

2018 INTERNATIONAL AWARDS & PERSONALIZATION EXPO BOOTH SPACE & PROMOTIONAL OPPORTUNITIES CONTRACT



February 20–23, 2018 | Rio All-Suite Hotel and Casino, Las Vegas, NV

COMPANY INFORMATION: (The company name, address, phone and URL listed below will be published in the printed expo guide and online listing.)

Company Name: _____
 Mailing Address: _____
 City: State/Province: Zip/Postal Code: Country: _____
 Phone: _____ Fax: _____ Toll-free: _____
 Website Address: _____

SHOW CONTACT INFORMATION: (This information is used for exhibitor correspondence only and is NOT published.)

Contact Name: _____ Title: _____
 E-mail: _____ Phone: _____ Mobile Phone: _____

INVOICE/ACCOUNTING CONTACT INFORMATION: (if different than show contact)

Contact Name: _____ Phone: _____ E-mail: _____
 Address: _____
 City: _____ State/Province: _____ Zip/Postal Code: _____ Country: _____

| Member Rates (per 10' by 10' booth) | |
|-------------------------------------|---------|
| 1–4 booths | \$2,200 |
| 5–9 booths | \$2,150 |
| 10+ booths | \$2,100 |

To take advantage of member rates, your company membership must be current when the contract is submitted through the show dates. Nonmembers will be billed at the nonmember rate.

| Nonmember Rates (per 10' by 10' booth) | |
|--|---------|
| 1–4 booths | \$4,200 |
| 5–9 booths | \$4,150 |
| 10+ booths | \$4,100 |

DESIRED BOOTH SPACE

List preferred booth numbers. Please provide six options.

1st Choice _____ 2nd Choice _____ 3rd Choice _____
 4th Choice _____ 5th Choice _____ 6th Choice _____

- Corner booth requested *Additional \$250 fee for each in-line corner booth.
 Island booth requested *Additional \$2,000 fee for island booth (includes corners).

Location priorities (check if these choices override the above booth number preferences; place a 1 or 2 in front of the following based on importance)

_____ Not adjacent to or across from the following companies (list names)

_____ Near (e.g., near concessions) _____

Calculate the Contract Total

Booth Space Cost: \$ _____
 Promotional Opp. Cost: \$ _____
 Contract Total: \$ _____

Calculate the Deposit

50% of Booth Space Cost (20% if reserved February 10) \$ _____
 50% of Sponsorship Cost \$ _____
 Deposit Total \$ _____

Payment Information

- Fax to 888.374.7259 or 847.375.6493 (international).
- Make a copy of this form for your records.
- If paying by check, return the original with a 50% deposit* per booth, to Awards and Personalization Exhibits
 PO Box 3781
 Oak Brook, IL 60522
 800.344.2148 or 847.375.6462
 info@AwardsPersonalization.org

I am paying by credit card.

Credit Card No. _____
 Exp. Date _____ Amount \$ _____

I am paying by check made payable to the Awards and Personalization Association.

Check No. _____
 Date _____ Amount \$ _____

READ BEFORE SIGNING: The Exhibitor's signature on this contract indicates acceptance of the Terms and Conditions provided with this contract and is an agreement to pay the total amount due. The person signing this contract on behalf of the Exhibitor has the authority to do so and is responsible for employees' adherence to the Terms and Conditions.

REQUIRED

Signature: _____

Printed Name: _____

FOR STAFF USE ONLY

Booth number(s) assigned _____
 Total cost \$ _____
 Amount paid \$ _____

EXHIBIT SPACE COST

Awards and Personalization Association Membership # _____

- Nonmember, applying for membership. Application and dues must be included to be billed at member rate.
 Nonmember, to be billed at nonmember rate

No. of Booths _____ X Booth Rate \$ _____ + Corner/Island Fee \$ _____ = Total Booth Cost \$ _____

Payment Schedule

All companies reserving booth space during the February 10, 2017, space draw must submit a 20% deposit by **March 17, 2017**; if the 20% deposit is not received by March 17, 2017, your reserved booths will be released. Contracts submitted after the space draw require a 50% deposit. Full payment is due by **September 30, 2017**. Companies registering after September 30, 2017, must include full payment with their registration. There is a \$500 fee for exhibit space downsizing after May 10, 2017. Applications will be accepted as long as space is available.

2018 PROMOTIONAL OPPORTUNITIES

Sponsorship Opportunities:

We invite you to be recognized as a supporter of the International Awards & Personalization Expo. Supporting the Awards and Personalization Association is an excellent way to enhance your company's visibility and show your commitment to increasing the professionalism of the awards and personalization industry.

