



COMMUNITY
BANKERS
ASSOCIATION

2017 CONVENTION & TRADE SHOW

EXHIBITOR BROCHURE

July 19-21, 2017
Overland Park Marriott
Overland Park, Kansas

CBA

Community Bankers
Association of Kansas

WELCOME

Dear Colleague:

Now is the time to make plans to participate in the CBA Annual Convention & Trade Show at the Overland Park Marriott, Overland Park, Kan., July 19-21, 2017. As an exhibitor, sponsor or demonstration company, you are able to reach members of Community Bankers Association of Kansas (CBA) and financial institutions in Kansas in one convenient location. Sign up today to take advantage of the only convention trade exhibition by exhibiting at CBA Annual Convention and Trade Show 2017.

Why CBA Trade Show Should Be #1 on Your List of Industry Expos.:

Exhibiting once a year at one show, you have the potential to reach decision makers from across Kansas at one economical venue.

CBA Trade Show's focus provides more qualified leads than traditional expos.

Our team works for you to draw booth traffic by offering various exhibitor/attendee networking opportunities.

CBA's trade show is designed for suppliers ready to assist forward-thinking community banking executives who are

committed to maintaining an edge on the issues, products, and services confronting our industry.

Surrounded by financial industry leaders and decision makers in an innovative atmosphere, this exciting Trade Show is vital to your business plan. Check out the following exhibitor information for complete details. Register now to ensure your prime space in the general session room. Gain greater presence and recognition by selecting from a number of sponsorship opportunities.

**We look forward to seeing you at the
2017 CBA Annual Convention and Trade Show.**

A handwritten signature in black ink, appearing to read "Shawn Mitchell".

Shawn Mitchell
President/CEO
Community Bankers Association of Kansas



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EXHIBITOR/DEMO COMPANY BENEFITS

WE'RE CHANGING IT UP! CBA's Trade Show is no longer your average trade show! Take advantage of this focused opportunity to tell your company's story or about your company's innovations on the General Session Stage. This opportunity allows the bankers to get more information about your company that they might not know. When bankers take time to be out of the bank, they're looking for the most bang for their buck. Seeing demonstrations from seven or eight companies in an hour is a more efficient use of your time and theirs.

We are limiting the demonstration companies to 22 and regular booths to 14 companies for the 2017 Trade Show. With this new format we are essentially giving you the floor by allowing you demo time on stage in front of the community bankers in the audience; you no longer have to rely on booth traffic.

Benefits of for the Demo Company Include the Following:

1. One (1) 8'x10' booth and include:
2. At least five (5) and up to seven (7) minutes of demo time on the general session stage.
3. Exhibit Booth the day of demonstration. Booth will be located around the perimeter of the general session ballroom with direct sight to the stage and will include the following:
 - One Full Convention Registration
 - One (1) General Session Registration
 - 8' high draped backdrop
 - 3' high side draped booth dividers
 - Booth identification sign
 - 1 – 6' Skirted Table
 - 2 – Chairs and a Waste Basket
4. Attendee registration list furnished prior to the conference for advance marketing opportunities.
5. Company listing on the CBA website, www.cbak.com; in *CBA In Touch* publications; and in each registration packet.

Each demo company must participate in a consultation with CBA staff prior to event in order to ensure strongest results and that demonstration enhances the focus of the show.

When time allows, a panel of two community bankers will ask the company representative one or two questions. This interaction provides attendees with surrogate voices to ask the "next question" on everyone's mind.

Standard Exhibit Booths

Standard booths are 8'x8' and include:

- One (1) General Session Registration
- 8' high draped backdrop
- 3' high side draped booth dividers
- Booth identification sign
- 1 – 6' Skirted Table

- 2 – Chairs and a Waste Basket
- Room is carpeted
- Attendee registration list furnished prior to the conference for advance marketing opportunities.
- Company listing on the CBA website, www.cbak.com; in *CBA In Touch* publications; and in each registration packet. Payment Schedule

How To Reserve Your Spot

Complete the enclosed application and contract and return it to Yvonna Hansen at yvonna@cbak.com or by fax to 785.271.1508. Sign up early to ensure optimal booth placement! For questions or more information, call Yvonna Hansen at 785.271.1404 or email yvonna@cbak.com.

