the ASPHO Digital Advertising Opportunity page and find ways to stay connected!

Please contact Michele Gallas, at mgallas@aspho.org with any questions, to discuss a customized annual plan for your company.



2021 ASPHO Conference
Virtual Marketplace Exhibitor Contract
April 20-23, 2021

Step 3: Complete contact & payment information below.

Company Information:

Company Name: _____

(Exactly as you wish it to appear on your exhibitor listing)

Address: _____

City/State/Zip/Country: _____

Phone: _____ Fax: _____

The signer of the application for the virtual opportunity—or person designated above—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.

Signature: _____ Date: _____

Name: _____ Title: _____

E-Mail: _____ Website Address: _____

Billing Information: This contract will be addressed to the signer (or designee indicated below, if different).

Name: _____ Title: _____

Company Name: (if different) _____

Address (if different) _____

City/State/Zip/Country: _____

Phone: _____ Fax: _____

E-Mail: _____

Not-for-profit organization \$1,750 for Bronze level support.

We understand further that all virtual opportunities and sponsorships must be paid for in full by **March 8, 2021**.

Payment: \$ Check (checks payable to: **The American Society of Pediatric Hematology/Oncology (ASPHO)**)

Credit Card: _____ Expiration Date: _____

Mail Check and application to American Society of Pediatric Hematology/Oncology PO Box 3781 • Oak Brook, IL, USA 60522.
Make a copy of the form for your records.

Cancellation of Virtual Opportunity: *If the exhibitor notifies ASPHO of the exhibitor's intent to repudiate the contract after acceptance but prior to **March 8, 2021**, a full refund of monies received, minus a **\$250 USD** administrative fee per space, will be made. No refunds or cancellations accepted after **March 8, 2021**.*

Virtual Platform Information: For questions regarding the application process or platform submissions please contact Olivia Lambrev at olambrev@connect2amc.com.

Contact: Michele Gallas for customized opportunities at mgallas@aspho.org.
Please visit the ASPHO.org for hours and updated information.

**The American Society of Pediatric Hematology/Oncology Virtual
Amendment to Exhibit Agreement—Terms and Conditions**

1. **APPLICATION AND ELIGIBILITY.** Application for virtual exhibit space must be made on the printed form provided by the National Association of Neonatal Nursing (hereinafter “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 neonatology by supporting neonatal nurses and neonatal nurse practitioners in optimizing patient care of those individuals attending the Association’s virtual 2020 Annual Conference and subsequent virtual presentations. 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 with the educational character and objectives of the virtual exhibition. In the event an application is not accepted, any paid fees or deposits will be returned. Upon receipt and acceptance of application by Association, this application and these Terms and Conditions shall constitute a binding and enforceable contract. Acceptance constitutes one or more of the following: applicant’s receipt of Association confirmation letter or email message, shared Meeting information to Exhibitor or information.

2. **VIRTUAL EXHIBIT BOOTH PRICE.** Prices per opportunity: Bronze - \$2,500; Silver - \$5,000. Gold - \$10,000; Platinum - \$20,000. This includes discounted rates on advertising in the virtual exhibit hall. Virtual Exhibit Hall dates and times are subject to change by Association. Do not email credit card numbers per PCI compliance guidelines, and please note that a member of the Association will call to collect that information. Save a copy of the form for your records.

