

2017 NATIONAL LEADERSHIP FORUM EXHIBIT PROSPECTUS

CADCA's 27TH ANNUAL NATIONAL
LEADERSHIP FORUM
& SAMHSA's 13th Prevention Day

February 6-9, 2017

Gaylord National Hotel
& Convention Center
National Harbor, MD



ENGINEERING HEALTHY COMMUNITIES



Important Dates & Deadlines

LOCATION

Gaylord National Resort & Conference Center
201 Waterfront Street
National Harbor, MD 20745

FORUM DATES:

February 6-9, 2017

IMPORTANT DATES

- Dec. 19 Deadline for booth cancellation with a 50% refund (after this date, no refunds apply)
Booth Assignment & Exhibitor Kits are sent out
- Jan. 9 Deadline for Exhibitor Descriptions and Ads to appear in the final program
- Jan. 16 Deadline for hotel reservations at the Gaylord National
- Feb. 6 Exhibitor Move-In (8 am – 4 pm)
- Feb. 6-9 Exhibit Hall Open
- Feb. 9 Exhibitor Move-Out (11 am – 4 pm)

TABLE-TOP ASSIGNMENT

All official exhibits will be assigned by CADCA. Exhibit booth space will be assigned by December 19, 2016 on a first-come, first-served basis, based upon receipt of exhibit applications and full booth rental payments. Applications will continue to be accepted after the deadline date but only on a space-available basis.

Confirmed exhibitors will have access to the online Exhibitor Service Kit at the end of December. This kit includes order forms for all services and equipment (cleaning services, furniture rental, audio-visual equipment, labor, electrical, internet, shipping addresses, deadlines, etc.). Exhibitors are advised to place orders for services well in advance of the meeting. Fern Exposition & Event Services is the appointed general contractor and will maintain a service desk in the back of the exhibit hall to assist you.

HOW TO APPLY

To submit your application to exhibit and select your preferred booth locations, please [click here](#).

QUESTIONS?

Exhibitor Info

Contact:

