



IABC

2022

SALES

PROSPECTUS



International Association
of Business Communicators

ABOUT IABC



INTERNATIONAL ASSOCIATION OF BUSINESS COMMUNICATORS

Setting a standard of excellence since 1970, the International Association of Business Communicators (IABC) is a vibrant global membership association with thousands of members from around the world. IABC serves professionals in the field of business communication, bringing together the profession's collective disciplines. We deliver on the Global Standard in communication through our educational offerings, certification, awards program, resource library, online magazine and annual World Conference. We support our community of business communication professionals with innovative thinking, shared best practices, in-depth learning and career guidance.



YEAR ROUND ADVERTISING OPPORTUNITIES



CATALYST ADVERTISING

Catalyst (catalyst.iabc.com) is the official publication of the International Association of Business Communicators (IABC). With average monthly page views of nearly 9,000 (as of 30 September 2021) and average open rates of 28%, it offers a wide range of opportunities for getting your message in front of business communication professionals.

Whether it's sponsorship of IABC's online content hub, leveraging opportunities for sponsored content, or underwriting the official IABC podcast, PodCatalyst, advertising with IABC aligns your brand with industry-leading thinking, best practices, in-depth learning and career guidance provided by IABC.



YEAR ROUND ADVERTISING OPPORTUNITIES



IABC Sponsored E-Blast

Send a stand-alone sponsored e-blast to our distribution list of over 17,000 IABC members and active non-members. You provide the content of your choosing, schedule on a date of your convenience and IABC will send widely to our engaged audience.

Pricing:

\$2,500 per e-blast

Additional discounts for multiple e-blast package

Catalyst Weekly Advertising

Catalyst Weekly is distributed to IABC's 7,000 members worldwide each week, providing the latest insights and thought leadership from our online publication. Display your company and its offerings prominently to our highly engaged readers.

Pricing:[FK1]

1 ad (1 weekly email): US\$1,620

2 ads (2 weekly emails): US\$1,320 each

3 ads (3 weekly emails): US\$1,150 each

4 ads (4 weekly emails): US\$1,015 each

5 or more: US\$845 each

IABC offers discounts to college and university programs.

Online Web Banners

Get in front of thousands of monthly readers with web banners on the *Catalyst* website, featured prominently on the homepage and across individual landing pages, including Innovation, Business Acumen, Career Roadmap, Gold Quill and Podcasts.

Pricing:

1 Month Banner Run: US\$1,500

Catalyst Sponsored Content (Feature Article)

Position your company as a thought leader by offering new ideas and fresh solutions to the IABC audience.

Demonstrate your company's thought leadership and insights through a 500-750 word article featured on *Catalyst*. Content will be promoted in *Catalyst Weekly*, shared on social media and included in an issue of IABC's Bulletin newsletter. [FK2]

Pricing:

1 Month posted content + email promotion: \$3,000

PodCatalyst (Audio Commercial)

PodCatalyst is published twice monthly and hosted by IABC Executive Director Peter Finn, featuring a wide range of highly engaging communications experts. Submit copy for your ad to be read at the start and end of an episode and be heard by more than 230 listeners on average. Your company and its offerings will also be noted in the episode show notes, promoted in the excerpt on *Catalyst Weekly* and shared out on social media.

Pricing:

Podcast Sponsorship: \$1,000 per episode

PODCAST CATALYST

THE OFFICIAL PODCAST OF IABC

YEAR ROUND ADVERTISING OPPORTUNITIES



ADDITIONAL YEAR ROUND OPPORTUNITIES

Corporate Membership Packages

Continue to stay in touch with IABC year round by signing your company up for one of our corporate membership packages!

Benefits of Corporate Membership

- Provides a comprehensive package to support your company's goals and communication employees
- Keeps employees on the bleeding edge of the profession's innovations
- Connects your company to global network where you and your employees can access diverse perspectives and solutions
- Delivers local and global benefits through chapters and regions
- Provides employees with opportunities to make connections that will drive business for your company

As a sponsor, becoming a corporate member also provides an additional discount! This would be applied to your Year Round or World Conference pricing selected.



