



Tech Comm in Action

High-Tech and Low-Tech Solutions to Tech Comm Problems

May 17-19, 2024

Minneapolis, MN | Raddisson Blu Hotel

CORPORATE PARTNERSHIP AND SPONSORSHIP PROSPECTUS

Founded in 1953, STC is the world's largest professional association dedicated to the advancement of the field of technical communication, content design and delivery. The Society's 3,000 members represent every industry segment – from computer applications, medical procedures to environmental regulations. Every year, technical communicators gather to:

Learn! Attend educational sessions on numerous topics and experience levels. Hear from industry experts, well-known authors, and inspiring new voices to upgrade your skill sets and bring best practices back to your workplace.

Network! Meet like-minded colleagues and partners from numerous companies, including those prepared to unveil and demonstrate new and exciting products, services, and technology to the world of technical communication.

Have fun! Explore the host city and attend fun social events planned throughout the event with members. Celebrate with honorees and awardees at the Honors Event.



Exhibit Hall Opportunities



Booth Packages: \$2,250

- Tabletop, 2 chairs and wastebasket
- Two (2) FULL registrations to attend the event
- Exhibitor listing on Summit website and Conference Agenda
- Post-Summit Attendee List; opt-ins only

“Technology: How it Works”

Vendor Presentation \$1,750–2,250 (must be an exhibitor)

Showcase your company’s products, services, and industry leadership to conference attendees. Present your own 60-90-120 minute interactive sessions as an educational opportunity on the official conference program.

- Educational demonstrations - “How it Works” or case studies are highly encouraged.
- Audience interaction using your technology. Demo links required.
- Presenters will receive attendee viewership data post-event

STConnect Dine Around

Topic Based Lunch discussions: \$750 (must be an exhibitor)

Sponsor a table discussion and lead the conversation during lunch.

Topics to be approved by STC in advance.

BRAND LEADERSHIP

Sponsorship Opportunities

ELITE SPONSOR: \$10,000

STC SUMMIT MOBILE APP

Be the exclusive sponsor of this year's Summit Mobile App. Used by every attendee before and during the event to plan their schedule, register for each session and complete the surveys required for CEU credits. Your sponsorship includes prominent exposure throughout the event and in the app.



PLATINUM SPONSOR: \$7,500 (CHOOSE ONE)

WELCOME RECEPTION

Join STC in welcoming all 2024 Summit attendees on the first night. As the exclusive sponsor you will receive prominent signage during the event, including logo on cocktail napkins. A company representative will also provide welcoming remarks.

OPENING SESSION & BREAKFAST (3 AVAILABLE)

Partner with STC as our official Opening Session/Breakfast Sponsor and have a designated representative from your company introduce our discussion/session and provide a few, brief opening remarks. Also includes prominent sponsor branding during breakfast.

HONORS RECEPTION

Help celebrate the accomplishments in Technical Communication by sponsoring our Honors Awards program and reception. As the exclusive sponsor, you will receive prominent signage during the awards and the ability to provide brief opening remarks.

LANYARD AND BADGE HOLDER

An exclusive sponsorship that includes your company logo printed on each attendee lanyard and badge holder.

Additional Elite and Platinum Level Benefits:

- Tabletop, 2 chairs and wastebasket
- Four (4) badges for FULL Summit access
- Pre & Post Summit attendee list, opt-ins only
- Dedicated Email to Summit attendee list, pre-event
- Social Media Shout-out as Elite STC Partner
- Sponsor Recognition Package: Sponsor recognition on Summit website, On-Site Signage
- Full-Page ad in May/June issue of *Intercom* (Downloadable PDF)
- Digital Button ad (300x250) in May/June *Intercom* issue announcement email

Brand Leadership Sponsorship Opportunities

GOLD SPONSOR: \$5,000 (CHOOSE ONE)

BOX LUNCH (3 AVAILABLE)

Be responsible for fueling conference attendees over the 3-day program. Promote your organization with prominent sponsor branding throughout the conference.

HOTEL KEY CARD

An exclusive sponsorship that includes your company logo printed on each attendee hotel room key.

MENTOR LOUNGE

STC mentor lounge is where professionals connect to establish mentor/mentee relationships that foster personal and professional growth and development. Serving as a mentor or becoming a mentee can help members direct their future, expand their professional network, gain knowledge and perspective on the workplace.

PUPPY PETTING LOUNGE

Puppy Petting Lounge is a wellness experience bringing mood-enhancing, morale-boosting connections to each and every event, reducing stress and increasing productivity through interactive time with rescue puppies in a comfortable, fun setting. Research has proven that human/animal synergy.