Ying Zhu at yzhu@cadca.org
or call 703-706-0560 x269

Exhibit Schedule Information

Monday, February 6

8 am – 4 pm Exhibitor Move-In

5 pm – 6:30 pm Opening Reception/Coalition Ideas Fair/Exhibits Open

Tuesday, February 7

7:30 am – 8:15 am Continental Breakfast in Exhibit Hall

7:45 am – 8:15 am Ideas Fair Poster Presentations in Exhibit Hall

7:30 am – 3:45 pm Exhibits Open

10:30 am – 11 am Morning Break in Exhibit Hall

3 pm – 3:30 pm Afternoon Break in Exhibit Hall

Wednesday, February 8

7:30 am – 8:15 am Continental Breakfast in Exhibit Hall

7:45 am – 8:15 am Ideas Fair Poster Presentations in Exhibit Hall

7:30 am – Noon Exhibits Open

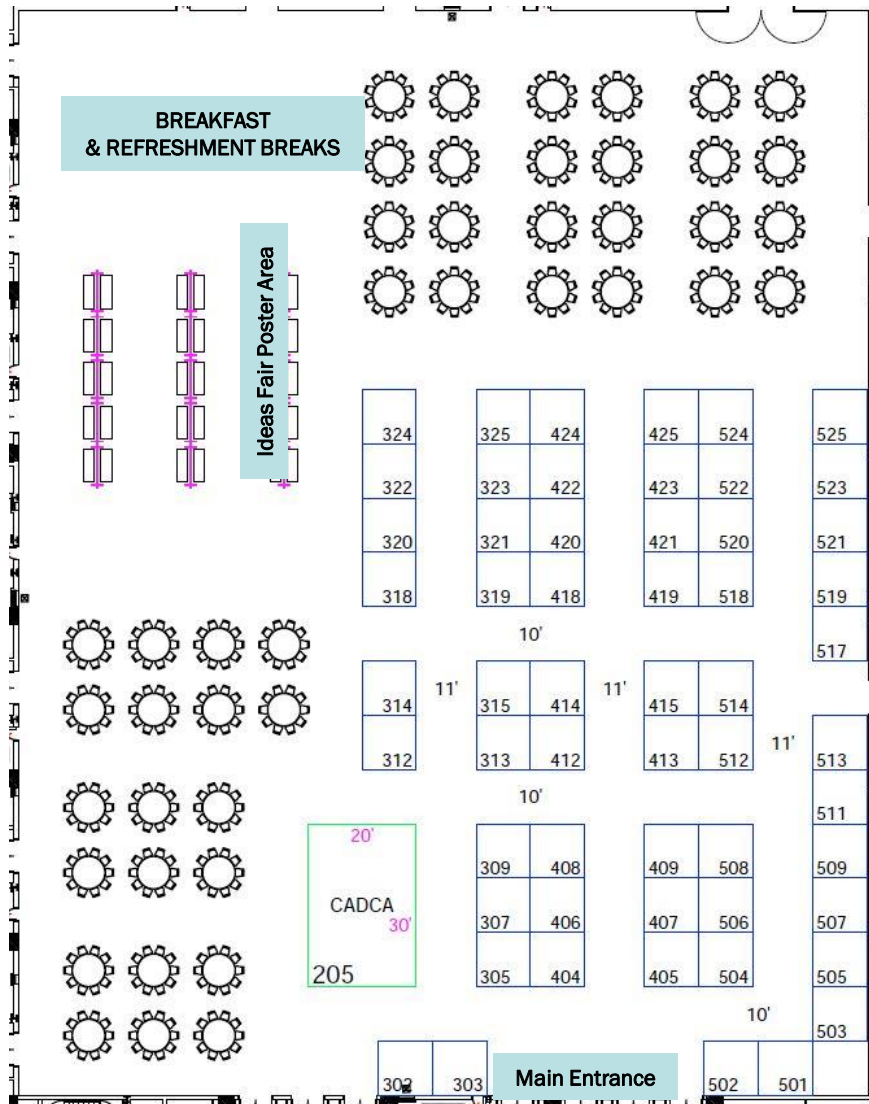
Thursday, February 9

8 am – 11 am Exhibits Open

10:15 – 10:45 am Morning Break in Exhibit Hall

11 am – 4 pm Exhibitor Move-Out

Exhibit Hall Floorplan – Maryland Ballroom



Highlights for 2017:

Exhibits and Workshops are on the Same Level! – The exhibit hall (Maryland Ballroom) will be right next to the workshop rooms. We have moved the exhibit hall upstairs into the Maryland Ballroom in order for attendees to have easier access to your booths. We will utilize only one entrance as the main entrance and consolidate the booths into a strategic area to maximize the attendee flow within the exhibit hall.

Exhibitor Passport Program – NEW THIS YEAR

As attendees explore the show floor, they will stop by participating passport sponsor booths and receive a stamp on their exhibitor passport. When they have fully completed their passport tour, they will submit their stamped passport for a chance to win an exciting prize! Don't miss out this great opportunity to drive traffic to your booth and increase brand awareness with the new Exhibitor Passport Program!