A nonrefundable deposit of \$500 is due no later than April 18, 2017 with the completed application and contract. The balance is due no later than May 18, 2017. Exhibitors may be reassigned or canceled if payments are not received by indicated dates.

Expand Your Brand Exposure Post-conference

Distributed to all community banks in Kansas, CBA's *In Touch* magazine ads are seen by thousands of community banking professionals. For maximum exposure, promote your message, product or service.

Accommodations

Overland Park Marriott
10800 Metcalf Avenue, Overland Park, Kansas, 66210-2320
913.451.8000
Room Rate: \$119.00 Single/Double

Accommodations must be reserved under the CBA room block to ensure the conference rate and availability.

AGENDA

Thursday, July 20, 2017

7:30 a.m. - 4 p.m.	Registration	12:15 p.m. - 12:22 p.m.	<i>Demo Company 9</i>
7:30 a.m. - 8 a.m.	Buffet Breakfast	12:23 p.m. - 12:30 p.m.	<i>Demo Company 10</i>
8 a.m. - 9 a.m.	Opening General Session Speaker	12:31 p.m. - 12:38 p.m.	<i>Demo Company 11</i>
9 a.m. - 10:15 a.m.	General Session Demos 1-8	12:39 p.m. - 12:46 p.m.	<i>Demo Company 12</i>
9 a.m. - 9:07 a.m.	<i>Demo Company 1</i>	12:47 p.m. - 12:54 p.m.	<i>Demo Company 13</i>
9:08 a.m. - 9:15 a.m.	<i>Demo Company 2</i>	12:55 p.m. - 1:02 p.m.	<i>Demo Company 14</i>
9:16 a.m. - 9:23 a.m.	<i>Demo Company 3</i>	1:03 p.m. - 1:10 p.m.	<i>Demo Company 15</i>
9:24 a.m. - 9:31 a.m.	<i>Demo Company 4</i>	1:11 p.m. - 1:18 p.m.	<i>Demo Company 16</i>
9:32 a.m. - 9:39 a.m.	<i>Demo Company 5</i>	1:19 p.m. - 1:26 p.m.	<i>Demo Company 17</i>
9:40 a.m. - 9:47 a.m.	<i>Demo Company 6</i>	1:27 p.m. - 1:34 p.m.	Wrap Up Demos 9-17
9:48 a.m. - 9:55 a.m.	<i>Demo Company 7</i>	1:35 p.m. - 2:30 p.m.	General Session Topic
9:56 a.m. - 10:03 a.m.	<i>Demo Company 8</i>	2:30 p.m. - 3 p.m.	Refreshment Break with Demo Companies
10:04 a.m. - 10:15 a.m.	Wrap Up Demos 1-8	3 p.m. - 3:07 p.m.	<i>Demo Company 18</i>
10:20 a.m. - 11:45 a.m.	General Session Topic	3:08 p.m. - 3:15 p.m.	<i>Demo Company 19</i>
11:45 a.m. - 12:15 p.m.	Lunch Buffet with Demo Companies	3:16 p.m. - 3:23 p.m.	<i>Demo Company 20</i>
12:15 p.m. - 1:30 p.m.	General Session Demos 9-17	3:24 p.m. - 3:31 p.m.	<i>Demo Company 21</i>
		3:32 p.m. - 3:39 p.m.	<i>Demo Company 22</i>
		3:40 p.m. - 5 p.m.	Reception with Demo Companies