YEAR ROUND ADVERTISING OPPORTUNITIES



Special Interest Group Sponsorship

New to IABC in 2022! As our membership base continues to grow, we've created multiple Special Interest Groups (SIG)s including those that focus on education, healthcare, government, consulting, change management, diversity, equity, inclusion and belonging and young adult/early career development. Get the face time in front of some of our most dedicated members in the communication industry by providing one of the following items:

- Branded Email Content
- Opportunity to present a topic during a SIG meeting
- Training or Webinar specific to one of our SIG groups as it fits within any new products/services your company may be offering!

Pricing:

\$3,000 per SIG Sponsored

IABC Career Fair

Sponsor our virtual job fair scheduled for October 2022! Connect with talent at all levels of experience and find ways to connect your branding to new initiatives in the communication industry!

Pricing:

Gold Sponsor: \$2,750

Silver Sponsor: \$1,999

Bronze Sponsor: \$999

Webinars

Position your business as a valuable resource to the IABC audience by creating, sponsoring and leading your own one-hour live webinar. All webinars must follow IABC's content guidelines to ensure the best fit for our audience. IABC promotes and hosts the webinar, free to members and non-members.

Your company provides up to two speakers who offer a creative solution to a business challenge that members want to solve. IABC promotes the webinar in a member email, on the IABC website and on social media. The sponsor receives the attendee list

Pricing:

\$7,500 per webinar

IABC 2022 WORLD CONFERENCE



WHY WORLD CONFERENCE?

This World Conference is designed for communication professionals to connect with peers from around the globe, hear from leading industry experts through exceptional sessions, and leave this dynamic event with knowledge that creates tangible value that elevates careers and organizations. The World Conference is the premier event for globally minded professionals within communications.

TOP BENEFITS FOR SPONSORING WORLD CONFERENCE

Part of IABC's value are the partnerships that it cultivates with sponsors. Through this partnership IABC provides opportunities to connect with World Conference participants, generate new business, and support a critical segment of the workforce.

Benefits include:

- Support and help grow the profession
- Connect with a global audience
- Generate new business
- Engage with experts in the profession
- Brand awareness and engagement



SPONSORSHIP OPPORTUNITIES



EXHIBIT HOURS

Sunday, June 26, 2022

6:00PM-8:00PM (Welcome Reception)

Monday, June 27, 2022

8:00AM-9:00AM

11:45AM-12:45PM

1:45PM-2:30PM

Tuesday, June 28, 2022

8:00AM-9:00AM

11:45AM-12:45PM

2:00PM-2:45PM

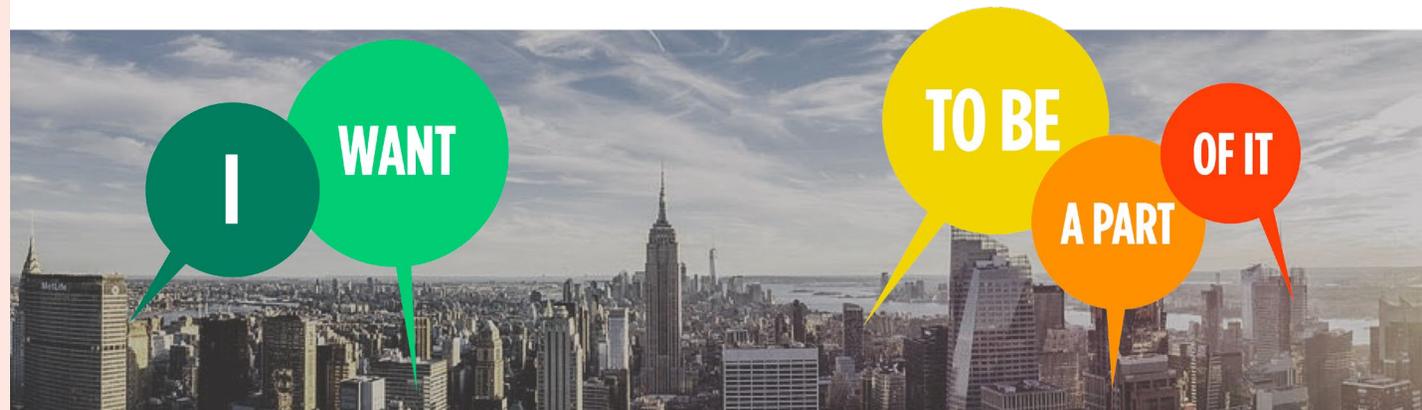
“[At the World Conference 2020, I appreciated]” the interactivity and the ability to chat with other attendees and the speaker about points made in the session while watching the session.”