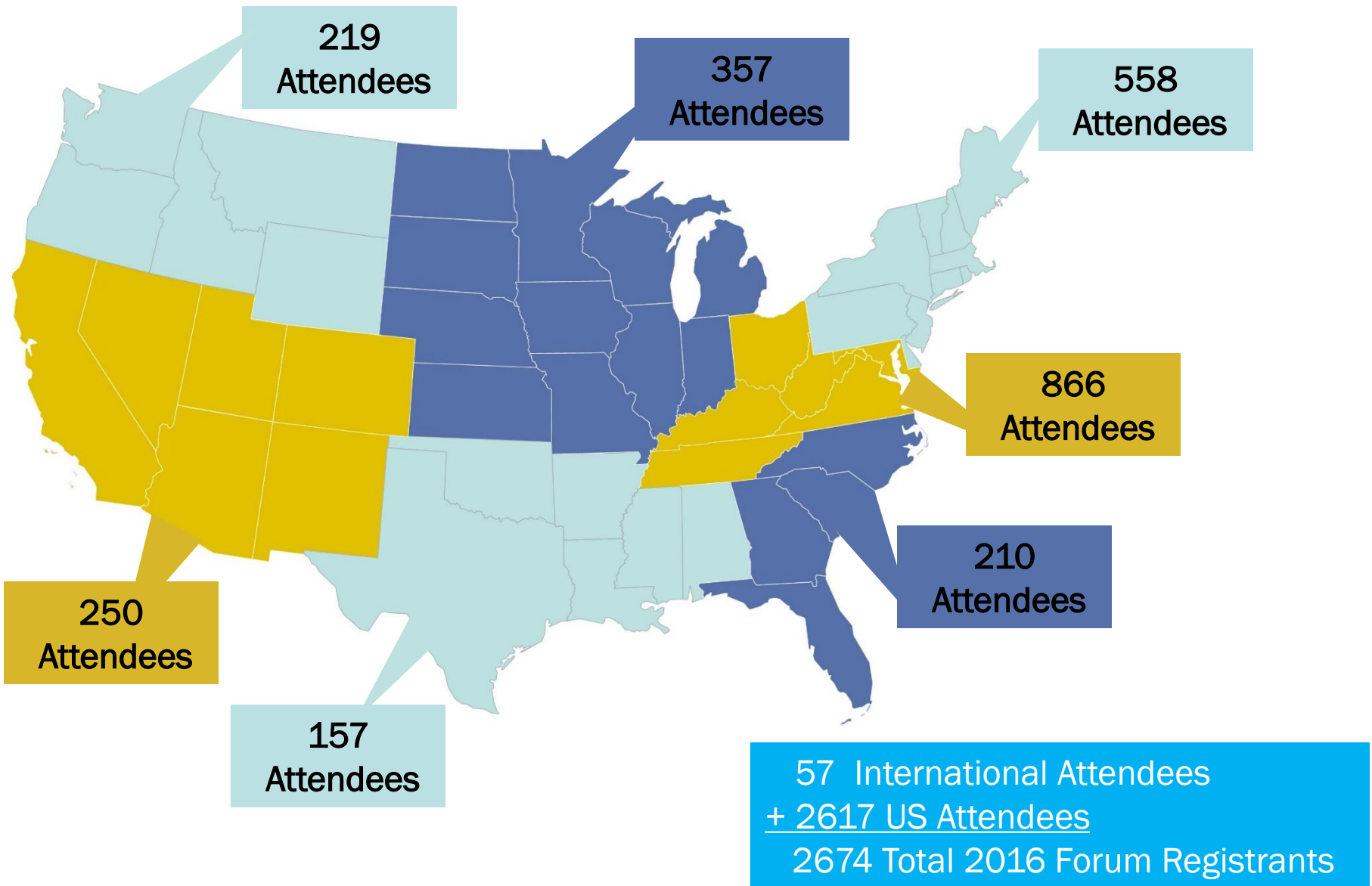
2017 Advocate for Prevention Exhibitor Contest

This is a special contest for attendees to vote on which exhibitor is the best *Advocate for Prevention*. Attendees will have a special ballot in their badge holder. Participants can fill out their ballots and place their ballots in the provided ballot box in the CADCA booth. The exhibitor with the most valid votes will win a \$500 discount towards the 2018 Forum exhibitor booth fees.

Networking Opportunities

Opening Reception, continental breakfasts and morning & afternoon refreshment breaks will be provided in the Exhibit Hall to allow dedicated time for attendees to network with exhibitors.

Attendee Demographics From 2016 Forum



Exhibitor Benefits

WHY EXHIBIT WITH CADCA? THE TOP TWO!

- ▶ **Opportunity to Reach an Influential Audience:** Your organization will be exposed to an anticipated 2,600 attendees who serve on the front lines of one of our nation's largest health problems and rely on innovative products and services to help their communities. They are greatly influenced by the Forum Exhibition and are the decision makers as it relates to products and services for their organizations or coalitions.
- ▶ **Increased Visibility and Name Recognition:** Showcase new products and services to the people who use your products; enhance your bottom line.
- ▶ Complimentary full-access registrations and meeting materials
- ▶ Increased traffic due to location of exhibits and new exhibit floorplan
- ▶ Listing on the Forum website, Final Program and **inclusion in the Forum "App"**
- ▶ Sponsorship opportunities for additional outreach

WHO SHOULD EXHIBIT?