Additional Gold Level Benefits:

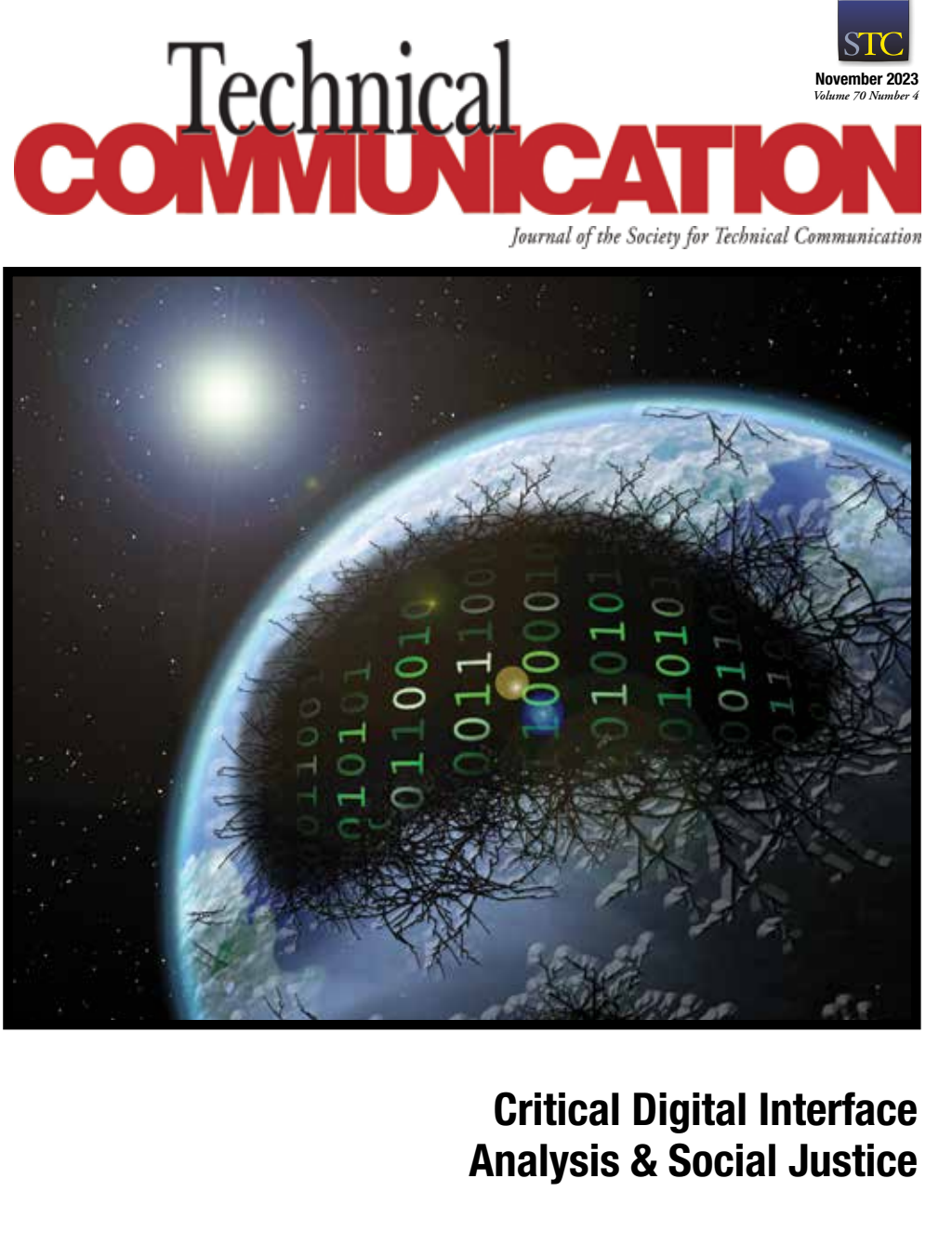
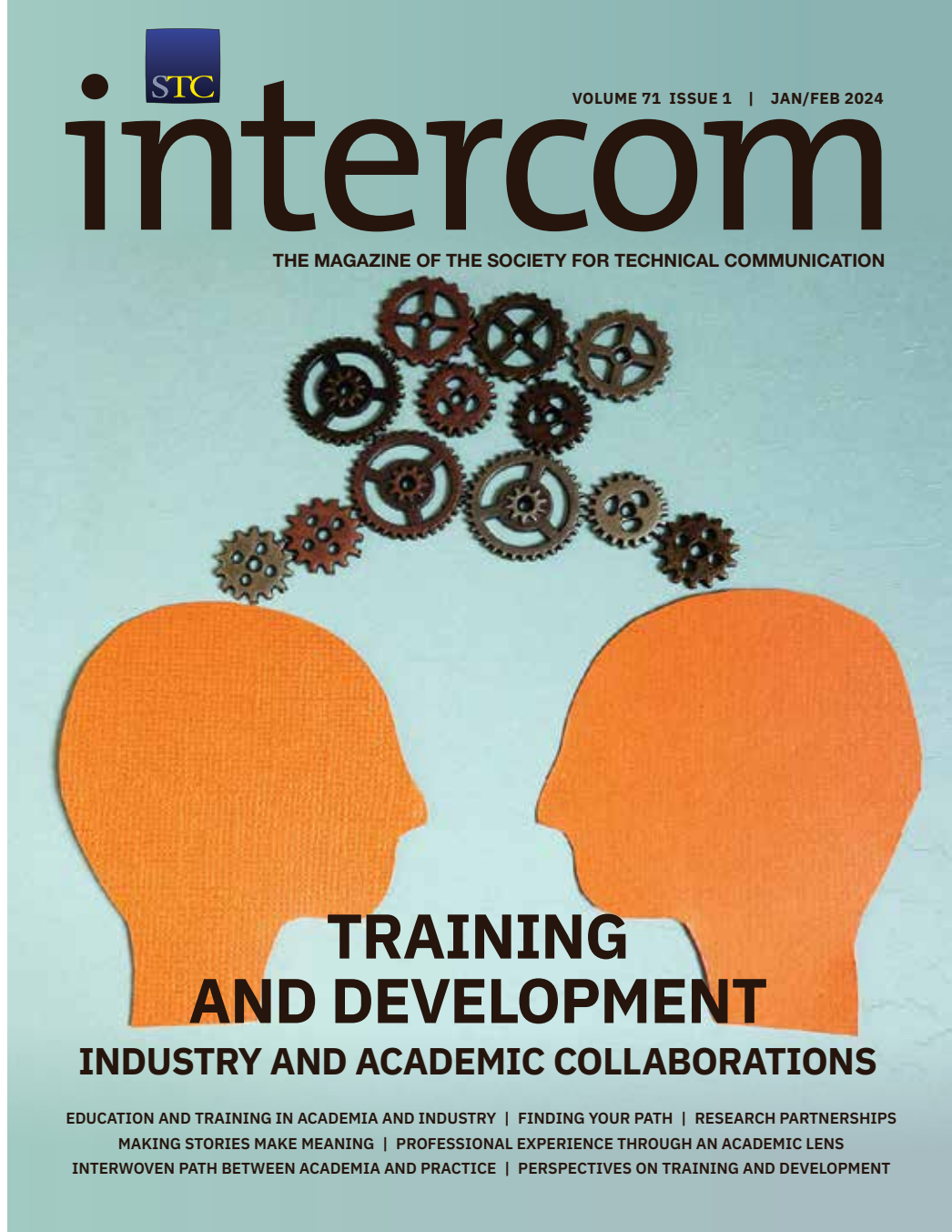
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- Sponsor Recognition Package: Sponsor recognition on Summit website, On-Site Signage email