— WORLD CONFERENCE 2020 ATTENDEE

CLASSIC EXHIBITOR BOOTH PACKAGE – \$6,000 USD

Benefits Included:

- Four (4) Complimentary Exhibit Hall Only Staff Registration Badges to manage your booth.
- Two (2) Complimentary Customer Registration Badges to be used for any customers/clients you'd like to invite to the booth experience!
- One (1) Complimentary Full Conference Badge for access to the full entire program. (Up to \$1,499 Value)
- One (1) booth on the show floor
- Organization Logo featured on exhibitors page (sponsors will be featured on separate sponsors page)
- Company Description (500 characters or less) featured on exhibitors page
- Recognition in Onsite Mobile App



SPONSORSHIP OPPORTUNITIES



SPONSOR LEVELS

*All Platinum and Gold Sponsor Packages are inclusive of a classic booth package. À la carte options are sponsorship add-ons and are not included with level sponsor packages below.

Platinum Sponsor (\$20,000)

- Sponsor Video to add to Sponsor Page on Website
- Pre & Post Show Attendee List (with contact info)
- Logo Recognition on IABC Website
- Recognition during Pre-Show Attendee Webinar
- 1 Custom Push Notification in mobile app during event
- 2 Additional Full Conference Complimentary Registration Badges
- Onsite recognition on show signage/graphics
- **Option to add on a custom opportunity or an a la carte option on next page**

Gold Sponsor (\$15,000)

- Sponsor Video to add to Sponsor Page on Website
- Pre & Post Show Attendee List (with contact info)
- Logo Recognition on IABC Website
- 1 Additional Full Conference Complimentary Registration Badge
- Onsite recognition on show signage/graphics
- **Option to add on a custom opportunity or an a la carte option on next page**

Silver Sponsor (\$10,000 or less)

- Sponsor Video to add to Sponsor Page on IABC Website
- Logo Recognition on IABC Website
- Onsite recognition on show signage/graphics
- **Option to add on a custom opportunity or an a la carte option on next page**

"I loved the chance to meet fellow communications professionals and discuss my/their roles and responsibilities. It really opened my eyes towards improvements I could make within my own company. The same goes for the keynote speakers - the event left me feeling inspired."

— WORLD CONFERENCE 2019 IN-PERSON ATTENDEE

À LA CARTE SPONSORSHIP ADD-ONS



Gold Quill Awards VIP Lounge Sponsor (\$20,000)



Receive proper recognition during 2021 World Conference Gold Quill Awards with a VIP Lounge! Sponsor will have an area onsite with lounge furniture and can

provide any collateral they choose or goodies to provide VIPs they want to come and hang out! Includes light refreshments/snacks. Additional verbal recognition during the ceremony with pre-show promotion via "Sponsor Insights" blog posting and pre or post-conference email newsletter.

Opening & Closing Keynote Sponsor (\$20,000 per keynote session)

Deliver the first 3 minute introduction to our opening keynote (can be pre-recorded or live). Your team can also create a 1-2 minute video for pre-show social media promotion. For our 2022 in-person experience, we will have both an opening and closing keynote-select which one you'd like or sponsor both!