- ▶ Consulting Companies (social marketing, policy, management)
- ▶ Crime Prevention Organizations
- ▶ Health Departments/Agencies
- ▶ Mental Health Organizations
- ▶ Promotional & Premium Companies
- ▶ Treatment Centers & Medical Centers

Exhibit Packages

EXHIBITOR BENEFITS	REGULAR 10' x 10' Booth		DELUXE 10' x 20' Booth	
	With Full Registrations (including meeting materials)	Non-profit/ Government: \$1550 (with 1 registration)	Commercial: \$2400 (with 1 registration)	Non-profit/ Government: \$2350 (with 2 registrations)
Non-profit/ Government: \$2000 (with 2 registrations)		Commercial: \$2800 (with 2 registrations)	Non-profit/ Government: \$2750 (with 3 registrations)	Commercial: \$3800 (with 3 registrations)
Included with Booth *	Carpet, 6' skirted table & 2 chairs		Carpet, 12' skirted table & 3 chairs	
Final Program	Organization Name, Contact Information, Description & Table #			
Forum App	Organization Name, Contact Information, Description & Table #, Logo, Social Media Handles			
Additional Registrations	\$500 with paid booth (up to 2 additional maximum)			

Partnership Program

CADCA's 27th National Leadership Forum (Forum) provides an opportunity for 2,600 people to attend a variety of courses to expand their knowledge in prevention science and improve skills in implementing evidence-based strategies.

Forum is an all-access pass to the best trainings available to help coalitions get smarter, faster. Similarly, partners have access to these coalition leaders and decision makers through a variety of opportunities – putting your company or brand front and center, engaging potential and existing customers in a highly-charged atmosphere!

CADCA has developed a new and improved “menu” of affordable partnership opportunities that will further your reach your prospective clients and foster lasting relationships! Please see the next page for the full menu of options.

QUESTIONS?

Contact:
Ying Zhu
at yzhu@cadca.org
or call
703-706-0560 x269

** partnership opportunity available to only exhibiting or partnering organizations*

Partnership Menu of Opportunities

Partnership options listed below include the following: company logo on the Forum website sponsor listing and recognition as a sponsor in the Final Program. Additional opportunities are available upon request.

“App” Partnerships *

Complete Ad Buyout	\$3,500 per day or \$8,000
Splash page that occurs on every “open” action of the app, high, reoccurring visibility	\$1,500
Banner Ads on select pages on the app, high visibility to meeting attendees	\$750 per ad
Scheduled “Push Alerts”: pre-scheduled and approved content that is sent to all app users	\$750 per alert

Welcome Reception Host

\$6,000

This reception is the opening event, welcoming attendees to the conference. Your company’s logo will appear on the screen throughout the event and your company’s name will be acknowledged during comments by CADCA’s Chairman & CEO, Major General Arthur Dean. Your company logo will be included in three e-blasts sent to all members and registered delegates before and after the conference.

Refreshment Break

\$5,000

CADCA offers several networking refreshment breaks throughout the four days of the conference. By reserving **one** of the breaks, your company name will be posted at the beverage stations for company recognition. Your company logo will also be included in three e-blasts sent to all members and registered delegates before and after the conference.

Branded Items - Water bottles or Pens/Notepads

Cost of item plus

\$2,000

Your company logo will be placed on approximately 2,600 refillable water bottles or pen/notepads which will be given away free to all conference attendees at CADCA’s registration booth.

Hotel Key with Company Logo

\$9,000

Reserve the exclusive right to have your organization’s logo branded on the hotel keys distributed to all attendees at the headquarter hotel, the Gaylord National Resort & Convention Center. This opportunity has staying power as many attendees take home their room key as souvenirs. It’s a great way to keep your website, company name or message with attendees long after the event concludes. Your company logo will also be included in three e-blasts sent to all members and registered delegates before and after the conference.

Partnership Menu of Opportunities cont.

Youth Meet-N-Greet

\$2,000

The purpose of the reception is to allow youth (and their adult advisors) from across the U.S. to interact and discuss the issues in their communities. The youth also participate in fun team-building activities. Your company name will be posted on all signage related to the event. In addition, your company name and logo will be listed as a sponsor next to the event description in the “Youth” section of the Final Program.

Scholarships for Coalition Leader and/or Youth

\$9,500

Provide five (5) scholarships to coalition leaders and/or youth who are unable to attend without the financial assistance. The scholarship includes a complimentary registration and four (4) night’s lodging at the Gaylord National Hotel.

