

# 2019 Exhibitor and Sponsor Prospectus



## CFRI

Corporate Financial  
Reporting Insights  
CONFERENCE

November  
11-12, 2019

Sheraton New York  
Times Square Hotel  
New York, NY

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15.5 CPE CREDITS

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Join industry-wide controllers, regulators, standards-setters, and accounting firms as they share insights, uncover opportunities, and provide actionable strategies that support the controllership's challenges at **FEI's 38<sup>th</sup> Annual Corporate Financial Reporting Insights (CFRI) Conference.**

Attendees will discover how they can promote change and innovation to lead their companies, and learn how connecting technology and people can optimize the accounting and financial reporting environments.

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## ABOUT CFRI

FEI's CFRI Conference has been hosted annually since 1981. This must-attend event provides financial executives, auditors and others involved in financial reporting with a comprehensive year-end update on SEC requirements, rules and proposals, FASB accounting changes and other developments affecting external financial reporting.

## WHY EXHIBIT?

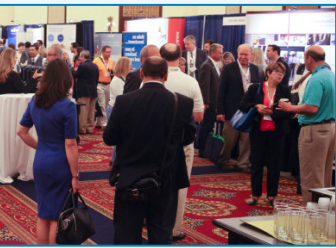
- **GAIN** national exposure to senior-level financial executives.
- **PARTNER** and leverage the value of your brand with the power of ours.
- **REACH** qualified decision-makers with targeted marketing.

**99%** of exhibitors surveyed were very satisfied with their exhibit experience at CFRI 2018.

*"Quality, senior level attendees -important for lead generation and company recognition."*

*"High quality attendees - great fit to our target profile."*

*"The attendees present were very positive about our services."*



## WHO ATTENDS CFRI?

- **CFOs / CAOs**
- **CONTROLLERS**
- **TREASURERS**
- **SVPs/VPs, FINANCE / STRATEGY**
- **DIRECTORS, FINANCE / ACCOUNTING / TAX**

## CFRI TOP INDUSTRIES

- **PROFESSIONAL SERVICES / CONSULTING**
- **MANUFACTURING**
- **BANKING / FINANCE / INSURANCE**
- **TECHNOLOGY / TELECOMMUNICATIONS**
- **RETAIL / WHOLESALE**
- **MEDICAL / PHARMA / HEALTHCARE**
- **ENERGY**

## FEI MEMBER COMPANY ANNUAL REVENUE



25%	< \$50 million
12%	\$51 - 99 million
22%	\$100 - 499 million
8%	\$500 - 999 million
15%	\$1 - 5 billion
18%	> \$5 billion

## FEI MEMBER COMPANY OWNERSHIP

PRIVATE	<b>62%</b>
PUBLIC	<b>26%</b>
NON-PROFIT	<b>6%</b>
OTHER	<b>6%</b>

## SPONSORSHIP OPPORTUNITIES

Includes standard booth benefits, unless otherwise indicated.

### DIAMOND LEVEL

SPONSORSHIP	DETAILS	COST
<b>Diamond</b>	<ul style="list-style-type: none"> <li>1 breakfast session opportunities</li> <li>1 keynote speaker introduction</li> <li>16' x 10' exhibit booth</li> <li>4 additional registrations (10 total)</li> <li>9' x 6' banner (general session)</li> <li>Recognition as exclusive Diamond sponsor on all event promotions</li> <li>Mobile app banner ad and alert</li> <li>Branded conference lanyards</li> </ul>	<del>\$60,000</del> <b>SOLD</b>