Non-Exclusive Sponsorships

- Special Event Sponsor \$2,600
 Official Show Sponsor \$1,200
 Education Sponsor \$800

Exclusive Sponsorships

- Totebags (canvas) \$7,500
 Totebags (plastic) \$5,000
 Mobile App \$5,000
 Gala Reception \$5,000
 Lanyards \$4,000
 Pens \$3,000
 Breakfast \$5,000
 Other \$TBD

The 2017 exclusive sponsorship holders have first right of renewal for the 2018 expo. Contact the Award and Personalization Association to learn which sponsorship opportunities are available. Sponsorship is available exclusively to exhibiting companies.

Marketing and Advertising Opportunities:

Make this your most successful trade show by inviting Awards & Personalization Expo attendees to your booth through the use of these marketing and advertising opportunities.

Marketing Opportunities

- New Product Showcase \$450
 Number of showcases x _____
 Total: \$ _____
 Vinyl Billboard sign (approx. 90" by 30") \$1,000
 Number of billboard: x _____
 Total: \$ _____

Program Book Advertising

- Full Page color \$850
 Half Page horizontal color \$650

Total Cost for

Promotional Opportunities: _____

Awards and Personalization Association
 8735 W. Higgins Road, Suite 300
 Chicago, IL 60631
 Toll-Free Phone: 800.344.2148 | Phone: 847.375.4800
 Fax: 888.374.7259

TERMS AND CONDITIONS

- APPLICATION AND ELIGIBILITY.** Application for booth space must be made on the printed form provided by the Awards and Personalization Association (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 the awards and personalization industry of those individuals attending the Association's 2018 expo. The Association shall determine the eligibility of any company, product, or service. The Association may reject the application of any company whose display of goods or services is not compatible, in the sole opinion of the Association, with the educational character and objectives of the exhibition. In the event an application is not accepted, any paid space rental fees or deposits will be returned. Upon receipt and acceptance of application by Association, this application shall constitute a contract. Acceptance constitutes one or more of the following: applicant's receipt of Association confirmation letter or e-mail message, shared conference information to exhibitor, receipt of decorator kit or information.
- EXHIBIT BOOTH PRICE.** Prices per 10' x 10' (1-4 booths)—\$2,200 (Member Rate), \$4,200 (Nonmember Rate); (5-9 booths)—\$2,150 (Member Rate), \$4,150 (Nonmember Rate); (10+ booths)—\$2,100 (Member Rate), \$4,100 (Nonmember Rate). This includes discounted rates on advertising in the exhibit program book, a uniformly styled draped booth, an identification sign, a listing in the conference program, and exhibitor badges for three (3) preregistered company representatives per paid 10' x 10' booth, which admit them to the exposition area at no charge. Badges for spouses are charged against this three-badges-per-booth allotment.
- PAYMENT DATES.** No booths will be guaranteed until the Association receives full payment of the total booth fee, along with a signed application and such application is accepted by Association. If full payment is not received by September 30, 2017, the Association will have the right to resell the assigned booth 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 hereof, that any resulting arrearages must be paid within the time limits specified herein, and that the Association will have the right to cancel this contract if the exhibitor is or becomes in arrears with respect to any outstanding obligation due the Association.
- CANCELLATION OF BOOTH SPACE.** If the exhibitor notifies the Awards and Personalization Association in writing of the exhibitor's intent to cancel the contract after acceptance but prior to August 25, 2017, a full refund of monies, minus a \$250 administrative fee, will be made. If the Awards and Personalization Association receives a written request for cancellation of space between August 25, 2017, and September 30, 2017, the exhibitor will be liable for fifty percent (50%) of the full price of said exhibitor's booth space. No refunds will be made after September 30, 2017. 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 Awards and Personalization Association. If an exhibitor downsizes their exhibit space order after May 10, 2017, there will be a downsizing fee of \$500