3. **PAYMENT DATES.** No virtual exhibit space will be guaranteed until the Association receives full payment of the total virtual fee, along with a signed application and such application is accepted by Association. If full payment is not received by February 26, 2021, the Association will have the right, but not the obligation, to attempt to resell the assigned virtual space and the cancellation terms outlined below shall apply. 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. Any resulting arrearages must be paid within the time limits specified herein. 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 VIRTUAL EXHIBIT SPACE.** If the Exhibitor notifies the Association in writing of the Exhibitor’s intent to cancel the Agreement after acceptance but prior to August 14, 2020, a full refund of monies, minus a \$250 USD administrative fee, will be made. No refunds will be made, or cancellations accepted after February 26, 2021. In the event of cancellation by an exhibitor at no time can the cancellation fee be considered a donation or be recognized as support of the Association. If for any cause beyond the control of the Association - such as, but not limited to, inability to use a facility or software for any reason 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 Agreement and deliver the virtual space allotted hereunder, this Agreement 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 allocable to the Exhibitor after proration thereof among all exhibitors. Reductions or downsizing in virtual booth space will be treated as both cancellations and refunds will be made accordingly and depending on time of reduction. Furthermore, the Association has full authority to relocate any exhibitor after Exhibitor provides notice of downsizing of space. The above cancellation fee terms shall apply regardless of the execution date of this Agreement and regardless of any re-sale of booth space cancelled by Exhibitor.

5. **ASSIGNMENT OF VIRTUAL BOOTH SPACE.** Virtual booth space will be assigned according to the date on which the Agreement and deposit are received, and compatibility of the Exhibitor’s products or services with the Association’s aims and purposes. The Association reserves the right to assign space location other than the choice requested and the right to rearrange the virtual floor plan and/or relocate any exhibit space.

6. **VIRTUAL EXHIBIT SPACE CONDITIONS.** The virtual exhibit space has 4 levels to choose from that consist of the below mentioned standard level of benefits: virtual participation in the exhibit hall with Exhibitor logo, 50-word organizational description, and a link to Exhibitor’s website. Additional features will be made available based upon level of participation listed in stage 1 of the application.

7. **CONDUCT OF EXHIBITS.** The virtual advertisement 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 Agreement is prohibited. An exhibitor may not assign, sublet, or apportion all or any part of the contracted virtual booth space, nor may an exhibitor permit the virtual display, promotion, sales, or marketing of non-exhibitor products or services. All virtual sales activities must be compliant with the FDA and OIG. There is no restriction on selling on the virtual exhibit hall provided that sales transactions may be consummated only within the Exhibitor’s own virtual booth. Exhibitors are responsible for compliance with local, state, and federal tax regulations for sales. The Association reserves the right to restrict the operation of, or evict completely, any virtual exhibit which, in the sole discretion of the Association, detracts from the general character of the exhibition as a whole. This applies to website links, images, descriptions, and any enabled additional features made viewable within the virtual space.

8. **INSTALLATION/REMOVAL.** All exhibit information must be uploaded by the Exhibitor no later than 4pm on Monday, April 12, 2021 without exception. At 4pm on Monday, April 12, 2021, an inspection will be made and virtual exhibits that are not complete will be removed from the virtual exhibit hall. Changes to all exhibiting information is the sole responsibility of the Exhibitor. The virtual exhibit hall will remain active through July 21, 2021 at which time the virtual exhibit hall will no longer be active.

9. **ADDITIONAL EXHIBITOR SERVICES.** Other services may be available to exhibitors at normal additional charges through the Association. An exhibitor’s service kit including login information, options available, and specifications will be emailed to all exhibitors shortly after they receive confirmation of their application. The Association will have oversight of all software-related information received from exhibitors. Although the Exhibitor is solely responsible for the uploading of information within their virtual booth space, the Association will have complete control of all coordination of the setup, management, and removal of exhibitor virtual exhibit space and corresponding provided information.

10. **HOSPITALITY AND ENTERTAINMENT.** Virtual hospitality suites or events sponsored by exhibitors must be approved by the Association in writing. No entertainment may be scheduled to conflict with the Association’s program hours, activity hours, or scheduled exhibit hours. Chat rooms and focus groups need to be approved and set up by the Association. Organizations that are not exhibitors or are not Industry Relations Council members are not permitted to have hospitality functions.

11. **EXHIBIT STAFF REGISTRATION.** Prior to April 5, 2021, the Exhibitor shall register with the Association one (1) representative per paid virtual exhibit booth to provide access to the software and will serve as the primary Exhibitor contact. Exhibitor access codes are non-transferable.