### PLATINUM LEVEL

SPONSORSHIP	DETAILS	COST
<b>Breakfast Session</b>	<ul style="list-style-type: none"> <li>An opportunity to present your most current content and/or solution.</li> <li>Monday or Tuesday concurrent breakfast sessions available</li> </ul>	<b>\$30,000</b> 4 sold, 4 remaining
<b>Coffee Service</b> (2 sessions)	<ul style="list-style-type: none"> <li>Morning <u>and</u> afternoon coffee service in general session room.</li> <li>2 minute speaking opportunity to address conference attendees</li> <li>Coffee served for 2 hours per session.</li> <li>Branded napkins and tablecloth included at coffee station.</li> </ul>	<b>\$25,000</b> one day
<b>Evening Networking and Cocktail Reception</b>	<ul style="list-style-type: none"> <li>Elevate your brand on signage and promotions throughout the exhibit hall networking event.</li> <li>2 minute speaking opportunity to address conference attendees</li> <li>1 available / Monday, Nov. 11</li> </ul>	<b>\$25,000</b>
<b>Power Zone</b>	<ul style="list-style-type: none"> <li>Be recognized as CFRI's exclusive Technology Sponsor.                             <ul style="list-style-type: none"> <li>Mobile app</li> <li>Device charging station</li> <li>WiFi throughout the conference with branded landing page</li> </ul> </li> </ul>	<b>\$20,000</b>

Diamond and Platinum level sponsorships include all standard booth benefits listed, plus recognition as Diamond or Platinum sponsors on all on-site and pre-conference marketing materials and 4 additional registrations (total of 6).

Sponsorship benefits familiarize members and CFRI attendees with your organizations' services and solutions, before, during and after the conference.

### All sponsorships receive the following standard Booth Benefits:

- 8' x 10' exhibit booth with 6' draped table
- Draped back walls/ side rails/ wastebasket
- 2 conference registrations, including all food and beverage functions in exhibit hall
- Pre-and post conference attendee list with mailing addresses
- Signage with company name
- 100-word company description included in program guide, event website and mobile app
- Discount code for prospects and customers to attend CFRI 2019

### Exhibit Booth Pricing

**Single (8' x 10') = \$6,500**

Early rate by 9/15/19 - \$6,000

- 2 conference registrations

**Double (16' x 10') = \$11,000**

- 4 conference registrations

Additional conference registration: \$995

### What 2018 sponsors said about CFRI ...

- "Very impressed with the level of attendees and their engagement during the event."
- "Good visibility and engagement with customers/prospective customers/peers."
- "We had a lot of good conversations with attendees at the event and FEI helped drive them to the booths as well."

## SPONSORSHIP OPPORTUNITIES

Includes standard booth benefits, unless otherwise indicated.

### GOLD LEVEL

SPONSORSHIP	DETAILS	COST
<b>Luncheon</b>	<ul style="list-style-type: none"> <li>Prominent signage, branded tablecloth and napkins and recognition on all event promotion.                             <ul style="list-style-type: none"> <li>Monday, Nov. 11</li> <li>Tuesday, Nov. 12</li> </ul> </li> <li>2 minute speaking opportunity to address conference attendees</li> </ul>	<b>\$17,500</b>
<b>Coffee Service</b> (1 session)	<ul style="list-style-type: none"> <li>Morning <u>or</u> afternoon coffee service in general session room.</li> <li>Each session is 2 hours.</li> <li>Branded napkins and tablecloth included at coffee station.</li> </ul>	<b>\$12,500</b> Half day