**Note: IABC sources and chooses each keynote presenter. This sponsorship includes the benefits listed above, which does not include selection of either speaker.*

Exclusive In-Person Attendee Gift Box (\$20,000)

Make an impression on World Conference attendees with a gift box to be delivered to 300 attendees of your choice before the conference kicks off in NYC! The box will be delivered to attendee hotel rooms at the Marriott Marquis in NYC. The box can include 2-3 items with your branding as well as a thank you note or any additional collateral you'd like to include along with your logo on the outside of the gift box alongside the IABC logo.

Exclusive Mobile App Sponsor (\$15,000)

Be the exclusive sponsor of our 2022 World Conference Mobile App! Provide your branding to be included on the splash page as attendees open the app along with a rotating banner!

Exclusive Welcome Reception Sponsor (\$15,000)

Welcome all World Conference attendees on Sunday before the event kicks off at our Welcome Reception! Opportunity will include branding on signage, napkins and a cocktail of choice with the opportunity to provide collateral within designated area during reception.

Attendee Hydration Station (\$15,000)

Help attendees refuel onsite with a branded water bottle and refreshment station in one of our high traffic areas. What better way for attendees to feel re-charged throughout the conference!

Sponsored Hotel Key Cards (\$15,000)

Ensure your company stands out by having your branding on each key card as soon as IABC World Conference attendees check in to the Marriott Marquis Hotel!

Sponsored Attendee WiFi (\$15,000)

Make a splash by having your company branding on our conference-wide WiFi splash page every time attendees login while onsite!

À LA CARTE SPONSORSHIP ADD-ONS



Learning Session Sponsor (\$10,000)

Sponsor one of our learning sessions and receive brand recognition onsite within the session room! You'll be promoted in all IABC pre and post-show promotions along with logo recognition on the IABC website. You're also able to provide any collateral within one (1) 6" table in the session room onsite.

**IABC Team to confirm education session availability to sponsor.
IABC reserves the right to assign available sessions to sponsor(s) based on availability and how the session itself is structured.

Refreshment Break Sponsor (\$10,000)

Give attendees a much needed break throughout the conference during one of the several refreshment breaks at World Conference! Includes brand recognition in pre-show promotions and onsite so attendees know just who to thank for a much needed refreshment or snack!

Note: there are multiple breaks throughout World Conference so opportunity may have multiple sponsors.

Sponsored Networking Lounge (\$10,000)

Ready to connect face to face with attendees in the big apple? Brand one of our networking lounges onsite for attendees to learn more about your company and enjoy a cozy place to hang out with fellow attendees!

Solution Provider Sessions (\$8,000)

Sponsor will host a 30 minute speaking slot within the theatre on the show floor. Your session, once details are provided to IABC, will be promoted to all IABC attendees. Your team can provide handouts or collateral throughout the theatre during your selected time slot.

Please Note: sessions must have their content structured around IABC's 2022 theme: Communication Can...Bring Us Together Again. Once education sessions are finalized our team will work with yours to ensure they follow similar content being presented at the 2022 World Conference to maximize attendance at your session.

Lanyards & Registration Area (\$8,000)

Co-Brand with IABC on all registration lanyards provided to attendees onsite! Branding also includes your company logo on the front of all registration badges below attendee names and signage near the registration area.

Portable Charging Station Sponsor (\$5,000)

Your company brand or logo will be featured on portable power banks that will be available for attendees to grab and carry around the event as they network.

Sponsored Job Board 2022 (\$5,000)

Sponsor the much-anticipated 2022 IABC Job Board newly brought to World Conference this year! Placed within the exhibit hall, young professionals and those well-acquainted in the industry alike will be able to check out new opportunities with a job board structure supported with your company branding!