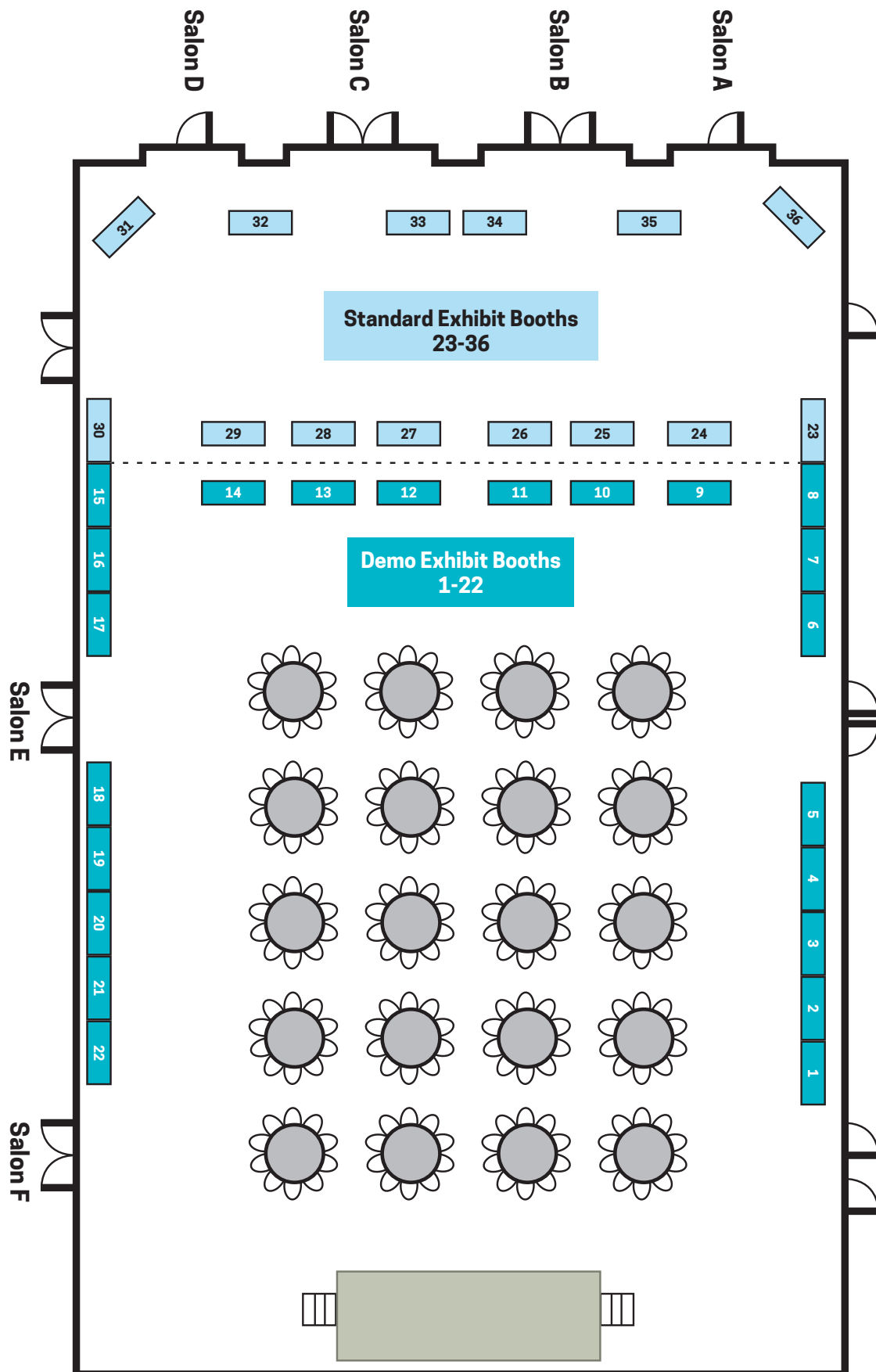
Friday, July 21, 2017

7:30 a.m. - 4 p.m.	Registration	12 p.m. - 4:15 p.m.	Open Afternoon
7:30 a.m. - 8 a.m.	Buffet Breakfast	4:15 p.m. - 5:45 p.m.	Family Photos
8 a.m. - 9 a.m.	Opening General Session Speaker	5 p.m. - 5:15 p.m.	Officer Photos
9 a.m. - 10 a.m.	General Session	5:15 p.m. - 6 p.m.	Chairman's Reception
10 a.m. - 10:15 a.m.	Mid-Session Break	6 p.m. - 7 p.m.	Chairman's Dinner
10:15 a.m. - 11:30 a.m.	General Session Topic	7 p.m. - 9 p.m.	Live Auction
11:30 a.m. - 12 p.m.	Annual Business Meeting	9 p.m.	Chairman's Farewell Night Cap



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FLOOR PLAN



EXHIBITOR REGISTRATION FORM & CONTRACT

By submitting this signed copy of CBA's APPLICATION & CONTRACT, we request space in CBA's 2017 Annual Trade Show in accordance with our preferences listed below.