### SILVER LEVEL

SPONSORSHIP	DETAILS	COST
<b>Conference Tote Bag</b>	<ul style="list-style-type: none"> <li>Brand the tote bag (provided by the sponsor), carried by all attendees, with your company's logo.</li> </ul>	<del>\$10,000</del> <b>SOLD</b>
<b>Hotel Key Card and Sleeve</b>	<ul style="list-style-type: none"> <li>Showcase your company's logo on branded hotel key cards and sleeves provided to all conference attendees.</li> </ul>	<b>\$10,000</b>
<b>Hotel Room Drop</b>	<ul style="list-style-type: none"> <li>Deliver your message with a branded piece to all conference attendees' hotel rooms.</li> </ul>	<b>\$10,000</b>
<b>Networking Break</b>	<ul style="list-style-type: none"> <li>Prominent signage, branded tablecloth and napkins and recognition on all event promotion.                             <ul style="list-style-type: none"> <li>≥ 1 available / Monday, Nov. 11</li> <li>1 available / Tuesday, Nov. 12</li> </ul> </li> </ul>	<b>\$10,000</b> per break
<b>Notepad and Pen</b>	<ul style="list-style-type: none"> <li>Include your company-branded notepad and pen in each conference attendee bag.</li> </ul>	<del>\$10,000</del> <b>SOLD</b>
<b>Program Guide</b>	<ul style="list-style-type: none"> <li>Enjoy front cover recognition and a full-page ad as CFRI program guide sponsor.</li> </ul>	<b>\$10,000</b>
<b>Seat Drop</b>	<ul style="list-style-type: none"> <li>Deliver your message with a branded piece to all conference attendees.</li> <li>Piece dropped on each seat before one general session</li> </ul>	<b>\$9,000</b>

## PAST CFRI SPONSORS

ACL  
 Adaptive Planning  
 ADP, Inc.  
 Advanced Business Solutions  
 AFMS Global Logistic Consultants  
 American Appraisal  
 AppVine Inc  
 arcplan  
 Audit Analytics  
 Avalara  
 Basware  
 Becker Professional Education  
 Big Controls  
 Bloomberg BNA  
 BoardAmericas  
 CALCBENCH  
 Certent, Inc.  
 Chazey Partners Inc  
 Chesapeake System Solutions  
 Chrome River  
 Clear Insight FPM Corp  
 Compliance Week  
 CoStar Real Estate Manager  
 Corptax, Inc.  
 Crowe Horwath LLP  
 CXO- Cockpit  
 DataRails  
 DataTracks Inc  
 Deloitte  
 DFIN  
 DisclosureNet  
 dodaso LeaseEnterprise  
 Duff & Phelps  
 E\*Trade Financial Corporate Services, Inc.  
 Empire Valuation  
 Equity Administration Solutions  
 Equity Methods  
 Ernst & Young LLP  
 Excel4aaps  
 Experis Finance  
 Expereo  
 Grant Thornton  
 Green Light Technologies

## ADDITIONAL OPPORTUNITIES

EXHIBIT BOOTH ADD-ONS	
	COST
<b>Elevator Cling Signage</b> <ul style="list-style-type: none"> <li>Your company's logo included on all Lobby Level elevator doors during CFRI.</li> </ul>	<b>\$5,000</b>
<b>Escalator Cling Signage</b> <ul style="list-style-type: none"> <li>Include your company's logo on the Lobby Level escalators during CFRI.</li> </ul>	<b>\$3,000</b>
<b>Column Wrap Signage</b> <ul style="list-style-type: none"> <li>Display your company's logo/message throughout on a column wrap panel, located in the registration area.</li> </ul>	<b>\$2,000</b> per panel
<b>Staircase Cling Signage</b> <ul style="list-style-type: none"> <li>Your company's logo included on the staircase leading to the 2<sup>nd</sup> floor during CFRI.</li> </ul>	<b>\$3,000</b>
<b>CFRI Program Guide Print Ad</b> <ul style="list-style-type: none"> <li>Full-page ad to be included in the program guide</li> <li>Half-page ad to be included in the program guide</li> </ul>	<b>\$1,500</b> <b>\$800</b>
<b>CFRI Mobile App Banner Ad</b>	<b>\$500</b>