If for any cause beyond the control of the Association—such as, but not limited to, the destruction of the exhibit facilities by an act of God, the public enemy, authority of the law, fire, or other force majeure—the Association is unable to comply with the terms of this contract and deliver the space allotted hereunder, this contract shall be considered terminated and any payments made hereunder by the exhibitor shall be refunded to the exhibitor, less expenses incurred by the Association to the date of the termination allocable to the exhibitor after proration thereof among all exhibitors.
- ASSIGNMENT OF BOOTH SPACE.** Space will be assigned beginning February 10, 2017, according to the date on which the contract and deposit are received, the points earned, the availability of the requested area, amount of space requested, special needs, and compatibility of the exhibitor's products with the Association's aims and purposes.
Points earned are determined by the number of Awards & Personalization Expos in which the exhibitor has participated. The Association reserves the right to assign space other than the choice requested, if necessary, and the right to rearrange the floor plan and/or relocate any exhibit.
- SHARING OF BOOTHS.** An additional \$100 is charged to association member exhibitors opting to share booth space with another association member exhibitor. This fee provides for the insertion of the exhibitor's name in the show program guide, for a separate exhibit sign, and for a registration report. Both member companies sharing the space must complete an exhibit contract. Nonmember exhibitors are not eligible to share booth space.
- BOOTH, FURNISHINGS, EQUIPMENT, AND SERVICE.** A uniformly styled exhibit booth will be furnished that consists of draped material on aluminum framework with a back wall that is 8 ft. high (unless noted on floor plan), side rails that are 36 in. high, and an identification sign that is 7 in. x 44 in. Exhibit displays must not project so as to obstruct the view of the adjacent booths. In the rear 4 ft. of all booths, display material or equipment can be placed to a height not exceeding 8 ft. (unless noted on floor plan). In the remainder of the booth, all display material or equipment shall not exceed 42 in. in height without written approval from the Association.
- CONDUCT OF EXHIBITS.** The 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 contract is prohibited. An exhibitor may not assign, sublet, or apportion all or any part of the contracted booth space, nor may an exhibitor permit the display, promotion, sales, or marketing of nonexhibitor products or services. Interviews, demonstrations, and distribution of literature or samples must be made within the booth area assigned to the exhibitor. Canvassing or distributing of advertising outside the exhibitor's own booth will not be permitted. There is no restriction on selling on the exhibit floor provided that sales transactions may be conducted only within the exhibitor's own booth. Exhibitors are responsible for compliance with local, state and federal tax regulations for sales which occur on the exhibit floor. Exhibitors may not serve or dispense food or beverages of any type from their booths or in the exhibit area without consent of the Association. Helium balloons are not allowed in the exhibit facility. No part of the display, including products, is permitted outside the exhibit space. Products and furnishings should be arranged with the safety of the exhibitors and attendees in mind.
The Association reserves the right to restrict the operation of, or evict completely, any exhibit which, in the sole opinion of the Association, detracts from the general character of the exhibition as a whole. This applies to displays, literature, advertising novelties, souvenirs, conduct of persons, etc. No exhibits will be permitted which interfere with the use of, or impede access to, other exhibits or impede free use of the aisle. Photography is restricted to the confinement of your exhibit space.
- INSTALLATION/DISMANTLING.**
Installation. All exhibits must be set up by 8 pm, Tuesday, February 20, 2018, without exception. Assembly of exhibits during regularly