Advertisement in Final Program *

\$1,500

Make your company known with an advertisement – a full-page, two-color ad – in the Final Program, inviting attendees to visit your exhibit or contact your company. The program is used over and over throughout the conference and beyond. The attendees take their Programs home to review the courses’ materials and reference their speakers. This is another great way to keep your website, company name or message with attendees long after the event concludes.

Conference Bag Insert *

\$1,500 per insert

This is an opportunity to insert a promotional item in conference bags. (*Inserted object subject to CADCA’s approval*).

**Please note: Maximum of 2 pieces per company*

Cyber Café & Charging Station

\$1,000

Host the cyber café and charging station which provides an area for attendees to charge their phones, tablets and notebook computers and also provides internet access for attendees throughout the four days. The computers’ desktops would include your company’s logo and the homepage would be set to your company’s site. You are also welcome to provide mouse pads with your company’s logo.

Custom E-Blast

\$2,000 per blast

Your company would be featured in a pre/post-conference e-blast to all registered attendees. Includes central and dedicated space for a company logo, 500 word description, direct links to company website and contact information.

Previous Exhibitors

Active Parenting Publishers
AlcoholEdu (a division of EverFi)
Alkermes
American Association of Poison Control Centers
American Medicine Chest Challenge
The Anonymous People/Many Faces1Voice
The Behavioral Medicine Center
Botvin LifeSkills Training
Boy Scouts of America
CADY, Inc.
Campbell & Company
D.A.R.E America
Center for Alcohol Policy
Center for Disease Control and Prevention
CDC Office on Smoking and Health
Center for Divorce Education
CHALLENGE MASTERS, INC.
Consumer Healthcare Products Assn (CHPA)/ Stop
Medicine Abuse
Collaborative Planning Group, LLC
CountIt! Lock It! Drop It! Coffee County Anti-Drug
Coalition
Drug Enforcement Administration (DEA)
Defense Centers of Excellence
Dover Youth to Youth
Drug Free Charlotte County
EverFi
FACE
FCD Educational Services
FDA Center for Tobacco Products
Food & Drug Administration Center for Tobacco Products
Go for It!
Greenville Family Partnership
HALO Program
Hazelden Publishing
Here-4-You Consulting
IC&RC
Innocorp, Ltd
Legacy
Lions Club International Foundation – Lions Quest
Janssen Pharmaceutical Companies of Johnson &
Johnson
MayaTech Mezzanine by The MayaTech Corporation
McNeil
MedReturn, LLC
Mendez Foundation - Too Good Programs
Mobile Team Challenge
Mosaix Software, Inc.
National Alcohol Beverage Control Association (NABCA)
National Center for Prevention and Research Solutions
National Guard Counterdrug Program
National Highway Traffic Safety Administration (NHSTA)
National Institute on Alcohol Abuse
and Alcoholism (NIAAA)
National Institute on Drug Abuse (NIDA)
National Organization for Youth Safety (NOYS)
National Rx Drug Abuse Summit
National Service Gear by Industries for the Blind
NIMCO INC.
On Applebee Pond/Mercer County Behavioral Health
ONDCP
Operation PARENT
Operation UNITE
Orexo, U.S., Inc.
PEERS Foundation
Partnership for Drug-Free Kids
PG Creative Prevention Campaigns
Precision Laboratories, Inc.
Prevention Research Solutions, Inc.
Prevention Treatment Resource Press
Pride Surveys
Primo Prevention
PSA Worldwide Corp
Purdue Pharma
The Recovery Village
RxArmory
Satellite Tracking of People, LLC
Social Solutions
Substance Abuse Mental Health Services Administration
(SAMHSA)
Stop Medicine Abuse/CHPA
TEENDRUGTEST
Too Good Programs- Mendez Foundation
The Trans4m Center
Truth Initiative
UFO Model—Hep C Prevention Intervention
U.S. Department of State/Bureau for International
Narcotics & Law Enforcement Affairs
University of Oklahoma-College of Liberal Studies
V23, LLC
Verde Technologies
Veterans Against Drugs
Veterans Crisis Line
Whispering Spirits - The Justin Veatch Fund
YourHealthCheck.org
Young Marines
Youth Connections Coalition
Youth Leadership Institute
Youth to Youth International

2017 Exhibit Rules & Regulations

This section covers the basic agreement between CADCA and Forum exhibitors. By applying for exhibit space, the exhibitor agrees to adhere to all policies, rules and regulations outlined in this document.