**Note: your company branding will be throughout the job board structure. A variety of companies will be able to post job listings and resources on this board onsite.*

À LA CARTE SPONSORSHIP ADD-ONS



Hand Sanitizing Station Sponsor (\$5,000)

Brand our onsite sanitizing stations placed throughout our event space onsite!

Dedicated Sponsor Eblast (\$2,500; Limit 2 companies)

Provide your graphics/copy to our team to send out to all registered attendees just before the in person event kicks off in New York City!

Daily Show Email Advertising (\$2,500)

Include your banner ad on our daily show emails to all attendees.

Dedicated Social Media Post (\$2,000)

Custom dedicated Instagram post to our over 1k followers! Sponsor will provide any images/videos/copy to be included for IABC team to send either before the 2022 World Conference or after (per sponsor request).

Pre-Show Icebreaker Networking Event Commercial (\$2,000; 4 Available)

Promote your presence before attendees even get onsite with a 60-second promotional video (pre-recorded) which will be played during our virtual pre-show icebreaker event in between networking rounds!

NEW! Become a Lucky Golden Ticket Sponsor for 2022! (\$2,000 per sponsor; must be 5 total sponsors)

As a fun treat for attendees in 2022, IABC will be handing out branded chocolate bars to attendees throughout the event! Become a sponsor and have your logo on some of the lucky golden tickets that attendees can win! Prize must be provided by sponsor to give to attendees onsite.

IABC's NEW 2022 Pay It Forward Program! (\$1,200 to Sponsor 1 Attendee)

Sponsor an IABC attendee with our 2022 Scholarship Program so they can attend World Conference in New York City! Sponsors can donate multiple times to sponsor multiple attendees. Scholarship Recipients are determined and selected by IABC. Sponsors will be recognized in announcements and email promotions thanking them for participating.

Customized Packages Available

Custom sponsorships are available. We can work with you to develop a package and strategy to best connect with World Conference participants.

To design a custom opportunity to meet your sales and marketing objectives, please contact Michael Sanders, Industry Relationship Manager at msanders@iabc.com.

RULES AND REGULATIONS



This Application and Contract to participate in the International Association of Business Communicator's World Conference 2022 scheduled to occur in-person 26-29 June 2022 shall become effective when it has been submitted by the exhibiting company and accepted by the IABC. The individual signing this Application and Contract represents and warrants that he/she is duly authorized to execute this binding Application and Contract on behalf of the exhibiting company. By signing below, the exhibiting company agrees to be bound by the terms and conditions below. The exhibiting company agrees that upon acceptance of this Application and Contract by IABC, with or without appropriate payment of the exhibition fee and further action by the exhibiting company, this Application and Contract, together with the terms and conditions below, (collectively "this Contract") shall become a legally binding contract between IABC and exhibiting company ("Exhibitor").

1. ASSIGNMENT OF SPACE

For all Applications and Contracts received space will be assigned on a first-come, first-served basis based on approved online floorplan within chosen event platform.

IABC reserves the right to change Event hours or dates, to rearrange the virtual floor plan, and/or to relocate any Exhibitor as it deems necessary at any time.

2. PAYMENTS, CANCELLATIONS & REFUNDS

Exhibitor and/or Sponsor must remit a 50% percent deposit of the total Exhibit Booth Fee and/or Sponsorship amount with the submission of this Contract. The remaining balance of the invoice must be paid on or before Friday, 6 May 2022. Notwithstanding the foregoing, a Contract submitted on or after Friday, 6 May 2022 must be accompanied by full payment of the full invoice amount at the time of submission.

A Contract will not be processed, nor space assigned, without the required Exhibit Booth Fee and/or Sponsorship payments. Credit card payments can be made online using American Express, Discover,

MasterCard or Visa. Checks must be payable to IABC and can be remitted to the following address via the U.S. Postal Service provided on your invoice.

3. CANCELLATION OF FULL OR PARTIAL SPACE BY EXHIBITOR

Cancellation of exhibit space must be directed via email to Kelsey Kwasniak, Tradeshow Coordinator at kkwasniak@IABC.com, provided that the cancelling Exhibitor obtains confirmation of IABC's receipt of the email on or before the cancellation deadline.