Brand Leadership Sponsorship Opportunities

Exhibit Hall Floorplan



Additional Opportunities



Sponsorship of Monthly Member newsletter \$1,000 per month (exclusive)

- Banner Ad (1200 x 220) JPG, GIF, or PNG)
- Select one or more months

Intercom Sponsorship \$2,000 per issue (1x) \$1,750 per issue (3x)

Intercom is an award-winning magazine published six-times per year by the Society for Technical Communication (STC). It is aimed at an audience of Society members and technical communication practitioners. The magazine's goal is to contribute to the body of knowledge of the field of technical communication from a multidisciplinary perspective, with special emphasis on practical examples and applications of technical communication that will promote its readers' professional development.

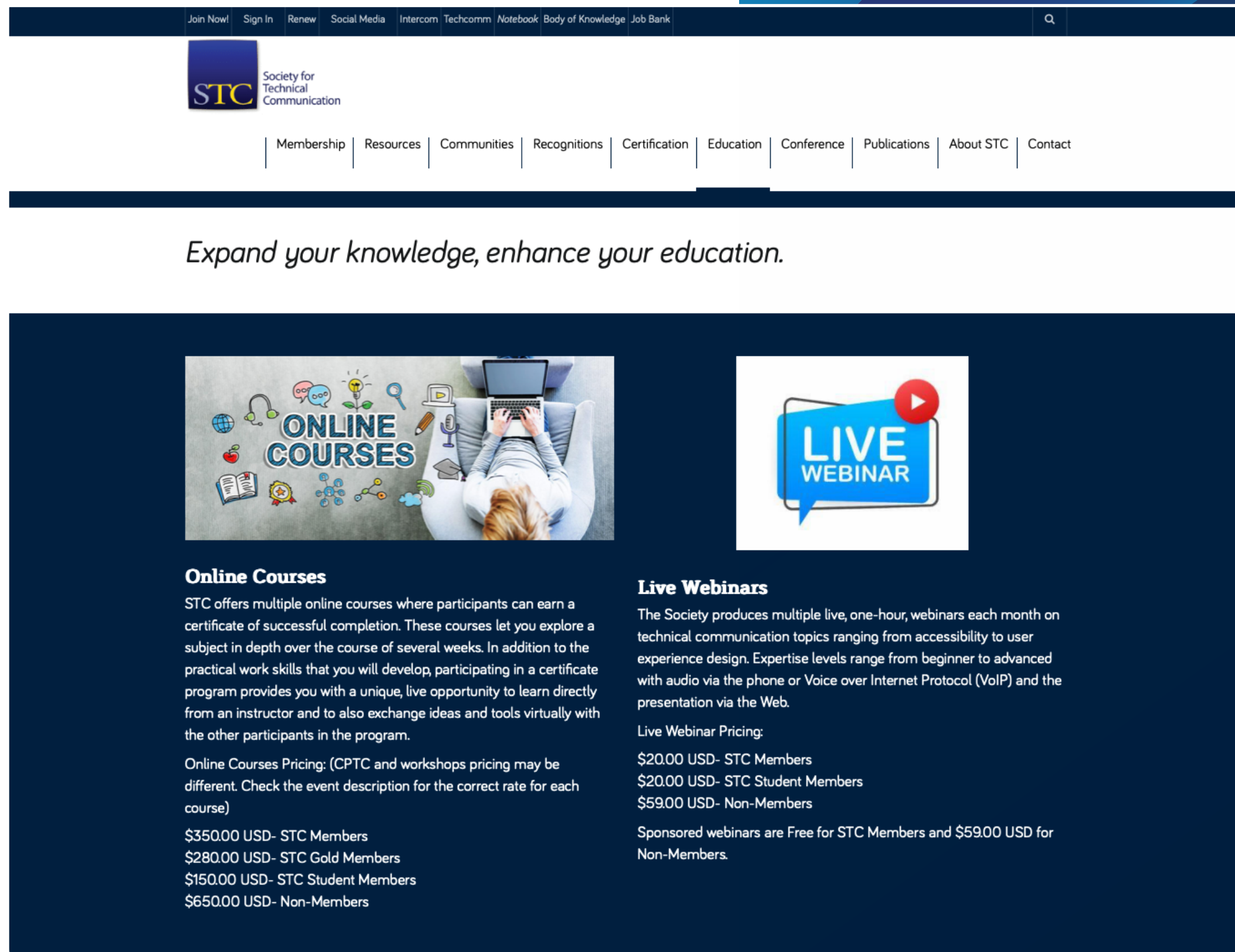
- Full Page 4-color ad in the downloadable PDF
- Digital Button ad (300x250) in Intercom issue announcement email
- Tower Ad (300x600) on Intercom homepage and run of site (2 months)

Technical Communication Journal Sponsorship \$2,000 per issue

Technical Communication is an award-winning magazine published four-times per year by the Society for Technical Communication (STC). Distributed in BOTH print and digital to more than 200 educational institutions, government agencies, and industry professionals. Its specialized content includes research reports, case studies, and more.

- Full Page 4-color ad in the downloadable PDF
- Digital Button ad (300x250) in Technical Communication issue announcement email
- Tower Ad (300x600) on Technical Communication homepage and run of site.

Additional Opportunities



STC Website Advertising
\$1,000 per month (limit 3 per month)

The STC website is the leading resource for those in the field of technical communication and content creation. With up to the minute information and easy to navigate web pages, your company's marketing will be working for you 24/7. Reach an audience of high-tech writers, editors, and content marketers looking for practical applications and new information.

- Rotating Banner Ad (1140 x 250) on STC homepage and run of site.

Dedicated Email to Members Content \$1,200

In an email of up to 500 words, you can broadcast a targeted informative message about a new technology, product or service to the entire STC database. Interactive content/buttons in the email can link to additional information on your website. Sponsor to supply the HTML or text, and any graphic elements. Spotlight emails are limited to one per month and available on a first-come, first-served basis. *(Content subject to STC approval.)*

Notebook BLOG Custom Content \$1,500

We want to host a constructive, civil discussion where people can discuss topics freely in an atmosphere of mutual respect. Each article must be non-promotional in nature. Please include research reports, case studies, and practical application for technical communicators and content creators.