ACCEPTANCE OF TERMS -- I, the duly authorized representative of the undersigned company, on behalf of the said company, subscribe and agree to all the terms, conditions, authorizations and covenants contained in this APPLICATION & CONTRACT for exhibit space, and the GENERAL INFORMATION, RULES, AND REGULATIONS. I understand a letter/email will be sent to the contact person confirming these arrangements.

In order to process your application, you must complete all sections below. **No reservations will be accepted over the phone.** The following information will be printed in the registration directory.

Company:

Contact for Event Coordination:

Address:

City/State/Zip:

Phone: FAX:

E-mail:

Description of business, product, or service: **(Please note that the final program copy will read EXACTLY as you have it listed. Space limit to 50 words. Copy exceeding 50 words may be edited by show management.):**

We request that our exhibit space not be next to the following probable exhibitors:

Do you plan on giving away a prize at the end of the evening? ☐ Yes ☐ No If yes, what is the prize?

Booth Personnel: (One booth personnel is complimentary per booth registration, each registrant has to have an email address):

1. Name: Address:

City: St: Zip: Phone: E-mail:

2. Name: Address:

City: St: Zip: Phone: E-mail:

3. Name: Address:

City: St: Zip: Phone: E-mail:

Note: Booth space is assigned on a first-come, first-served basis. Every effort will be made to ensure that competitors are not placed side-by-side.

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PRICING & PAYMENT

Pricing Information

REGISTRATION TYPE	MEMBER (Before 4/18/17)	MEMBER (After 4/18/17)	NON-MEMBER (Before 4/18/17)	NON-MEMBER (After 4/18/17)
Demo Company & Full Convention Registrant	\$1,000	\$1,200	\$1,500*	\$2,000*
Each Additional Registrant	\$149	\$169	\$249	\$269
Standard Booth Only	\$399	\$449	\$525	\$575
Each Additional Registrant	\$149	\$169	\$249	\$269
Standard Booth & Full Convention Registration	\$699	\$799	\$899	\$999
Each Additional Registrant	\$225	\$275	\$275	\$325
Each Full Convention				
Only Registration	\$1,299	\$1,399	\$1,600	\$1,799

* **Note:** price includes a complimentary classic associate membership (August 1, 2016 - July 31, 2017).
All deposits are non-refundable and are due with application. All remaining balances are due May 18, 2017.

Registration Type 1st Registration \$ _____
Additional Registrants # of Additions _____ x Registration Type \$ _____
Total Cost of Convention Registration \$ _____

Payment Method

☐ I have enclosed a check for my registration fees. ☐ Email me my invoice and I will pay by credit card online.

Signed: _____ **Date:** _____

SEND COMPLETED REGISTRATION FORM AND FEES TO:

CBA ▪ 5897 SW 29th Street ▪ Topeka ▪ KS 66614 ▪ Fax: (785) 271-1508

Questions? (800) 258-4589



GENERAL INFORMATION, RULES & REGULATIONS

1. SHOW SPONSORSHIP AND MANAGEMENT

The CBA Convention and Expo is produced by and is the property of Community Bankers Association of Kansas ("CBA"). Each prospective exhibitor (hereinafter "Exhibitor") is required to complete the EXHIBIT BOOTH APPLICATION AND CONTRACT (the "Contract") for space. By doing so, he/she subscribes to all terms set forth in these GENERAL INFORMATION, RULES AND REGULATIONS (the "Regulations"), which are expressly incorporated into and made a part of the Contract. Each Exhibitor, for itself and its employees and agents, agrees to abide by these Regulations.

2. BOOTH ASSIGNMENTS

Sole control of the exhibit hall(s) used by CBA (the "Exhibit Hall") rests with CBA. All booth spaces are assigned on a first-come, first-served basis in the order the executed Contract, together with the Deposit (as defined in paragraph 7 below), are received. Receipt by a potential Exhibitor of the CBA conference advertising materials, a form Contract or these Regulations is not an offer or invitation on the part of CBA for that particular person or entity to exhibit at CBA, nor does any potential Exhibitor have the right to exhibit at CBA unless and until a Contract, duly executed and delivered by such potential Exhibitor, has been accepted and executed by CBA and confirmation thereof has been returned to such potential Exhibitor. Exhibitor acknowledges and agrees that any trade show exhibit location that is designated in writing or in any other manner as assigned to Exhibitor is subject to relocation within the Exhibit Hall at any time, as CBA may determine necessary or desirable. In particular, CBA has the right to relocate an Exhibitor's booth if the planned exhibit area is not completely sold; provided that reasonable efforts will be made to avoid locating an Exhibitor's booth next to a direct competitor of such Exhibitor. Exhibitor hereby further agrees that CBA may, at any time, for any reason and without any prior notice, refund the money paid by Exhibitor for exhibit space pursuant to these Regulations.