For cancellations of space received between the initial signed contract receipt and 1 April 2022, Exhibitor is responsible for, and IABC shall be entitled to retain, 50% percent of the total Exhibit Booth Fee as a cancellation fee. Should an Exhibitor cancel a portion of its space between initial contract receipt and 6 May 2022, Exhibitor is responsible for, and IABC shall be entitled to retain, 100% percent of the total Exhibit Booth Fee as a cancellation fee.

Full payment is required and no refunds whatsoever will be made on cancellations or reductions of space on or after Friday, 7 May 2021. Should an Exhibitor cancel

even partial space on or after 7 May 2021, the Exhibitor is responsible for the full Exhibit Booth Fee for the originally contracted exhibit space.

Notwithstanding the foregoing, Exhibitor will have no right to cancel subsequent to IABC cancellation pursuant to Section 7.

4. CANCELLATION OR CHANGES TO WORLD CONFERENCE 2022 BY IABC

If for any reason beyond IABC's control IABC determines that the World Conference 2022 must be cancelled, shortened, delayed, dates changed, or otherwise altered or changed, Exhibitor understands and agrees that IABC shall not refund any amounts Exhibitor paid towards the Exhibit Booth Fee and that all losses and damages that it may suffer as a consequence thereof are its responsibility and not that of IABC or its directors, officers, employees, agents or subcontractors. Exhibitor understands that it may lose all monies it has paid to IABC for space at the Event, as well as other costs and expenses it has incurred, including travel to the Event, setup, lodging, decorator freight, employee wages, etc.

RULES AND REGULATIONS



Exhibitor, as a condition of being permitted by IABC to be an Exhibitor in the Show, agrees to indemnify, defend and hold harmless IABC, its directors, officers employees, agents and subcontractors from any and all loss which Exhibitor may suffer as a result of Show cancellation, duration, delay or other alterations or changes caused in whole, or in part, by any reason outside IABC's control. The terms of this provision shall survive the termination or expiration of this Contract.

5. ELIGIBILITY TO EXHIBIT

IABC reserves the right to determine the eligibility of any exhibitor for inclusion in the Event and to prohibit an exhibitor from conducting and maintaining an exhibit if, in the sole judgment of IABC, the exhibitor or exhibit or proposed exhibit shall in any respect be deemed unsuitable. Exhibitor's eligibility to exhibit in the Event must remain in effect from the time of submission of the Contract to the time of the Event and should IABC determine that Exhibitors no longer eligible to exhibit at the Event (though previously deemed eligible), IABC may notify the Exhibitor and may terminate this Contract without liability upon written notice to Exhibitor.

6. SUBLETTING OF EXHIBIT SPACE PROHIBITED

Exhibitors are prohibited from assigning or subletting a booth or any part of the space allotted to them nor shall they exhibit or permit to be exhibited in their space any products or advertising materials which are not a part of their own regular products, or which are not compatible with the purpose and/or character of IABC as determined by IABC in its sole discretion.

7. PROMOTIONAL ACTIVITIES

Further, Exhibitors shall not engage in any promotional activities which IABC determines to be outside the purpose and/or character of The IABC Show as determined by IABC in its sole discretion.

8. INTELLECTUAL PROPERTY MATTERS

The Exhibitor represents and warrants to IABC that no materials used in or in connection with their exhibit infringe the trademarks, copyrights (including, without limitation, copyrights in music and other materials used or broadcast by Exhibitor) or other intellectual property rights of any third party. The Exhibitor agrees to immediately notify IABC of any information of which the Exhibitor becomes aware regarding actual or alleged infringement of any third party's trademarks, copyrights or other intellectual property rights. The Exhibitor agrees to indemnify, defend and hold IABC, its officers, directors, employees, agents, successors and assigns harmless from and against all losses, damages and costs (including attorney's fees) arising out of or related to claims of infringement by Exhibitor, its employees, agents, or contractors of the trademarks, copyrights and other intellectual property rights of any third party.