- 750-850 words on STC Blog homepage. STC reserves the right to proof and edit accordingly.
- One dedicated email blast to STC membership

Vendor-Led Webinar \$2,000 each

STC offers companies the opportunity to host their own webinar. Free for STC members to attend, the Society handles all the marketing and registration. Sponsors get the full registrant list. Live webinars will be recorded and archived in the STC webinar library. This is an excellent opportunity to educate STC members on your organization's area of expertise or promote your products and services. Attendance ranges from 150-200 people on average. *(Webinar topic is subject to STC approval.)*



2024 STC SUMMIT EXHIBITOR, SPONSOR AGREEMENT

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____ Country: _____

Main Phone: _____ Website: _____

Primary Contact: _____ Title: _____

Contact Email: _____ Contact Mobile Phone: _____

EXHIBIT

EXHIBIT PACKAGE ☐ \$2,250

HOW IT WORKS VENDOR PRESENTATION ☐ 60 MIN \$1,750 ☐ 90 MIN \$2,000
☐ 120 MINUTE \$2,250

DINE-AROUND DISCUSSION ☐ \$750

SPONSORSHIP

☐ **ELITE SPONSOR PACKAGE**\$10,000 ☐ MOBILE APP

☐ **PLATINUM SPONSOR PACKAGE**\$8,500 ☐ LANYARDS ☐ WELCOME RECEPTION
☐ OPENING SESSION ☐ HONORS LUNCH

☐ **GOLD SPONSOR PACKAGE**\$5,000 ☐ KEY CARDS ☐ BOX LUNCH
☐ MENTOR LOUNGE ☐ PUPPY PETTING

Elite and Platinum Bonus Benefits	Gold Bonus Benefits
Tabletop, 2 chairs and wastebasket	Tabletop, 2 chairs and wastebasket
Pre & Post Summit attendee list, opt-ins only	Pre & Post Summit attendee list, opt-ins only
Social Media Shout-out as STC Partner	Four (4) badges for FULL Summit access
Sponsor Recognition Package: Sponsor recognition on Summit website, On-Site Signage	Sponsor Recognition Package: Sponsor recognition on Summit website, On-Site Signage
Full-Page ad in May/June issue of <i>Intercom</i> (Downloadable PDF)	
Digital Button ad (300x250) in May/June <i>Intercom</i> issue announcement email	
Four (4) badges for FULL Summit access	
Dedicated Email to Summit attendee list, pre-event	

STC SUMMIT

TECHNICAL COMMUNICATION CONFERENCE & EXPO

- ☐ **INTERCOM**\$2,000 or \$1,750 PER ISSUE(S). _____
- Full Page 4-color ad in the downloadable PDF
 - Digital Banner ad (1200x220) in *Intercom* issue announcement email
 - Tower Ad (300x600) on *Intercom* homepage and run of site (2 months)
- ☐ **TECHNICAL COMMUNICATION JOURNAL**..... \$2,000 PER ISSUE(S). _____
- Full Page 4-color ad in the downloadable PDF
 - Digital Banner ad (1200x220) in *Tech Comm* issue announcement email
 - Tower Ad (300x600) on *Tech Comm* homepage and run of site (3 months)
- ☐ **STC WEBSITE**\$1,000 Month(s). _____
- Rotating Banner Ad (1140 x 250) on STC homepage and run of site.
 - Tower Ad (300 x 600) on STC Run of site.
- ☐ **DEDICATED EMAIL**\$1,200 Qty. _____
- Up to 500 words, Vendor provides HTML and Graphics
- ☐ **MONTHLY NEWSLETTER**\$1,000 Month(s). _____
- Banner Ad (1200 x 220)
- ☐ **CUSTOM CONTENT (NOTEBOOK BLOG)**\$1,500 Month(s). _____
- 750-850 words on STC Blog homepage.
 - One dedicated email blast to STC membership
- ☐ **WEBINAR**\$2,000 Qty. _____
- ☐ **STC WEBSITE JOB BANK ADVERTISING**\$1,500 (3)Month(s). _____

Total Investment _____



Payment Information

- ☐ Please send an invoice for payment
☐ Please charge my credit card below

STC charges a flat fee of \$25.00 USD for all payments being made by Wire Transfer to cover associated fees. All rates listed in USD.