3. WHAT MAY BE EXHIBITED — CONTROL OF THE SHOW

CBA is designed for display and demonstration of financial institution-related products and services. Exhibits and activities are subject to inspection and prohibition by CBA in its sole and absolute discretion at any time from the beginning of setup through the duration of the show. Distribution of exhibit materials/literature or giveaway items is permissible provided it does not in any way imply endorsement of Exhibitor's product/service by CBA, CBA or any of their affiliates, except as otherwise expressly agreed in writing. Exhibitor acknowledges and agrees that CBA has the exclusive right to interpret these Regulations and to make

final decisions regarding matters related to the operation of the convention and Expo not covered hereby. Any decision by CBA regarding the matters covered by this paragraph will be final and binding on Exhibitor.

4. BOOTH & SPACE LIMITATIONS

Minimum booth size is 8' deep x 8' wide per Exhibitor. No guarantee is made regarding the availability of any particular booth size or configuration. Combinations of two or more of the spaces shown in the booth diagram may be requested.

5. ARRANGEMENTS OF EXHIBITS

Standard booth equipment (back and side wall drapes, an 8' skirted table, 2 chairs, a waste basket and an identification sign) will be provided by CBA through Henry Helgeson Company without cost to the Exhibitor if ordered no later than June 1, 2017. If Exhibitor plans to install a completely constructed display of such a character that the Exhibitor will not require or desire the use of standard booth equipment, no part thereof shall project or extend beyond the space allotted to the Exhibitor. No Exhibitor's products, equipment or booth construction may be so placed as to obstruct the view of the neighboring exhibits for visitors passing through the aisles, as determined by CBA in its sole and absolute discretion. No part of any display may be over eight feet in height. The back three feet of rented space may be occupied from the floor up to eight feet in height; the front of the rented space may be occupied from the floor up to 48 inches only. All aisle space and utility cords belong to the show. Exhibitor agrees to provide for storage as needed within its assigned booth area, and agrees that no item will be stored in the utility cord. Standing in aisles or in front of exhibit booths of other Exhibitors to attract persons to a particular booth or for advertising purposes is strictly prohibited.

6. SUBLETTING OF BOOTH SPACE

Exhibitor agrees that its space is to be used solely for the person or entity whose name appears on the Contract, and Exhibitor will not assign, sublet, or apportion booth space or any part thereof allotted to Exhibitor, nor to exhibit or advertise goods other than those manufactured or sold by Exhibitor in the regular course of business, without the prior written consent of CBA (which consent may be withheld in its sole and absolute discretion).

7. PAYMENT

A non-refundable deposit in the amount of \$500 for each 8' x 10' exhibit booth is due no later than April 18, 2017 and must accompany the Exhibit Booth Application and Contract. Payment in full of the specified booth fee as provided for under the Contract shall be due on or before May 18, 2017,

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and shall also be non-refundable except as specifically set forth to the contrary herein.

8. CANCELLATION OR WITHDRAWAL

Exhibitor may cancel or withdraw from CBA Convention and Expo subject to the following conditions and restrictions:

- a. Exhibitor shall give CBA notice in writing of its intention to cancel or withdraw from the expo.
- b. In the event CBA receives such notice on or before May 22, 2017, all fees paid by Exhibitor to CBA in excess of the Deposit will be refunded.
- c. In the event such notice is received between May 22, 2017 and up to and including June 12, 2017, Exhibitor shall be entitled to one-half of payment in excess of the Deposit. Cancellations on or after June 12, 2017 will not be entitled to a refund of any fees paid to CBA, including the Deposit, and Exhibitor shall be obligated and agrees to pay the total specified booth fee as provided for under the Contract.
- d. In the event of cancellation, CBA shall have the right to use any exhibit space assigned to Exhibitor to suit its convenience, including making such space available to another exhibitor, without any rebate or allowance to Exhibitor and (ii) CBA assumes no responsibility for having included the name of Exhibitor or descriptions of its products and/or services in the show catalog, brochures, news releases, or other materials.