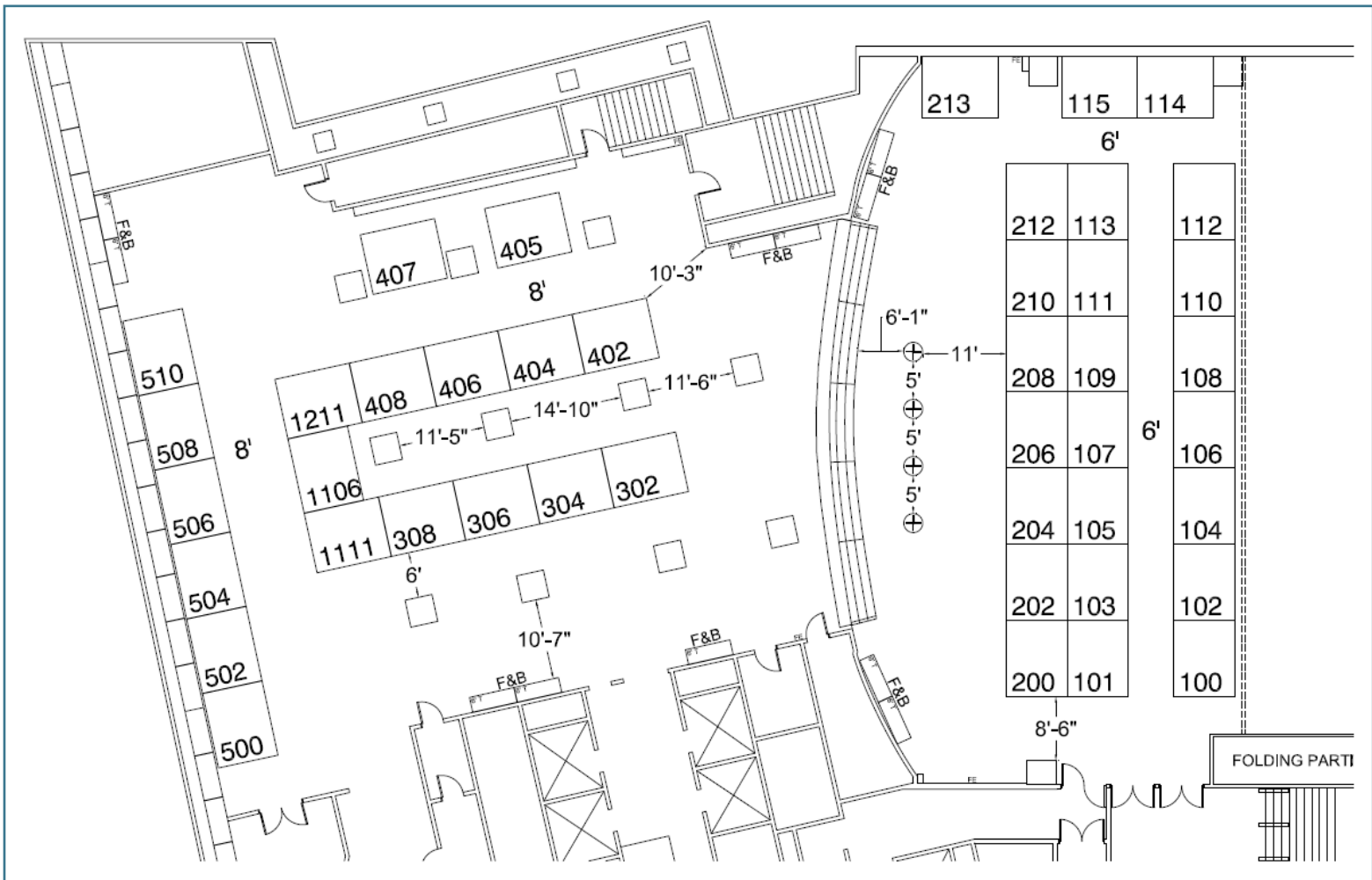
## PAST CFRI SPONSORS (cont.)