EXHIBIT ACCEPTANCE: *All Exhibit Applications are subject to review and acceptance by CADCA.* First-time exhibitors must include a sample brochure or pamphlet with their Exhibit Applications for this purpose. Unethical conduct or infraction of rules or regulations on the part of the exhibitor or the exhibitor's agents, or both, will subject the exhibitor or exhibitor's agents to dismissal from the exhibit hall, in which event it is agreed that no refund shall be made by CADCA and, further, that no demand for redress will be made by the exhibitor or the exhibitor's agents. The exhibition of products or services at CADCA's 2017 National Leadership Forum (Forum) is neither an endorsement of the exhibitor nor of the products or services exhibited. CADCA is not responsible for any claims made by the exhibitor. In addition, the exhibitor may not, without prior consent by CADCA, incorporate in subsequent promotions the fact that its products or services have been exhibited at the Forum. CADCA reserves the right, even if an Exhibit Application has been approved, to refuse exhibits, curtail exhibits or close exhibits or parts of exhibits that do not, in CADCA's sole determination, comply with its rules and regulations.

EXHIBIT CONTENT: Only products or services listed on the original Exhibit Application and approved by CADCA may be exhibited. Potential exhibitors are advised that the acceptability of products or services for display at the Forum is based on legal, social, professional and ethical considerations. Exhibits must be consistent with the professional nature of the Forum. Exhibit space is not intended for airing either side of a controversial social, political or professional issue. In addition, CADCA reserves the right to decline exhibit requests from companies exhibiting products and services that could be considered competing with CADCA's Member Benefits Programs.

ACCESS FOR PEOPLE WITH DISABILITIES: Each exhibitor shall be responsible for compliance with the Americans with Disabilities Act (ADA) with regard to its booth space, including, but not limited to, wheelchair access provisions. Exhibitors shall indemnify, hold harmless and defend CADCA, its officers, directors, agents, members and employees from and against any claims, liabilities, losses, damages and expenses, including attorneys' fees and expenses, resulting from or arising out of the exhibitor's failure or allegations of the exhibitor's failure to comply with the provisions of the ADA. CADCA works to provide an accessible meeting for all attendees with disabilities and believes that people with disabilities should be given the opportunity to participate and interact to the fullest extent possible. As a prospective exhibitor, CADCA encourages you to make your booth accessible to people with disabilities. This entails simple alterations to remove or modify physical barriers and to provide accessible promotional materials. Exhibitors should set up their displays to allow people using wheelchairs to easily enter the booth and view materials. This can be done by lowering displays or counters and ensuring that there is ample entrance space in the display area. Exhibitors should provide order forms or promotional materials in alternate formats such as large print, Braille or computer disk for people who are blind or visually impaired. Additionally, any videos shown should be captioned for people who are deaf or hearing impaired. Approach people with disabilities with a positive, relaxed attitude in the same way you would approach any other prospective customer. Plan in advance how you will welcome people with disabilities into your booth. If altering your display is not an option, make up in service what you lack in "architecture."

ATTENDANCE: CADCA makes reasonable attempts to attract quality exhibitors and attendees to its exhibition, but makes no representation or warranties with respect to demographic nature, quality and/or number of exhibitors and/or attendees. Traffic by any given booth is a function of efforts made by the particular exhibitor to attract attendees to that particular exhibit and not the responsibility of CADCA. ***CADCA does not supply exhibitors with a list of attendees other than the list provided online and through the Forum app.***

BOOTH ASSIGNMENT: Although CADCA will attempt to accommodate exhibitor requests for specific booths, no guarantees can be made that the exhibitor will be assigned the specific booth(s) requested. The exhibitor acknowledges that it is not contracting for a specific booth(s), but rather for the right to participate as a Forum exhibitor. CADCA reserves the right to alter locations of exhibits as shown on the official floor plan, if deemed, in CADCA's sole determination, to be advisable or in the best interests of the Forum.