Notwithstanding the foregoing, IABC, its officers, directors, employees, agents, and each of them, shall not be liable for and expressly disclaims all liability for infringement or alleged infringement of the trademarks, copyrights or other intellectual property of any third party arising out of the actions of any Exhibitors. The terms of this provision shall survive the termination or expiration of this Contract.

9. USE OF IABC NAME

IABC, The Show and The Show logo are registered trademarks owned by the IABC. Participation by an Exhibitor in the Show does not entitle the Exhibitor to use such names or logos, except that the Exhibitor may reference The Show and use The Show logo with reference to the Exhibitor's participation as an Exhibitor at the IABC. Participation in the Show does not imply endorsement or approval by IABC of any product, service or participant and none shall be claimed by any participant.

10. INDEMNIFICATION

Exhibitor agrees that it will indemnify, defend and hold Show Management, IABC, their respective officers, directors, employees, agents and each of them, harmless from and against a) the performance or breach of this Contract by Exhibitor, its employees, agents or contractors; b) the failure by Exhibitor, its employees, agents or contractors to comply with applicable laws, regulations and ordinances; and c) the act, omission, negligence, gross negligence, or willful misconduct of Exhibitor, its employees, agents, contractors, licensees, guests, or invitees. This indemnification of Show Management by Exhibitor is effective unless such injury was caused by the sole gross negligence or willful misconduct of Show Management. Exhibitor agrees that if Show Management or IABC is made a party to any litigation commenced by or against Exhibitor, or relating to this Contract or the premises leased hereunder, then EXHIBITOR WILL PAY ALL COSTS AND EXPENSES, including attorneys' fees, INCURRED BY OR IMPOSED UPON SHOW MANAGEMENT OR IABC BY 30 JUNE 2021 REASON OF SUCH LITIGATION. THE TERMS OF THIS PROVISION SHALL SURVIVE THE TERMINATION OR EXPIRATION OF THIS CONTRACT.

RULES AND REGULATIONS



11. USE OF EXHIBIT SPACE — GENERAL

- (a) Exhibitors are prohibited from possessing, displaying or depicting any products or components or company names in their booth that could be interpreted as being a promotion or comparison (features, benefits, and price) of another company.
- (b) Any special promotions music must be cleared with IABC. IABC reserves the right to designate specific days and hours during which special promotions may be conducted, if they are permitted at all.
- (c) IABC allows drawings, games of chance and raffles at the Show, subject to the prior written approval of IABC. Exhibitors must abide by all New York, NYC and NY County statutes and regulations regarding drawings, games of chance and raffles.
- (d) All booth personnel visible on the virtual platform must be properly and modestly clothed.
- (e) The Exhibitor acknowledges and agrees that the IABC, its employees and contractors may take photographs/video recordings of the Show which could include images of the Exhibitor, its name and logo, its representatives and its exhibits while attending the Exhibition. The Exhibitor hereby consents to and grants to the IABC and its affiliates, the unrestricted, perpetual, worldwide, royalty-free and transferable right and license to use (and grant others the right to use) the images worldwide without any compensation.

The Exhibitor acknowledges that IABC is the sole and exclusive owner of all rights in the images and hereby waives (a) any and all rights in and to such images, and (b) any and all claims the Exhibitor and its representatives may have relating to or arising from the images or their use.

- (f) Music used in the booth or at any of Exhibitor's function held in conjunction with The IABC WORLD CONFERENCE 2022 is subject to applicable copyright and licensing fees charged by ASCAP AND BMI. It is the sole responsibility of the Exhibitor to pay applicable fees.
- (g) In order to ensure the success of the Show and avoid dilution of benefits extended to all partners, Exhibitor may not extend invitations, call meetings or otherwise encourage absence of other exhibitors/sponsors attendees from any program or other component of the Show during the official hours of the Show or any function sponsored in connect with the show by IABC without prior notice to and approval by IABC.