Houlihan Lokey  
 Hunter Warfield  
 IBM Business Analytics  
 Intelligize  
 KPMG  
 Leeyo  
 Lease Accelerator  
 LeaseQuery  
 Merchant Advocate  
 Merrill  
 Microsoft  
 Mindstream Analytics  
 Nakisa  
 Nespresso  
 Nuage Consulting Group LLC  
 ProLease  
 PwC  
 Resources Global Professionals  
 Robert Half Management Resources  
 RR Donnelley  
 Sage Intacct  
 SASB  
 SEC Professionals Group  
 Silicon Valley Accountants / Hyland Software  
 SkyStem  
 SmartPros Ltd.  
 Soilum  
 Stout Risius Ross  
 TelNet Choices  
 The Siegfried Group  
 Thomson Reuters Accelus  
 Tipping Point Insurance  
 Trintech  
 Tuck Executive Education at Dartmouth  
 UBS Financial Services Inc.  
 Vena Solutions  
 Vertex  
 Visual Lease  
 Wdesk  
 Wolters Kluwer | CCH Tagetik  
 Workday Inc  
 Workiva  
 Zuora

# EXHIBITOR FLOOR PLAN

METROPOLITAN BALLROOM / CENTRAL PARK BALLROOM  
NOVEMBER 11 - 12, 2019

When purchasing an exhibit booth or sponsorship opportunity that includes an exhibit booth, please provide your top three (3) location choices on the sponsor application and contact page (page 7). While FEI will make every effort to accommodate your request, booths will be assigned on a first come, first serve basis.





**COMPANY INFORMATION** (Please Print)

\_\_\_\_\_  
Company

\_\_\_\_\_  
Address

\_\_\_\_\_  
City

\_\_\_\_\_  
State/Prov    ZIP/Postal Code

\_\_\_\_\_  
Country

\_\_\_\_\_  
Name of Individual to Receive Exhibitor Information

\_\_\_\_\_  
Phone    Fax

\_\_\_\_\_  
E-Mail

\_\_\_\_\_  
Cell Phone (for on-site contact)

**PAYMENT INFORMATION** We also accept credit cards and checks.

American Express®    Discover®    MasterCard®    Visa®

\_\_\_\_\_  
Card Holder’s Name (please print)

\_\_\_\_\_  
Credit Card #    Expiration Date

The person signing this document expressly represents and warrants to FEI that he/she is authorized by Exhibitor to bind it to the rules and terms governing the Exhibit area. We have read the Event Rules and Regulations on the reverse side. Once signed, the contract will be legally binding. We understand that any change in the information in this contract must be made in writing. A non-refundable and non-transferable full payment of any item being reserved is required within 30 days of signing contract. Full payment is required immediately on any contract signed after October 11, 2019. Booth space will be subject to loss or reassignment for any payments not received by date indicated above. In addition, no refunds will be given on booth space or sponsorship cancellations.

**Complete, sign and submit your contract to FEI’s Business Development Staff via email, partners@financialexecutives.org or fax, 973.843.1241.**

\_\_\_\_\_  
Authorized Signature Name (Please Print)

\_\_\_\_\_  
Title

\_\_\_\_\_  
Signature    Date

**DIAMOND Sponsorship**  
—— Sponsorship **SOLD** \$60,000

**PLATINUM Sponsorship**

Breakfast Session    \$30,000

All-Day Coffee Service    \$25,000

Exhibit Hall Reception    \$25,000

Power Zone Sponsor    \$20,000

**GOLD Sponsorship**

Luncheon Sponsor    \$17,500

Monday, Nov. 11

Tuesday, Nov. 12

Half-Day Coffee Service    \$12,500

**SILVER Sponsorship**

—— Conference Tote Bag **SOLD** \$10,000

Hotel Key Card & Sleeve    \$10,000

Hotel Room Drop    \$10,000

Networking Break Sponsor    \$10,000 ea.