2017 Exhibit Rules & Regulations (continued)

BOOTH CANCELLATION / NO-SHOW POLICY: All requests for exhibit cancellations must be submitted via email to yzhu@cadca.org by December 19, 2016 for a 50% refund of the registration fee. There will be **no refunds** after midnight EST on December 19, 2016 and no refunds for no-shows. Any booth unoccupied by 4 pm on Monday, February 6, 2017, will be regarded as a "no-show." The exhibitor will have been deemed to have cancelled the exhibit space contract, and, as such, the exhibitor will pay as liquidated damages 100% of the total contracted space fee. All freight will be removed from the exhibitor's booth and returned to the loading dock at the exhibitor's expense, and CADCA will be free to assign the space to other exhibitors or utilize the space at its discretion. By submitting this registration form, you have agreed to this cancellation policy.

BOOTH SPECIFICATIONS: Booth dimensions indicated on the exhibit floor plan are believed to be accurate but may be approximate. All booths are 10' x 10' or increments thereof. All booths will not be permitted to exceed 8' in height at the back wall and 4' in height at the side dividers. Display materials will not be permitted to exceed 4' in height in the front 5' of the booth. Demonstrations, lighting, literature distribution and sound levels must not interfere with the flow of aisle traffic. CADCA reserves the right to have the exhibitor discontinue any activity or dismantle any display/demonstration feature that interferes with the normal traffic flow in the aisles or that overflows into neighboring exhibits. Exhibitors who wish to use any nonstandard booth specifications, design, equipment, etc. that conflict in any way with these regulations must submit two copies of a detailed rendering or proposed layout (including dimensions) at least 10 business days before the Forum for CADCA's approval.

SERVICES AND EQUIPMENT PROVIDED: In addition to use of the space itself for the entire exhibit period, the price of the booth includes a standard 2-line sign showing the name of the exhibitor and the booth number; one 6' draped table with two chairs for 10' x 10' booths or two 6' draped tables with four chairs for 10' x 20' booths; ballroom carpet (if you wish to have a separate carpet color, please order through the exhibitor kit at an additional charge); one wastebasket; janitorial service for the aisles of the exhibit hall; and one complimentary registration per 10' x 10' booth. Each booth has appropriate pipe and drape. The aisles will be carpeted (Ballroom carpet). Display units, additional furniture, electricity, telecommunications, daily cleaning, etc. for individual booths are not included in the price of the booth package. These items may be ordered at additional cost from the meeting decorator and the Convention Center. Information on ordering these services will be included in the Exhibitor Service Kit which will be ready at the end of December.

MOVE-IN/MOVE-OUT: Exhibits, displays and equipment are to be brought into and taken from the exhibit area via the business center or loading dock only.

FIRE AND SAFETY GUIDELINES: Exhibitors must comply with all federal, state and local fire and building codes that apply in the Convention Center. Details regarding fire and safety guidelines for the Convention Center will be provided in the Exhibitor Service Kit. Exhibitors must comply with all published guidelines.

CARE OF CONVENTION CENTER SPACE: Holes may not be drilled or punched into any surface in the Gaylord National Hotel. The painting of exhibits or signs is not allowed anywhere inside the Hotel. Decorations, Holes may not be drilled or punched into any surface in the Convention Center. The painting of exhibits or signs is not allowed anywhere inside the Convention Center. Decorations, banners, signs, etc. are not to be affixed to any wall, door, window, column, ceiling, or any surface in the Convention Center. **HANGING ITEMS:** Hanging signs, banners or display materials are limited to CADCA services and exhibits unless approved by CADCA.

EXHIBIT OPERATIONS: All exhibitors are expected to contribute to an overall professional environment, and CADCA reserves the right to make on-site judgments regarding conduct that detracts from the environment. For security reasons, exhibitors and their vendors, contractors and agents must wear their badges at all times in the exhibit hall during move-in, exhibit hours and move-out and conduct themselves and wear attire consistent with the professional decorum of the Forum. As a courtesy to those attending the Forum and to fellow exhibitors, booths must be open and staffed during all exhibit hall dates and hours of operation.

DISTRIBUTION OF MATERIALS: Distribution of printed material, audio recordings and/or videos by the exhibitor or its agents is limited to the area rented by the exhibitor in the exhibit hall. Such materials are not permitted in the registration areas, on lunch and/or lounge tables, in or near meeting rooms, in parking lots or in hotel rooms contracted by CADCA. Noncompliance with this regulation will result in the prompt removal of the offending person and property from that area.