☐ Credit Card ☐ Visa ☐ Master Card ☐ American Express

Cardholder _____

Credit Card Number _____

Exp Date _____ Security Code _____

PAYMENT TERMS:

1. The signatory agrees to pay 100% of all fees per the terms of this application made payable to STC.
2. Any company requesting to pay later than net 30 days after the receipt of invoice, agrees to pay a deposit in the amount equivalent to the cancellation processing fee.
3. There is a 50% cancellation fee for exhibitors/sponsors/advertisers by March 15, 2024.
4. All cancellations must be submitted to STC in writing or emailed to Eric Peterson at eric.peterson@stc.org. The date of receipt of the supporter's written notice of cancellation will be considered the official cancellation date. If support is canceled on or before March 15, 2024, all monies paid minus the cancellation processing fee will be returned to the supporter.
5. Any company that cancels after March 15, 2024, will be responsible for the total cost. Absolutely NO refunds for cancellations after March 15, 2024.

Signature _____

Title _____ By signing, I agree to the Terms and Conditions outlined below.

Print _____

Date _____ STC Tax ID#: 31-4424296



2024 STC SUMMIT EXHIBITOR, SPONSOR, ADVERTISER AGREEMENT

STC 2022 TECHNICAL COMMUNICATION SUMMIT CONFERENCE AND EXPO

GENERAL EXHIBIT/SPONSORSHIP TERMS: This contract, properly executed by exhibitor/sponsor, shall upon written acceptance and notification of agreement assigned by meeting management, constitute a valid and binding contract. The Society for Technical Communication (STC), reserves the exclusive and total right to control all aspects of the conduct of this event; and specifically, it reserves the right to determine the eligibility of any organization for inclusion in the meeting sponsorship or marketplace. Requests for sponsorship or exhibit participation may be refused or restricted for any reason determined by STC. STC also reserves the right to render all interpretations and decisions, should questions arise, and to establish further regulations as may be deemed necessary to the general success and well-being of the sponsorships and meetings. Meeting management's decisions and interpretations shall be accepted as final in all cases. The acceptance of this contract does not carry nor imply endorsement of the product or service by STC.

STC reserves the right to restrict any sponsorship/exhibit because of method of operation, or any behavior that is judged objectionable; and also, to prohibit or to that which is considered to detract from the general character of the sponsorships/exhibits as a whole. This general restriction includes persons, things, conduct, printed matter, or anything deemed objectionable by STC. In the event of such restriction, STC is not liable for any refund or other sponsor/exhibitor expenses. All sponsorship/exhibit packages may not be altered or changed in any way. All sponsorships/exhibits are as initially agreed upon.

Exhibitor shall be fully responsible to pay for any and all damages to property owned by Hyatt (HYATT REGENCY ATLANTA), its owners or managers which result from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless, Hyatt (HYATT REGENCY), its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages, or expenses arising from, out of, or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees which arise from or out of the Exhibitor's occupancy and use of the exhibition premises, the Hotel or any part thereof.

PAYMENT: Reservations for exhibit space will be accepted with a completed contract, however, 50% of the total contracted amount is due 30 days from the date of contract or by 1 March 2024, whichever comes first. The deposit will be applied towards your total payment. Full payment is required by 15 March 2024 or you risk forfeiture of your booth space. If you reserve booth space after 15 March 2024, full payment is expected within 30 calendar days or by 1 May 2024, whichever comes first. **CANCELLATION AFTER 15 MARCH 2024 NO REFUND OR CREDIT OFFERED.**

EXHIBIT SPACE REQUEST: Please indicate your exhibit space choices by referring to the floor plan. Please list several alternative booth numbers in order of preference. Every effort will be made by STC to allocate your exhibit space per your requests following the rules stated under **PAYMENT**. If such allocation is not possible, booth space assignments will be made at the discretion of Show Management.

EXHIBIT DIMENSIONS and DISPLAY REGULATIONS: Exhibit booths are not to exceed 8 feet in depth, 8 feet in height, and 10 feet in width (or as determined by the facility's fire marshal). If an exhibitor wishes to have a display exceeding these dimensions, a sketch or mock up must be submitted to STC for approval no later than 30 days prior to the start of the Summit. If constructed display fails to meet the requirements, STC reserves the right to authorize removal or relocation of the display. All display structures, materials and props must be placed within the confines of your rented exhibit space. Exhibitors must take caution not to impair the line-of-sight of adjacent booths. Show Management reserves the right to make final determinations about any necessary adjustments to displays. Each exhibitor is responsible for the cost of securing materials to cover any exposed and unfinished portion of their booth structure. Balloons are not permitted in the exhibit hall or surrounding areas. All exhibit materials, including table coverings, lights, electrical connections and decorations, must meet US standards of being non-flammable. Non-US exhibitors with questions about their displays should plan to rent their equipment from the STC's authorized and official service provider, or have their booth set up by a US-based exhibitor appointed contractor (EAC).

SET UP and TEAR DOWN: of the booth may take place during designated times set by STC only.