12. ATTENDEE LISTS

Attendee lists from the Show are distributed only to exhibiting companies, other official partners and attendees. Please note that no other individual or organization are authorized to market or to sell attendee lists of IABC.

Such lists shall only be used for mailings of promotional material relating to Exhibitor's booth at the Show and shall not be reproduced, transferred or used in any other manner. In using such lists for mailings, Exhibitors must ensure compliance with all country, state and local laws and regulations including, but not limited to, the European Union's General Data Protection Regulations (GDPR and the California Consumer Privacy Act (CCPA)). The Exhibitor shall indemnify, hold IABC, its directors, officers, employees, agents or subcontractors harmless from the performance or right to interpret this Contract. All interpretations are final and are not subject to review or to appeal. Exhibitors which, in the sole interpretation of IABC shall be subject to disciplinary action up to

and including ejection from the Show and refusal to participate in any future events or shows of IABC.

13. ENFORCEMENT / MISCELLANEOUS

This Contract is governed by Illinois law and the Exhibitor consents to the exclusive jurisdiction of the State and Federal courts seated in Cook County, Illinois, with respect to any action arising out of this Contract or IABC. The parties explicitly acknowledge and agree that the provisions of this Contract are both reasonable and enforceable. However, the provisions of this Contract are severable and, as such, the invalidity of any one or more provisions shall not affect or limit the enforceability of the remaining provisions. Should any provision be held unenforceable for any reason, then such provision shall be enforced to the maximum extent permitted by law.

ANY WAY WITH USE OF OR INABILITY TO USE THE SERVICES OUTLINED IN THIS APPLICATION AND CONTRACT OR FOR ANY CLAIM BY EXHIBITOR, EVEN IF ANY OF THE IABC PARTIES HAVE BEEN ADVISED, ARE ON NOTICE, AND/OR SHOULD HAVE BEEN AWARE OF THE POSSIBILITY OF SUCH DAMAGES. EXHIBITOR AGREES THAT IABC PARTIES' SOLE AND MAXIMUM LIABILITY TO EXHIBITOR, REGARDLESS OF THE CIRCUMSTANCES, SHALL BE THE REFUND OF THE EXHIBIT BOOTH FEE. EXHIBITOR AGREES TO INDEMNIFY AND DEFEND THE IABC 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 IABC PARTIES ARISING OUT OF, OR IN ANY WAY RELATED TO, THIS CONTRACT. EXHIBITOR SHALL BE SOLELY RESPONSIBLE FOR ITS ATTORNEY'S FEES AND COSTS.

RULES AND REGULATIONS



By signature of the digital 2022 contract, Exhibitor submits this Application and Contract and agrees to be bound to its terms: breach of this provision by Exhibitor, its employees, agents or contractors. The terms of this provision shall survive the termination or expiration of this Contract. This Contract will be binding on the Exhibitor's heirs, successors and assigns.

14. WARRANTIES

IABC makes no warranties, either express or implied, as to the availability or suitability of the technology platforms used for the Show and virtual exhibit floor.

15. AMENDMENTS / INTERPRETATION

IABC reserves the right to amend and enforce this Contract. Written notice of any amendments shall be given to each affected Exhibitor. Each Exhibitor, for itself, its agents and employees, agrees to abide by this Contract set forth therein, or by any subsequent amendments. IABC reserves the sole

16. LIMITATION OF LIABILITY

IN NO EVENT SHALL THE FACILITY, THE IABC WORLD CONFERENCE 2022, IABC, THEIR OWNERS, MANAGERS, OFFICERS OR DIRECTORS, AGENTS, EMPLOYEES, INDEPENDENT CONTRACTORS, SUBSIDIARIES AND AFFILIATES (COLLECTIVELY "IABC 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 ATTORNEY'S FEES AND COSTS, ARISING OUT