    Monday, Nov. 11 - AM Session

Monday, Nov. 11 - PM Session

Tuesday, Nov. 12 - AM Session

—— Notepad & Pen **SOLD** \$10,000

Program Guide    \$10,000

Seat Drop    \$9,000

**Exhibit Booth Add-Ons**

Elevator Cling Signage    \$5,000

Escalator Cling Signage    \$3,000

Staircase Cling Signage    \$3,000

Column Wrap Signage    \$2,000 ea. panel

Program Guide Ad

Full-page ad    \$1,500

Half-page ad    \$800

Mobile App Banners    \$500

Additional Registrations    \$995

**Exhibitor Booth only**

Single (8' x 10') - by 9/15/19    \$6,000

Single (8' x 10')    \$6,500

Double (16' x 10')    \$11,000

**Booth # Preference**

1. \_\_\_\_\_    2. \_\_\_\_\_    3. \_\_\_\_\_

**TOTAL \$** \_\_\_\_\_

**TOTAL # of CFRI registrations** \_\_\_\_\_

1. Payment. The booth and sponsorship costs agreed to on the front thereof are due within 30 days of signing this contract. If this Agreement is entered after October 11, 2019 it must be accompanied by full payment upon signing. Failure by Exhibitor to provide timely payment will result in termination of this Agreement and booth space will be subject to loss or reassignment for any payments not received by date indicated above. In addition, no refunds will be given on booth space or sponsorship cancellations.

2. Management. The word "Management" as used herein shall mean Financial Executives International (FEI) as specified in the contract, or its officers or committees or agents or employees or sponsors acting for it in the management of the Exposition.

3. Eligible Exhibits. Management has sole right to determine the eligibility of any company or product for inclusion in the Exposition.

4. Contractor Services and Information. Management has, in the best interest of the exhibitors, selected certain firms to serve as official contractors to provide various services to exhibitors. Exhibitor will abide by and comply with rules and regulations concerning the Exposition facility or as required by Management. Information and instructions will be included in the Exhibitor Service Manual.

5. Booth Construction and Arrangement. Exhibits shall be so arranged as not to obstruct the general view or hide the exhibits of others. Plans for specially-built displays are to be submitted to Management for approval in writing. Management reserves the right in its sole discretion to deny any requests for specially-built displays.

6. Decoration. Management shall have sole discretion and authority in the placing, arrangement, and appearance of all items displayed by Exhibitor, and may require the replacing, rearrangement, or redecorating of any item or of any booth, and Management shall not be liable for any costs incurred by Exhibitor due to such requirement. In no event shall any booth be unsightly to other exhibitors as determined in Management's sole discretion. If any booth remains unsightly after request from Management 3 hours prior to the opening of the Exposition, Management, at Exhibitor's expense, may either authorize the official decorator to effect the necessary finishing or remove the exhibit.

7. Installation & Display Removal. In the event the Exhibitor fails to install its products in its exhibit space, fails to pay the space rental at the time specified, or if the exhibit is removed for any reason, Management shall have the right to take possession of said space and lease same or any part thereof to such parties and upon such terms and conditions as it may deem proper. Exhibitor may not pack or remove articles on exhibit prior to closing of the exposition without permission from and approval in writing from Management.

8. Use of Exhibit Space. Exhibitors agree not to assign or sublet any space allotted to them without written consent of Management or to display or advertise goods other than those manufactured or carried by them in the regular course of business.

9. Restrictions. Management reserves the right to restrict or remove exhibits which are objectionable because of noise, glaring or flashing lights, method of operation, or any other reason as determined in Management's sole discretion, and also to prohibit or evict any exhibit which, in the sole discretion of Management may detract from the general character of the Exposition. Neon and other gas-based signs are prohibited. Flashing signs must be approved in advance, in writing, by Management. Exhibitor agrees, at Exhibitor's expense, to change the wording of any sign deemed by Management to be not in the best interest of the exposition. Sound amplifying devices may be operated only at levels not objectionable to adjoining exhibitors. Noisy or obstructive exhibits or activities producing objectionable noise or odors are prohibited. In the event of such restriction or eviction, Management is not liable for any refund of any amount paid hereunder. Demonstrations must be so located that crowds collected will be within the Exhibitor's space and not blocking aisle or neighboring exhibits. The Exhibitor grants Management the right to take and use photographs taken at the exposition.