CANCELLATION POLICY: Each cancellation or reduction of booth space request must be made in writing to STC via email to cdorose@stc.org or mailed to 3251 Old Lee Highway, Suite 406, Fairfax, VA 22030. Cancellations by phone will not be accepted. The 50% deposit is nonrefundable and non-creditable at any time. If you cancel your booth space, the following penalty and refund fees will apply: Cancellation before 15 March 2024, 50% of deposit amount will be refunded. **CANCELLATION AFTER 15 MARCH 2024 NO REFUND OR CREDIT OFFERED.**

SHARING EXHIBIT SPACE: Sharing of exhibit space is strictly prohibited. Exhibitors may not share, sublet, or lease exhibit space to another company or individual under any circumstance. Only one company may occupy an 8'x10' booth space.

BOOTH PERSONNEL: STC Summit full conference registration is not included with the purchase of a booth space or circle level package. Exhibitors may purchase full conference registration at a discounted price and should contact STC to do so. The fee for your booth space will include Expo Only registration for up to three booth workers per 8'x10' booth (i.e. a double booth would include six Expo Only registrations). All booth workers are required to complete a Booth Worker Registration Form separately from this contract. You are not allowed more than three personnel per 8'x10' booth space. Additional personnel may attend the Expo for an additional fee. Volunteers and/or Summit attendees are prohibited from working or monitoring booth space. Booth workers, models, demonstrators, etc. must be properly and modestly clothed at all times. Excessively revealing attire is prohibited.

WIFI CONNECTION: Wi-Fi connection is complimentary and is for personal devices only. Hardwire connections should be purchased for video streaming or another large bandwidth usage in the Expo Hall.

DEFAULT OCCUPANCY: An exhibitor failing to occupy contracted space prior to the opening of the Expo Hall will lose the right to such space and STC has the right to use such defaulted exhibit space as it sees fit. Exhibitors who lose exhibit space as described herein are not relieved of the obligation of paying the full rental price for this space per this contract and no refunds will be issued.

RELOCATION OF EXHIBITS: Show Management reserves the right to alter locations of booths as shown on the official floor plan. Exhibitors whose booth sites are affected will be notified immediately.

GROUP MEETINGS / ENTERTAINMENT: Exhibitors may not hold group meetings or provide entertainment which will involve Summit and Expo attendees during STC official program hours. Activities and parties held outside of the hotel hall within this category and are strictly prohibited. Please refer to the schedule of events for details about STC official program hours or contact Show Management if you have questions.

CASH SALES AT THE HOTEL / EXPO HALL: Exhibitors may not make cash sales of any product or service at their booth.

STC SUMMIT

TECHNICAL COMMUNICATION CONFERENCE & EXPO

DIRECT SALES: No retail sales are permitted within the Expo Hall at any time, but orders may be taken for future delivery.

CONTESTS, DRAWINGS & LOTTERIES: All unusual promotional activities must be approved in writing by Show Management no later than 60 days prior to the opening of the Expo Hall.

LIVE ANIMALS: Live animals are strictly prohibited (exception: authorized service animals).

OPERATION OF DISPLAYS: Show Management reserves the right to restrict the operation of, or evict completely, any exhibitor which, in its sole opinion, detracts from the general character of the Expo as a whole. This includes, but is not limited to, an exhibit which, because of noise, flashing lights, method of operation, display of unsuitable material, is determined by Show Management to be objectionable to the successful conduct of the Expo as a whole. The exhibitor will not disparage STC or other exhibitors in marketing materials, displays, during the Expo, or any other STC related events. Use of so-called "barkers" or "pitchmen" is strictly prohibited. All demonstrations or other promotion activities must be confined to the limits of your booth space. Sufficient space must be provided within the exhibit space for the comfort and safety of persons watching demonstrations and other promotional activities. Each exhibitor is responsible for keeping the aisles near its exhibit space free of congestion caused by demonstration or promotions.

LITERATURE DISTRIBUTION: Distribution of circulars may be made only within the space assigned to the exhibitor distributing such materials. No advertising circulars, catalogs, folders, or devices shall be distributed by exhibitors in the aisles, meeting rooms, registration areas, lounges, or grounds of the host facility. Any removal expenses incurred by STC due to infraction of this rule will be billed to the offending exhibitor. Completion of this contract explicitly authorizes this charge. If you are found to be in violation of this rule, you will be notified in writing and via email before a charge is applied.

SOUND: Exhibits which include the operation of musical instruments, radios, sound projection equipment, public address systems, or any noisemaking machines must be conducted or arranged so that the resulting noise does not annoy, disturb, or interfere with adjacent exhibitors and their patrons, nor cause obstructions in the aisles. Operators of noisemaking exhibits must secure approval from STC before the Expo Hall opens.