9. BOOTH PERSONNEL

Exhibitor shall keep at least one attendant in its booth at all times during published show hours, commencing July 20, 2017. Each person in Exhibitor's booth at any time must be, or must be accompanied by, an employee or authorized representative of Exhibitor who is capable of positively identifying himself as such, and any other person shall be subject to immediate expulsion from the Exhibit Hall. Any failure to comply with the requirements of this paragraph 9 will entitle CBA, in its sole and absolute discretion, to (i) immediately remove Exhibitor's booth from the Exhibit Hall at Exhibitor's expense and (ii) ban Exhibitor from participating in future CBA shows.

10. EXHIBITOR'S BADGES

CBA will provide Exhibitor badges by name for personnel assigned by Exhibitor to staff its booth. Badges are not transferable. Badges will be available only at the Exhibitor registration counter. Temporary day badges will be issued to personnel properly identified as authorized to work in the hall during installation and dismantling. Badges must be worn in the hall at all times.

BADGES WILL NOT BE ISSUED UNTIL THE SPECIFIED BOOTH FEE HAS BEEN PAID IN FULL. EXHIBITOR ACKNOWLEDGES AND AGREES

THAT PERSONS UNDER THE AGE OF 18 SHALL NOT BE ENTITLED TO RECEIVE OR UTILIZE BADGES OR OTHER SHOW CREDENTIALS.

11. REGISTRATION AND ADMISSION

CBA Convention and Expo will not be open to the general public. An official badge, issued to all attendees upon registration, entitles the wearer to unlimited attendance at CBA during scheduled expo hours. This official badge must be worn at all times in the Exhibit Hall, and is not transferable. CBA shall have sole control of all admission policies at all times, including admission of visitors to the expo.

12. INSTALLATION AND DISMANTLING

CBA will establish specific requirements with respect to the time for installation and dismantling of exhibits, and these requirements will be provided to each Exhibitor prior to commencement of the show. Such requirements shall be binding upon the Exhibitor as though fully set forth herein. All displays must be in place and set up no later than 5:00 p.m. on Wednesday, July 19, 2017. Under no circumstances will the delivery or removal of any portion of an exhibit be permitted during the show without the prior written consent of CBA. Dismantling of exhibits will not be permitted until after the official close of the show. **ABSOLUTELY NO DISMANTLING WILL BE PERMITTED PRIOR TO THE ANNOUNCED CLOSING TIME.** Any failure to comply with the requirements of this paragraph 12 will entitle CBA, in its sole and absolute discretion, to ban Exhibitor from participating in future CBA Convention and Expo shows.

13. CONFLICTING MEETING AND SOCIAL EVENTS

Exhibitor agrees not to extend invitations, call meetings, or otherwise take any action that could reasonably be expected to encourage CBA attendees or exhibitors to be absent from the Exhibit Hall during the official hours of the Expo or from other scheduled CBA events. If Exhibitor desires or intends to reserve or use a suite or meeting room in any of the CBA conference hotels, it agrees (i) to arrange this space only through CBA and (ii) that this space will be utilized only for approved hospitality or other forms of promotional activity in accordance with the requirements of this paragraph 13.

14. DEFAULT OCCUPANCY

Any exhibit space contracted for by Exhibitor, but not occupied as of one hour prior to the official opening of the show, may be used for other purposes or reassigned (which may include selling such space to another exhibitor) by CBA in its sole and absolute discretion, without notice to the defaulting Exhibitor. In that event, the defaulting Exhibitor shall not be entitled to any refund, rebate or allowance. CBA assumes no responsibility for having included the name of the defaulting Exhibitor, or descriptions of its products and/or services, in the show catalog, brochures, news releases, or other materials.