10. Attendance. Management shall have sole control over admission policies at all times.

11. Exhibitor Activities. Exhibitor agrees not to schedule or conduct any activity pre-, during or post-Exposition including, but not limited to, receptions, seminars, symposiums and hospitality suites that are in conflict with the official program of the Conference and Exposition, whether such activities are held at or away from the Hotel and/or Exposition Facility, except with prior written approval of Management. Distribution of advertising material and Exhibitor publications of any sort shall be restricted to the Exhibitor's booth. Should Management determine that the Exhibitor has held such an event without Management's prior written consent, Management may remove Exhibitor and its exhibit at Exhibitor's sole expense.

12. Responsibility. If the Exhibitor fails to comply in any respect with the terms of this agreement, Management shall have the right, without notice to the Exhibitor, to offer said space to another Exhibitor, or to use said space in any other manner, but this shall not be construed as affecting the responsibility of the Exhibitor to pay the full amount specified by the Agreement.

13. Compliance. The Exhibitor assumes all responsibility for compliance with all pertinent ordinances, regulations and codes of duly authorized local, state and federal governing bodies concerning fire, safety, and health, together with the rules and regulations of the operators and/or owners of the property wherein the exhibit is held. Federal, State and City laws must be strictly observed. No combustible decoration, such as crepe paper, tissue paper, cardboard, or corrugated paper shall be used at any time. Cloth decorations must be flameproof. Wiring must comply with fire department and underwriters' rules. Under no circumstances may the weight of any equipment or exhibit material exceed the hall's maximum floor load. Exhibitor accepts full and sole responsibility for any injury or damage to property or persons resulting from failure, knowingly or otherwise to distribute the load of his exhibit material in conformity with the maximum floor load specifications.

14. Liability. Exhibitors shall indemnify and hold harmless Management, the owners of the property wherein the exhibit is held, and their employees, contractors, and agents (the "Indemnitees") from all liabilities, judgments, costs and expenses which may anyway accrue against the Indemnitees in consequence of entering into this agreement, including any and all claims, suits or liability for injuries to property, injuries to persons, including death, and from any other claims, suits or liability as a result of the negligence or the acts or omissions of the exhibitor or any of its officers, agents, employees or servants. Exhibitors agree to protect, save and hold Indemnitees forever harmless for any damages or charges imposed for violation of any law or ordinance, whether occasioned by the negligence of the Exhibitor or those holding under the Exhibitor, and further, Exhibitor shall be fully responsible to pay for any and all damages to property owned by the owners of the property wherein the exhibit is held, its owners or managers which results from an act or omission of the Exhibitor. Claims for loss, injury or damage by fire or theft, which may occur to an Exhibitor or to its agent, employees, or invitees, or to their property or wares, arising from any cause whatsoever, prior, during or subsequent to the period of this Exhibit; and loss to any person as a result of serving alcoholic beverages in any exhibitor hospitality suite, or at any function sponsored or controlled by an exhibitor are likewise intended to be included within the scope of this indemnification clause. Management accepts no responsibility for the wellbeing of Exhibitor's booth and/or the contents therein or thereabout. The Exhibitor waives any and all claims against Management for loss, theft, damage or destruction by fire, water or otherwise of its booth or any of its property in its booth or on the premises at any time as well as for injury to its agents, servants and/or employees while in the exhibition premises, and for any damage of any nature including damage to its business by reason of the failure to provide space for the exhibit or for any failure to hold the exhibition as scheduled.

15. Insurance. Exhibitor agrees to procure and maintain at all times the following:  
 Commercial General Liability (CGL) - minimum limit of \$2,000,000 occurrence and aggregate to include personal injury & contractual liability. Worker Compensation - as may be statutorily in the jurisdiction where services are to be provided or performed and employer's liability of \$1,000,000 each accident/\$1,000,000 dis- ease/\$1,000,000 per employee. Automobile Liability — including hired and non-owned vehicles with minimum limits of \$1,000,000 CSL (combined single limit). All coverage must be written with carriers that are admitted in the jurisdiction where services are to be provided and have at least a rating of A VIII or better in the current AM Best guide.