scheduled exhibit hours will not be permitted. At 8 pm, an inspection will be made, and exhibits that obviously are not being worked on and have no representative present will be assigned to the labor contractor for uncrating and erecting to facilitate the removal of crates and the initial clearing prior to the opening. Charges will be billed to the exhibitor. Exhibit aisles must be clear by 8 pm. Exhibitors who are not set up by the show opening lose one (1) full point in their seniority total for that show.

Dismantling. The official closing time of the exhibits is 3 pm on February 23, 2018. All exhibit material must be packed and ready for removal from the exhibit area no later than midnight on Friday, February 23, 2018. No packing of equipment or literature or dismantling of the exhibits is permitted until closing time. Any company violating this regulation will lose two (2) priority points for each show (a maximum of six (6) points), be fined \$200, and may be denied exhibit space at any future Association conferences.

- ADDITIONAL EXHIBITOR SERVICES.** All other services are available to exhibitors at normal charges through Global Experience Specialists (GES) (hereinafter "Official Contractor"). An exhibitor's service kit will be e-mailed to all exhibitors approximately 60 days in advance with complete details and deadline order dates for rental displays, additional decorating, furniture, carpeting, signs, cleaning, photography, floral, electrical, telephone, audiovisual service, drayage, and labor.
- CONTRACTOR AND LABOR COORDINATION.** The Official Contractor will have control of all inbound and outbound freight to prevent congestion in the loading and unloading area, in the aisles, and in any freight traffic area. The Official Contractor will have complete control of all labor hired and scheduling and coordination of labor for the purpose of the orderly setup, management, and dismantling of the exposition. It is highly recommended that the labor services of the Official Contractor are used for setup and dismantling. If an outside contractor is used, the following steps must be taken:
 - The Association and the Official Contractor must be notified, and proof of adequate liability insurance must be given, in an amount no less than the \$1,000,000 combined single limit for personal and property damage, at least 30 days prior to exhibition setup. The booth number, name of the exhibitor, and identification of the outside contractor must be included.
 - Check-in by all labor will be required at the labor service desk prior to the start of setup. No setup will be permitted without the authorization of the Official Contractor.
 - All outside contractor personnel shall confine their activities to the booth in which they are working and will not be permitted to solicit on the floor or elsewhere in the exhibit hall.
- HOSPITALITY AND ENTERTAINMENT.** Hospitality suites or events sponsored by the 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 exhibit hours. The Association has blocked suites at the hotel that will be available on a first-come, first-served basis. Firms that are not exhibiting are not permitted to have hospitality functions.
- EXHIBIT STAFF REGISTRATION.** Prior to February 3, 2017, registration of three (3) representatives (inclusive of spouses) per paid 10' x 10' booth will be complimentary, provided that registrations are received by the Association before February 3, 2017. There will be a \$25 charge for the registration of each additional booth representative who exceeds the three-per-booth allotment. Each exhibitor who registered in advance will have a printed exhibitor badge available at the exhibitor registration area at the exhibit facility. This badge will entitle registered exhibitors admission to the exhibit area only. Exhibitors must wear badges at all times—including during setup times, exhibit hours, and dismantling—in order to enter the exhibit area. Exhibitor staff, temporary help, and setup personnel must wear exhibitor badges or other badges designated by the Association or the Official Contractor. Exhibitor badges do not give admission to education sessions, nor are they transferable.
- GENERAL CONFERENCE REGISTRATION.** Some optional activities must be registered for separately through the Awards and Personalization website.
- SPECIAL VISUAL AND SOUND EFFECTS.** Audiovisual and other sound and attention-getting devices and effects will be permitted only in those locations and in such intensity as in the sole opinion of the Association does not interfere with the activities of neighboring exhibitors. Operation of equipment being demonstrated may not create noise levels objectionable to neighboring exhibitors.
- WHEELED CONVEYANCES.** Only wheeled conveyances needed for disability reasons are allowed on the show floor—no strollers, luggage carts, etc. are permitted.
- UNACCEPTABLE EXHIBITS.** The exhibitor agrees not to use any displays that the Association determines, in its absolute discretion, will unreasonably endanger the person or property of the attendees or of the exhibitors, are in bad taste, are liable to discredit or subject the Association to criticism or legal liability, are inconsistent with the stated purposes of the Association and the interest and welfare of its members, are inimical to the property rights of the Association, or violate the booth regulations or any other provision of this contract. In the event the Association determines at any time that any exhibit may or does violate this contract and the exhibitor is unable or unwilling to cure or correct such violation, the Association may terminate this contract immediately and forbid erection of the exhibit or may remove or cause the exhibit to be removed at the exhibitor's expense, and the exhibitor hereby waives any claim for refund of the exhibit booth or other damages arising out of such termination and/or exhibit removal. Any exhibitor who is uncertain as to whether an exhibit is in compliance with all applicable regulations and requirements should contact the Association.
- INSURING EXHIBITS.** Exhibitors shall insure their exhibits, merchandise, and display materials against theft, fire, etc. at their own expense. It is suggested by the Association that the exhibitor contact the exhibitor's insurance broker and obtain all risk insurance covering exhibit property while absent from home premises for exhibit purposes, or a rider to the exhibitor's existing policy covering same.
Neither the exhibit facility, the Association, nor the Official Contractor will be responsible for loss or damage to any property in storage, in transit to or from the exhibit building, or while in the exhibit building for any loss of income as a result of any reduced sales due to such loss or damage. All property of the exhibitor will be deemed to remain under the exhibitor's custody and control in storage, in transit to or from, or within the confines of the exhibit hall, even though it may at times be under the temporary control or direction of the Association or the Official Contractor.
- MUSIC LICENSING.** The exhibitor represents and warrants that it shall comply with all copyright restrictions applicable to exhibitors including, but not limited to, any music performance agreement between the Association and ASCAP or BMI. Exhibitor further represents and warrants that it shall obtain any additional license or grant of authority required of exhibitors under the copyright laws and present the Association with a copy of such license or grant no less than 30 days prior to the start of the exhibition.
- AMERICANS WITH DISABILITIES ACT.** The exhibitor shall ensure that its booth and its promotional materials and activities comply with the Americans with Disabilities Act so as to allow persons with disabilities equal access to goods and services.