15. BUILDING OCCUPANCY

In case the Exhibit Hall shall be destroyed or damaged, or if the show fails to take place as scheduled or is interrupted and/or discontinued, or access to the Exhibit Hall is prevented or interfered with by reason of any strike, lockout, injunction, act of war, act of God, emergency declared by any governmental agency or by CBA, or for any other reason, the Contract may be terminated by CBA in its sole and absolute discretion. In the event of such termination, Exhibitor releases, acquits and forever discharges CBA and their respective employees and agents, from any and all obligations, liabilities, damages, and claims arising from or in connection with such termination, and agrees that the sole liability of CBA with respect thereto shall be to return to Exhibitor any payment received by CBA from Exhibitor in respect of the specified booth rental fee, less Exhibitor's pro rata share of all costs and expenses incurred and committed by CBA in respect of the show. EXHIBITOR EXPRESSLY ACKNOWLEDGES AND AGREES THAT THE RELEASE PROVIDED FOR IN THIS PARAGRAPH 15 SHALL INCLUDE LIABILITY FOR NEGLIGENCE OF CBA, OR ANY OF THEIR RESPECTIVE EMPLOYEES and the Exhibit Hall may designate contractors to perform work at the Exhibitor's expense. Where union personnel are required by the Exhibit Hall or by the contractors involved, it shall be Exhibitor's responsibility to comply with such requirements. CBA shall not be responsible for the conduct of, or any failure to perform by, any of such contractors, their employees, agents or charges, or for any other matter relating to such contractors or the Exhibit Hall or for any services provided to Exhibitor, including (without limitation) drayage, machinery moving and erecting, furniture rental, booth and floral decorating, photography, drinking water, telephone or other telecommunications services, electricians, plumbers, carpenters, or signs.

16. VIDEO AND SOUND SYSTEMS

The use of video will be permitted, subject to approval by and the control of CBA in its sole and absolute discretion. CBA reserves the right in its sole and absolute discretion to restrict the use of, or prohibit, any sound systems and/or any machines or devices that are deemed to create excessive noise or otherwise disrupt activities within the Exhibit Hall. Exhibitor shall be responsible for securing any and all necessary licenses or consents for any performances, displays, or other uses of copyrighted works or patented inventions and the use of any name, likeness, signature, voice, or other impression, or other intellectual property owned or claimed by any third party, which may be used, directly or indirectly, by Exhibitor or on its behalf. Any royalties payable to a copyright owner, or to ASCAP or BMI on such owner's behalf, which are payable by reason of Exhibitor's action or use of copyrighted works, will be the sole responsibility of and payable by Exhibitor. Exhibitor agrees to, and hereby does, indemnify, defend, and hold CBA harmless from and against any claim of liability in any incident or resulting loss, infringements or other violations of the intellectual property rights, rights of privacy, publicity rights, or any other related

rights of any third party, whether enforced by that third party or its representative. CBA reserves the right to discontinue the electricity supply of Exhibitor if Exhibitor is deemed to be in violation of the requirements of this paragraph 17.

17. SUPPLIES FOR OPERATING EQUIPMENT

Arrangements must be made by Exhibitor directly with Henry Helgersons, at least three (3) working days before the show opening, for delivery during non-show hours of supplies (including flexible materials, cartons and products to be packaged). No deliveries may be made during show hours.

18. SAFETY, FIRE AND HEALTH

Exhibitor shall comply with all applicable safety, fire and health ordinances, rules and regulations. All displays, exhibit materials and equipment must be reasonably located and protected by safety guards and fireproofing to prevent fire hazards and accidents. No explosive or combustible materials are to be displayed or stored within the Exhibit Hall, and all construction shall be substantial, fixed in position for the duration of the show, and constructed of fire-retardant materials. All construction and other activities of Exhibitor shall be in accordance with all requirements of the Exhibit Hall and CBA. In particular, Exhibitor shall be responsible for compliance with the Americans with Disabilities Act with regard to any presentations and services available at its booth, not including aisle access.

19. CARE OF BUILDING

No Exhibitor may allow an article to be brought into, nor permit any act to be done in, the Exhibit Hall which will increase the premiums or void policies of insurance held by or on behalf of the Exhibit Hall, or CBA. No Exhibitor shall permit any act by any of its employees or agents, or by any other persons visiting its booth, which could cause the Exhibit Hall to be marred, defaced or otherwise damaged. Upon the earlier to occur of the conclusion of the show or the termination of the Contract, Exhibitor shall surrender the space in the Exhibit Hall occupied by Exhibitor in the same condition as at the commencement of Exhibitor's occupation of same. Any damages arising from or in connection with any failure to comply with the requirements of this paragraph 19 shall be covered by the indemnity set forth in paragraph 21 below.