12. **GENERAL CONFERENCE REGISTRATION.** Each exhibitor personnel who wishes to attend the virtual program sessions, or any optional activities associated with the Annual Conference must register through regular channels. There will be a \$625 charge for each full meeting registration.

13. **UNACCEPTABLE EXHIBITS.** The Exhibitor agrees not to use any website links, images, descriptions, and any enabled additional features made viewable within the virtual space that the

Association determines, in its absolute discretion, 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, are inimical to the property rights of the Association, or violate the virtual exhibiting regulations or any other provision of this Agreement. In the event the Association determines at any time that any virtual exhibit may or does violate this Agreement and the Exhibitor is unable or unwilling to cure or correct such violation, the Association may terminate this Agreement immediately and forbid publication of the virtual exhibit or may remove or cause the exhibit to be removed, and the Exhibitor hereby waives any claim for refund of the exhibit booth or other damages arising out of such termination and/or exhibit removal. Any exhibitor who is uncertain as to whether a virtual exhibit is in compliance with all applicable regulations and requirements should contact the Association. In addition to its right to close an exhibit and withdraw acceptance of the Agreement, the Association, in its sole discretion, may refuse to consider the Exhibitor for participation in future shows if the Exhibitor breached the Agreement or any of the relevant rules and regulations.

14. **ADVERTISING MATERIAL.** 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. The use of the Association’s name or logo is expressly forbidden without prior approval by the Association.

15. **FDA REGULATIONS.** Exhibitors shall comply with all applicable U.S. Food and Drug Administration (FDA) regulations, including, without limitation, FDA restrictions on the promotion of investigational and pre-approved drugs and devices and the FDA prohibition on promoting approved drugs and devices for unapproved uses. Any product not FDA-approved for a particular use or not commercially available in the U.S. may be virtually exhibited only if accompanied by a virtually visible posting indicating the status of the product. Exhibitors shall have available on their exhibit space or linked webpage a letter from the FDA that describes the allowable use of any drug or device exhibited.

16. **INDEMNIFICATION.** The Exhibitor agrees that it is responsible for the defense and payment of any and all claims, demands and suits on account of any alleged injuries, or other loss by individuals, to any party occurring in the virtual exhibit hall or elsewhere because of the acts or omissions of the Exhibitor, its employees or agents, licensees, guests or contractors. The Exhibitor agrees to defend, indemnify and hold harmless the Association, and their respective owners, managers, officers or directors, agents, employees, independent contractors, subsidiaries and affiliates (collectively “Indemnitees”), from any and all claims, actions, causes of action, demands or liabilities of whatsoever kind and nature including judgments, interest, attorneys’ fees, and all other costs, fees, expenses and charges which any Indemnitee, its officers, directors, employees, and agents, and each of them, may incur arising out of the negligence, gross negligence or willful or wanton misconduct of the Exhibitor, its officers, directors, employees, agents, contractors, or any other person or organization hired by the Exhibitor. The term of this section shall survive the termination or expiration of this agreement.

17. **AMERICANS WITH DISABILITIES ACT.** The Exhibitor shall ensure that its virtual exhibit space and its promotional materials and activities comply with the Americans with Disabilities Act to allow persons with disabilities equal access to goods and services.

18. **LIABILITY FOR DAMAGES OR LOSS OF PROPERTY.** The Exhibitor shall protect, indemnify, and hold harmless the Association and software vendors from any and all liability, loss, damage, expense, or loss of property or income that might be derived therefrom, including that caused by or resulting from the negligence of the Association.

19. **FAILURE TO OCCUPY SPACE.** Any virtual exhibit space without information uploaded into the exhibitor portal by 4 pm, April 12, 2021, 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 been received and approved in advance by the Association in writing. Forfeited space may be resold, reassigned, or used by the Association without refund to Exhibitor.

20. **VIRTUAL EXHIBIT SPACE FLOOR PLAN.** Every effort will be made to maintain the general configuration of the virtual floor plan for this Annual Conference. However, the Association reserves the right to modify the plan, if necessary, as determined solely by the Association.