The Exhibitor insurance policy must provide the following: (i) coverage to apply as primary without contribution from other sources, (ii) policy contains a waiver of subrogation provision and (iii) no cancellation or material change in coverage will be made without thirty (30) days prior written notice to Management. A current certificate of insurance reflecting the above requirements must be on file with Management prior to entry to the exhibit floor.

16. Cancellation or Termination by Management. In the event that the premises or part thereof where the Exposition is to be held shall, in the sole determination of Management, become unfit or unavailable for occupancy, or shall be substantially interfered with, or should Management be unable to deliver any exhibit materials, services or items, by reason of picketing, strike, embargo, injunction, act of war, act of God, fire or state of emergency declared by any government agency or by reason of any municipal state or federal law or regulation or, without limitation, by reason of any other occurrence beyond the control of Management, Management may cancel or terminate the exposition. In the event of such cancellation or termination, the Exhibitor waives any and all claims the Exhibitor might have against Management for damages or expenses and agrees to accept in complete settlement and discharge of all claims against Management the Exhibitor's pro-rata share of the total amount paid by all exhibitors less all costs and expenses incurred by Management in connection with the Exposition including a reserve for future claims and expenses in connection therewith. In case Management shall for any reason other than stated in the previous paragraph determine to cancel or terminate the exposition, the Exhibitor waives all claims the Exhibitor might have against Management for damages or expenses and agrees to accept in complete satisfaction and discharge of all claims against Management a refund of all amounts paid by the Exhibitor to Management in accordance with this agreement.

17. Security. Show Management will provide perimeter guard service during the hours the exhibit area is closed; however, the Exhibitor is solely and fully responsible for their own exhibit material and booth contents and is required to insure their exhibit against loss or damage from any cause whatsoever. All property of an Exhibitor is understood to remain in their care, custody and control in transit to or from within the confines of the exhibit hall. Exhibitors are encouraged to have guards or security and should insure their property at their own costs and expense.

18. Cancellation of Termination by Exhibitor. In the event of a cancellation of exhibit space by Exhibitor, Management shall retain, as a cancellation fee, all amounts paid by the Exhibitor (and due from it) up to the time of cancellation pursuant to the billing and payment provisions on the front hereof. Cancellation fees cannot be applied toward exhibit space at other shows or advertisement. All cancellations must be in writing. Booth size reductions constitute a cancellation of contract, and all cancellation rules apply. In the event Exhibitor has no representation on the Show floor by the stated move in date, Management reserves the right to re-sell the exhibit space or to move another exhibitor into that space.

19. Amendment to Rules. Management reserves the right to interpret, amend and enforce these regulations as it deems proper to assure the success of the exposition.

20. Music Licensing. FEI will not be obtaining ASCAP or BMI licensing for the event. Exhibitors may use either live or mechanical music, but it is their sole responsibility to obtain the appropriate music licensing as is required by ASCAP or BMI. Exhibitor shall in advance obtain all necessary licenses and/or permissions to perform said music and Exhibitor shall, upon request of FEI, provide FEI with a copy of same. In the event that Management is sued for, held liable for, or pays any such fees, the exhibitor shall be liable to Management for all amounts paid, including all costs and expenses such as attorneys' fees.

21. Compliance with Applicable Laws. Each party agrees to comply with any federal, state, or local laws as it applies to them, including, but not limited to the American's with Disabilities Act.

22. Responsibility Clause. Exhibitor assumes responsibility and agrees to indemnify and defend Management and the property where the event is located and their respective employees and agents against any claims or expenses arising out of the use of exhibit premises. The Exhibitor understands that neither Management and the property where the event is located maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.

23. Choice of Law; Venue. This agreement shall be governed by the laws of the State of New Jersey and venue shall be in Morris County, New Jersey and no other place.