20. INSURANCE

CBA and/or the Exhibit Hall may take precautions to safeguard Exhibitor's property by means of regular perimeter guard service. However, none of the Exhibit Hall, CBA or any of their respective employees or agents, shall have any liability for any injury to Exhibitor, its employees or agents, any show visitors or any other person, (ii) any responsibility for safeguarding Exhibitor's property, or (iii) any liability for any damage to or loss of Exhibitor's property through theft, fire, accident or any other cause. In all cases, Exhibitor shall be obligated to insure against any such liability, damage or loss at its own expense.

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21. SHOW ATTENDANCE LIST

A complete list of persons registered to attend the show will be prepared and sent to Exhibitors of record no later than 30 days prior to the date scheduled for commencement of the show; provided that no such list will be sent to Exhibitor until all amounts due from Exhibitor pursuant to the Contract have been paid in full.

22. INDEMNIFICATION

Exhibitor shall indemnify and hold harmless the Exhibit Hall, CBA, and their respective employees and agents (each, an "Indemnified Person"), from and against any and all liability and every loss, cost, claim, demand, or cause of action (including, without limitation, any damage to person or property, governmental charges or fines, and attorneys' fees) arising from or in connection with the show, any breach or default by Exhibitor of the terms of the Contract, or from any other cause whatsoever (including, without limitation, Exhibitor's installation, removal or maintenance of property in, or occupancy or use of, the Exhibit Hall or any part thereof), excluding any such liability caused directly by or directly attributable to the gross negligence or willful misconduct of such Indemnified Person. EXHIBITOR EXPRESSLY ACKNOWLEDGES AND AGREES THAT THE INDEMNIFICATION PROVIDED FOR IN THIS PARAGRAPH 22 INCLUDES INDEMNIFICATION FOR THE NEGLIGENCE OF EACH INDEMNIFIED PERSON.

23. GENERAL

These Regulations may be amended at any time and from time to time by CBA, and all such amendments shall be binding on Exhibitor. The Contract (including these Regulations) shall be binding upon the parties hereto and their respective executors, administrators, successors, and assigns; provided that Exhibitor may not assign the Contract or any rights or obligations arising thereunder without the prior written consent of CBA, which consent may be withheld in the sole and absolute discretion of CBA. The Contract shall be fully performable and venue for any actions related thereto shall lie in Shawnee County, Kansas. A facsimile (fax) copy of the fully-executed Contract may be considered an original thereof.

24. EXHIBIT HALL RULES

Exhibitor agrees to abide by all additional rules, policies and procedures as may be imposed by the Exhibit Hall at any time and from time to time.

25. DEFAULT; TERMINATION

Failure by Exhibitor to comply with any term of the Contract (including these Regulations) may, at the sole and absolute discretion of CBA, result in any one or more of the following: (i) expulsion from the Exhibit Hall, forfeiture of all amounts paid by Exhibitor for exhibit space, removal and storage of Exhibitor's exhibit at Exhibitor's expense, and (iv) termination of the Contract. Upon any such termination, all Exhibitor's rights under the Contract shall cease and terminate, and all payments made by Exhibitor prior to said termination may be retained by CBA as liquidated damages. No termination of the Contract shall affect any rights of CBA, or any obligations or liabilities of Exhibitor, arising prior to such termination.

26. TERM

The Contract is valid only for the period commencing on the effective date of the Contract and ending on the earlier to occur of the termination of the Contract pursuant to paragraph 25 above and the conclusion of the show; provided that access to and use of the Exhibitor's booth space in the Exhibit Hall shall be limited to authorized times during the show, and a reasonable time before commencement of, and after conclusion of, the show, in all cases as determined by CBA. No guarantee is made regarding the availability of exhibit space in connection with any future CBA Convention & Expo shows.

27. APPLICABILITY OF LAW

This Agreement shall be governed and construed in accordance with the laws of the State of Kansas without regard to the conflicts of laws principles thereof.

28. HEADINGS

The use of paragraph headings is for convenience only and does not define the content or scope thereof.

29. HOTEL HOLD HARMLESS CLAUSE

The Exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of Exhibitor's activities on the Hotel premises and will indemnify, defend, and hold harmless the Hotel, its owner, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims. Hotel will not be responsible or liable for any loss, damage nor claims arising out of Exhibitor's activities on the Hotel's premises except for any claims, loss, or damages arising directly from the hotel's own negligence.

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