- LIABILITY FOR DAMAGES OR LOSS OF PROPERTY.** Guard service is provided by the Association on a 24-hour basis from move-in through move-out. Notwithstanding the guard service provided by the Association for purposes of general security in the exposition premises, the exhibitor shall protect, indemnify, and hold harmless the Association, the exhibit facility, and the Official Contractor from any and all liability, loss, damage, or expense by reason of any injury or injuries sustained by any persons or property or loss of property or income that might be derived therefrom occurring in or about the exposition premises or entrances thereto or exits therefrom, including that caused by or resulting from the negligence of the Association. The Association and exhibit facility shall not be responsible or liable for any injury, loss, or damage to any property or person brought in by the exhibitor or otherwise located in the exposition premises. The terms of this provision shall survive the termination or expiration of this contract.
- 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, death or other loss by individuals, or damage to property or other loss, to any party occurring in the exhibit facility 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, the exhibit facility, 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 contract.
- SHIPPING INSTRUCTIONS.** Information on shipping methods and rates will be sent to each exhibitor by the Official Contractor. The exhibitor will ship, at his own risk and expense, all articles to be exhibited. The Official Contractor will provide storage for incoming freight, delivery to the booth, and removal, storage, and return of empty crates, and removal and shipment of outbound freight. All charges are based on inbound weights. All shipments must be prepaid. The address on all crated shipments shall include the exhibitor's name and booth number(s).
Exhibit material cannot be received at the exhibit facility prior to the exhibition setup dates. Such freight will be directed to and stored at the Association's designated freight handling and storage firm at the exhibitor's expense.
The exhibitor expressly agrees that any exhibit material remaining in the exhibit hall after the contracted move-out time has terminated or any damaged exhibits left behind may be removed and disposed of at the expense of the exhibitor and without liability to the Association or the Official Contractor.
- FAILURE TO OCCUPY SPACE.** Any space not occupied at the exhibit facility by 8 pm, Tuesday, February 20, 2017 shall be forfeited by the exhibitor, and space may be resold, reassigned, or used by the Association without refund, unless a request for delayed occupancy has received prior approval by the Association in writing.
- FIRE REGULATIONS.** No exhibitor shall use any flammable decorations or coverings, and all fabrics or other materials used shall be flameproof.
- ADVERTISING MATERIAL.** The use or distribution of any souvenirs during the expo shall be subject to prior written approval by the Association. Such material shall be submitted to the Association for approval 60 days prior to the convention. Except as otherwise provided, the Association will not endorse, mention, or be liable for the claims made by the exhibitors as to the qualities or merits of their products or services, and no advertising or mention will indicate, claim, or suggest such endorsement or support. All handouts must be distributed within the exhibit booths.
- EXPO GUIDE.** One (1) copy of the expo guide will be available to each exhibiting company at the exhibitors' registration area.
- EXHIBIT SPACE FLOOR PLAN.** Every effort will be made to maintain the general configuration of the floor plan for this convention. However, the Association reserves the right to modify the plan, if necessary, as determined solely by the Association. The Association shall reserve the right to change booth assignments at the Association's discretion.
- PHOTOGRAPHY.** The Association occasionally has photographs of exhibitors and their booth personnel taken during the exhibition and uses such photographs in its promotional materials. By virtue of the exhibitor's participation in the exhibition, the exhibitor, on behalf of its booth personnel, automatically agrees to usage of its booth personnel's likeness in such materials with no remuneration to exhibitor or to its booth personnel.
- MISCELLANEOUS.** The Association shall have the sole authority to interpret and enforce all terms and conditions governing exhibitors and this exhibition. Any and all matters not specifically covered herein are subject to decision by the Association 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 from time to time. This contract 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.
- LIMITATION OF LIABILITY.** IN NO EVENT SHALL ASSOCIATION, EXHIBIT FACILITY, AND THEIR RESPECTIVE OWNERS, MANAGERS, OFFICERS OR DIRECTORS, AGENTS, EMPLOYEES, INDEPENDENT CONTRACTORS, SUBSIDIARIES AND AFFILIATES (COLLECTIVELY "EXHIBITION PARTIES") BE LIABLE TO THE EXHIBITOR OR ANY THIRD PARTY HIRED BY OR OTHERWISE ENGAGED BY THE 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. EXHIBITOR AGREES THAT EXHIBITION PARTIES' SOLE AND MAXIMUM LIABILITY TO THE EXHIBITOR REGARDLESS OF THE CIRCUMSTANCES SHALL BE THE REFUND OF THE EXHIBIT BOOTH 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 EXHIBIT BOOTH 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 CONTRACT. EXHIBITOR SHALL BE SOLELY RESPONSIBLE FOR ITS ATTORNEY'S FEES AND COSTS.