21. **MISCELLANEOUS.** The Association shall have the sole authority to interpret and enforce all terms and conditions governing exhibitors and this virtual exhibition. All matters not specifically covered herein are subject to decision by the Association and such decision shall be final. 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 Agreement shall be interpreted under the laws of the United States and of the State of Illinois and any disputes shall be heard only in courts located in Cook County, Illinois.

22. **NO GUARANTEE OF ATTENDANCE.** The Association does not guarantee specific levels of attendance at the Event. Exhibitor shall not be entitled to any refund, in full or in part, of any amounts paid based on actual attendance levels. In addition, the Association makes no express or implied warranty as to the success or profitability the Exhibitor will derive from exhibiting, advertising, sponsoring or any other promotion done with the Association.

23. **LIMITATION OF LIABILITY. IN NO EVENT SHALL ASSOCIATION, AND THEIR RESPECTIVE OWNERS, MANAGERS, OFFICERS OR DIRECTORS, AGENTS, EMPLOYEES, INDEPENDENT CONTRACTORS, SUBSIDIARIES AND AFFILIATES (COLLECTIVELY “EXHIBITION PARTIES”) BE LIABLE TO THE VIRTUAL EXHIBITOR OR ANY THIRD PARTY HIRED BY OR OTHERWISE ENGAGED BY THE VIRTUAL EXHIBITOR FOR ANY LOST PROFITS OR ANY OTHER INDIRECT, SPECIAL, PUNITIVE, EXEMPLARY, INCIDENTAL OR CONSEQUENTIAL DAMAGES, INCLUDING ATTORNEYS’ FEES AND COSTS, ARISING OUT OF THIS APPLICATION AND CONTRACT OR CONNECTED IN ANY WAY WITH USE OF OR INABILITY TO USE THE SERVICES OUTLINED IN THIS APPLICATION OR FOR ANY CLAIM BY THE EXHIBITOR, EVEN IF ANY OF THE EXHIBITION PARTIES HAVE BEEN ADVISED, ARE ON NOTICE, AND/OR SHOULD HAVE BEEN AWARE OF THE POSSIBILITY OF SUCH DAMAGES. VIRTUAL EXHIBITOR AGREES THAT EXHIBITION PARTIES’ SOLE AND MAXIMUM LIABILITY TO THE EXHIBITOR REGARDLESS OF THE CIRCUMSTANCES SHALL BE THE REFUND OF THE VIRTUAL EXHIBIT SPACE FEE. THE EXHIBITOR AGREES TO INDEMNIFY AND DEFEND THE EXHIBITION PARTIES FROM ANY CLAIMS BROUGHT BY A THIRD PARTY HIRED BY OR ENGAGED BY THE EXHIBITOR FOR ANY AMOUNT BEYOND THE VIRTUAL EXHIBIT SPACE FEE. FURTHER, EXHIBITOR AGREES TO PAY ALL ATTORNEY’S FEES AND COSTS INCURRED BY EXHIBITION PARTIES ARISING OUT OF OR IN ANY WAY RELATED TO THIS AGREEMENT. EXHIBITOR SHALL BE SOLELY RESPONSIBLE FOR ITS ATTORNEY’S FEES AND COSTS.**

24. **ADDITIONAL TERMS AND CONDITIONS.** The Association has sole control over attendance policies. Except as provided in this Agreement, all monies paid by the Exhibitor shall be deemed fully earned and non-refundable at the time of payment. Any amendment to this Agreement must be in writing and signed by an authorized representative of the Association. The Exhibitor may not assign this Agreement or any right hereunder, nor may the Exhibitor sublet or license all or any portion of the assigned virtual exhibit space. The terms and conditions of this agreement shall govern notwithstanding any inconsistent or additional terms and conditions on any purchase order or other documents submitted to the Association. The Exhibitor agrees if the Association takes legal action to enforce this Agreement, the Exhibitor shall be responsible for all reasonable costs, including attorney fees, for such enforcement.