2017 Exhibit Rules & Regulations (continued)

SELLING OF PRODUCTS OR SERVICES: Exhibitors electing to take orders or conduct sales transactions must do so in a manner consistent with the professional nature of the exhibit hall. Orders taken by exhibitors accepting checks or credit cards are permitted. Cash transactions are discouraged.

CATERING/GIVEAWAYS: All catering for exhibit booths must be approved in advance by CADCA and must be ordered through the Gaylord Hotel. Exhibitors are encouraged to review and adhere to other applicable guidelines and codes of ethics. Giveaways should be associated with products or services of the exhibiting company. Popcorn, helium balloons, glitter, confetti, stickers and decals are prohibited.

SOUND: The use of open audio systems is strongly discouraged but not prohibited. Sound from audio speakers should be directed into the booth and not into the aisles. Sound levels emanating from an exhibit space may not exceed 80 db when measured by CADCA from the Gaylord Hotel of any adjacent aisle. The exhibitor must discontinue such use if the sound level exceeds the stated acceptable decibel level, or if, in the opinion of CADCA, it is deemed to be objectionable to attendees or adjacent exhibitors. Music licensing requirements for showing prerecorded video and audio presentations is the sole responsibility of the exhibitor.

SUBLETTING SPACE: No exhibitor may assign, sublet, apportion or exchange all or any part of its exhibit space with or to another organization or business unless prior written consent has been obtained from CADCA. Any materials other than those manufactured or distributed by the exhibitor in the regular course of business may not be exhibited by the exhibitor or be allowed by the exhibitor to be exhibited by other persons or firms without the written consent of CADCA.

SECURITY: As a courtesy, CADCA will provide security for the exhibit hall during move-in and move-out hours and overnight on Monday, February 6, 2017 through Thursday, February 9, 2017. The furnishing of such service is in no case to be understood or interpreted by exhibitors as a guarantee against loss or theft of any kind. Neither CADCA nor the Gaylord Hotel is liable for or carries any insurance on exhibitor property or fixtures. For this reason, exhibitors are encouraged to carry insurance on their exhibits at their own expense. No one, including exhibitors, will be allowed in the exhibit hall prior to 6:30 am once the show opens.

LIABILITY AND INSURANCE: The exhibitor shall, at its sole cost and expense, procure and maintain through the term of this contract comprehensive general liability insurance against claims for bodily injury or death and property loss or damage occurring in or upon or resulting from the premises leased by CADCA. CADCA will bear no liability for personal injuries, whether suffered by the exhibitor, its employees, its contractors, agents or business invitees. CADCA will also assume no liability for loss or damage to the property of the exhibitor, its employees, its contractors, agents or business invitees, regardless of the cause, unless such injury or damage results from, or is caused directly or exclusively by, the negligence or wrongful acts of CADCA. Each exhibitor, in making application for space, agrees to protect, indemnify and hold harmless CADCA, the Gaylord Hotel, and their officers, directors, agents and employees from any and all claims, liability, damages or expenses asserted against them or incurred by them as a result of, or in connection with, any loss of or damage to property, or injury to persons resulting from, arising out of or in any way connected with the negligence, wrongful acts of or breach of contract by the exhibitor or its agents, servants or employees. CADCA shall in no event be liable to the exhibitor for any lost business opportunities or for any other type of indirect, consequential or other type of damages alleged to be due from a breach of this contract or other arising under this agreement or in connection with the Forum. It is understood and agreed that the sole liability of CADCA to the exhibitor for any breach of this contract or for any other cause of action under any theory of liability arising under this agreement or in connection with the Forum shall be limited to refund of all amounts paid by the exhibitor to CADCA pursuant to this contract, as an exclusive remedy.

CONTRACTUAL AGREEMENT: It is agreed that the exhibitor will abide by the rules and regulations cited above before, during and after the exhibition, and by other reasonable rules considered necessary by CADCA or the Gaylord Hotel, provided that these rules do not materially alter the exhibitor's contractual rights. All matters and questions not covered by these regulations are at the decision of CADCA. These rules and regulations may be amended at any time by CADCA, and all amendments that may be so made shall be equally binding upon publication on all parties affected by them, as are the original rules and regulations.