COPYRIGHT LICENSING: Exhibitor is solely responsible for obtaining any required licenses to broadcast, perform, or display and copyrighted materials including but not limited to music, video, and software. Exhibitor shall indemnify and hold harmless STC and the Hyatt Regency (and staff) against cost, expense, or liability which may be incident to, arise out of or be caused by Exhibitor's failure to obtain the required license.

CARE OF BUILDING & EQUIPMENT: Exhibitors or their agents shall not injure or deface any part of the Expo Hall, Hyatt Regency, building or facilities, booth, booth space, or booth contents, show equipment and decor. When such damage appears, the exhibitor is liable to the owner of the damaged property. STC, the Hyatt Regency, and General Services Contractor will not be held liable for any damages.

AMERICANS WITH DISABILITIES ACT: Exhibitors acknowledge their responsibilities under the Americans with Disabilities Act (hereinafter "ADA") to make their booths accessible to handicapped persons. Exhibitor shall also indemnify and hold harmless STC, Hyatt Regency (and staff), and General Services Contractor against cost, expense, liability or damage which may be incident to, arise out of or be caused by Exhibitor's failure to comply with the ADA.

LIABILITY: Exhibitor shall be fully responsible to pay for any and all damage to property owned by Hotel, Hyatt Corporation or their affiliates or any of their respective owners or managers, that results from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless, Hotel and Hyatt and their respective owners, managers, officers and directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages, or occurrences to any person or persons, including the Exhibitors, its agents, employees, and business invitees.

INSURANCE: Exhibiting companies are responsible for insuring their own display/materials/personnel and associated equipment. Neither STC, its representatives, agents, nor the Hyatt Regency may be held responsible for damage to or loss/destruction of displays/materials. All claims for such loss, damage or personnel injury are hereby waived by the exhibiting company.

OTHER REGULATIONS: Any and all matters not specifically covered by the preceding rules and regulations shall be subject solely to the decision of Show Management

CODE OF CONDUCT: The Society for Technical Communication (STC) is committed to diversity, equity, and providing a safe and productive meeting environment that fosters open dialogue and the free expression of ideas, free of harassment, discrimination, and hostile conduct. We recognize a shared responsibility to create and maintain that environment for the benefit of all. STC promotes equal opportunities and treatment for all participants, regardless of gender, sexual orientation, gender identity/expression, physical or mental ability, disability, physical appearance, ethnicity, religion, political affiliation, or nationality. All participants are expected to treat others with respect and consideration, follow venue rules, and alert staff or security of any dangerous situations or anyone in distress. The STC Technical Communication Summit can serve as an effective forum to consider and debate relevant viewpoints in an orderly, respectful, and fair manner. The policies herein apply to all attendees, speakers, exhibitors, staff, contractors, volunteers, and guests at the STC Technical Communication Summit and related events, including off-site social events (involving meeting participants or staff) and online venues. STC prohibits any form of harassment, sexual or otherwise.

ADVERTISING: Ads will not run without payment in full. Advertisers are responsible for ensuring the accuracy of all advertising content. STC is not responsible for grammatical, spelling, or other errors appearing in the content of published advertising. Advertisers assume liability for all content of published advertising and assume responsibility for all claims against STC resulting from their advertising.

ACCEPTANCE OF TERMS: I, the duly authorized representative of the above company, on behalf of said company, have read and agree to abide by the guidelines and regulations outlines in this contract including the provisions on liability and insurance, and the regulations detailed in the Exhibitor Service Kit. I have completed all sections of this form according to the instructions. I understand that violations of any of these regulations by my company are subject to such penalties as may be recommended by the Society for Technical Communication and/ or its representatives, including possible exclusion from future STC events, conferences and expos.

SHOW MANAGEMENT SHALL HAVE FULL POWER TO INTERPRET, AMEND, AND ENFORCE THESE RULES AND REGULATIONS, PROVIDED EXHIBITORS RECEIVE NOTICE OF ANY AMENDMENTS WHEN MADE. EACH EXHIBITOR AND ITS EMPLOYEES AGREE TO ABIDE BY THE FOREGOING RULES AND REGULATIONS ANY BY ANY AMENDMENTS OR ADDITIONS THERETO IN CONFORMANCE WITH THE PRECEEDING SENTENCE. EXHIBITORS OR THEIR REPRESENTATIVES WHO FAIL TO OBSERVE THESE CONDITIONS OF CONTRACT OR WHO, IN THE OPINION OF SHOW MANAGEMENT, CONDUCT THEMSELVES UNETHICALLY MAY IMMEDIATELY BE DISMISSED FROM THE EXHIBIT HALL AREA WITHOUT REFUND OR OTHER APPEAL.