

CORPORATE PARTNERSHIP & SPONSORSHIP PROSPECTUS



TECHNICAL COMMUNICATION

2023

SUMMIT

CONFERENCE & EXPO

May 15-17, 2023 + Atlanta, GA | Hyatt Regency Hotel

Eric Peterson, Business Development and Industry Relations • eric.peterson@stc.org • 202.256.0939



70th Anniversary

STC

www.stc.org
summit.stc.org

#STCSummit

ABOUT US



Society for
Technical
Communication

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 3,400 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 with the local chapter members. Celebrate with honorees and awardees at the Honors Event.

STC Summit
is back in

Atlanta!

This year's theme is
*The "How to" Conference:
Learn Well through Show and Tell.*

All 2023 Technical Communication Summit events, sessions, and meetings will take place at **Hyatt Regency Atlanta** located in the heart of Atlanta on Peachtree Street.



EXHIBIT HALL OPPORTUNITIES

BOOTH PACKAGES \$2,250

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

THOUGHT LEADERSHIP INNOVATION HUB \$1,500

(must be an exhibitor)

Showcase your company's products, services, and industry leadership to conference attendees. Present your own 45-minute session as an educational opportunity on the official conference program.

- Educational and/or innovative topics or case studies are highly encouraged
- Presenters will receive attendee viewership data post-event

CONFERENCE SESSION SPONSORSHIP \$750 PER SESSION

(must be an exhibitor)

A representative from your company will introduce the speaker and provide a few, brief opening remarks.



BRAND LEADERSHIP SPONSORSHIP OPPORTUNITIES

ELITE SPONSOR

\$10,000

(choose one)

- **OPENING SESSION AND LUNCH (KEYNOTE)**
See your organization's name in lights! Partner with STC as our official Opening Lunch/Keynote Sponsor and have a designated representative from your company introduce our Keynote and provide a few, brief opening remarks. Also includes prominent Sponsor branding on stage during the session and lunch.
- **HONORS EVENT AND LUNCH**
Help celebrate the accomplishments in Technical Communication by sponsoring our Honors Awards program and lunch. As the exclusive sponsor, you will receive prominent signage during the awards and the ability to provide brief opening remarks.

Additional Elite 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

PLATINUM SPONSOR

\$8,500

(choose one)

- **LANYARD SPONSOR**
An exclusive sponsorship that includes your company logo printed on each attendee lanyard.
- **CLOSING SESSION**
Partner with STC as our official Closing Session Sponsor and have a designated representative from your company introduce our speakers and provide a few, brief opening remarks. Also includes prominent Sponsor branding on stage during the session.
- **HOTEL KEY CARD SPONSOR (TBD)**
An exclusive sponsorship that includes your company logo printed on each attendee hotel room key.

Additional 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 Platinum 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

GOLD SPONSOR

\$5,000

(limited to three companies)

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

Additional Gold Level Benefits:

- Tabletop, 2 chairs and wastebasket
- Onsite signage (logo) at each refreshment stand
- Four (4) badges for FULL Summit access
- Pre & Post Summit attendee list, opt-ins only

STC'S 70TH ANNIVERSARY ADVERTISING OPPORTUNITIES

Dedicated Email to Members: \$1,200

Broadcast a targeted message about a new technology, product or service to the STC database in an email of up to 500 words. Your supplied interactive content can link to additional information on your website. Spotlight emails are limited to one per month and available on a first-come, first-served basis.
(Content subject to STC approval)

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

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

Digital Conference Schedule Advertising: \$1,000

Advertise your product or services in STC's Annual Conference preliminary schedule. This interactive downloadable PDF will be used by attendees throughout the event.

- Full Page 4-color ad in the downloadable PDF
- Digital Button ad (300x250) in Conference Schedule email

Technical Communication Journal Advertising: \$2,000 per issue

Technical Communication is an award-winning magazine published four-times per year by STC and is distributed in BOTH print and digital to more than 200 educational institutions, government agencies, and industry professionals. Specialized content includes research reports, case studies, and more.

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

Intercom Advertising: \$2,000 per issue (1x). \$1,750 per issue (3x)

Intercom is an award-winning magazine published six-times per year by STC with an 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 issue announcement email
- Tower Ad (300x600) on homepage and run of site (2 months)

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

Reach an audience of high-tech writers, editors, and content marketers looking for practical applications and new information in the field of technical communication.

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

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. Attendance ranges from 150-200 people on average.
(Content subject to STC approval)

Notebook BLOG Custom Content: \$1,500

Join us in a constructive, civil atmosphere to freely discuss topics of interest. Each article must be non-promotional in nature. Please include research reports, case studies, and practical application for technical communicators and content creators. *(STC reserves the right to proof and edit accordingly)*

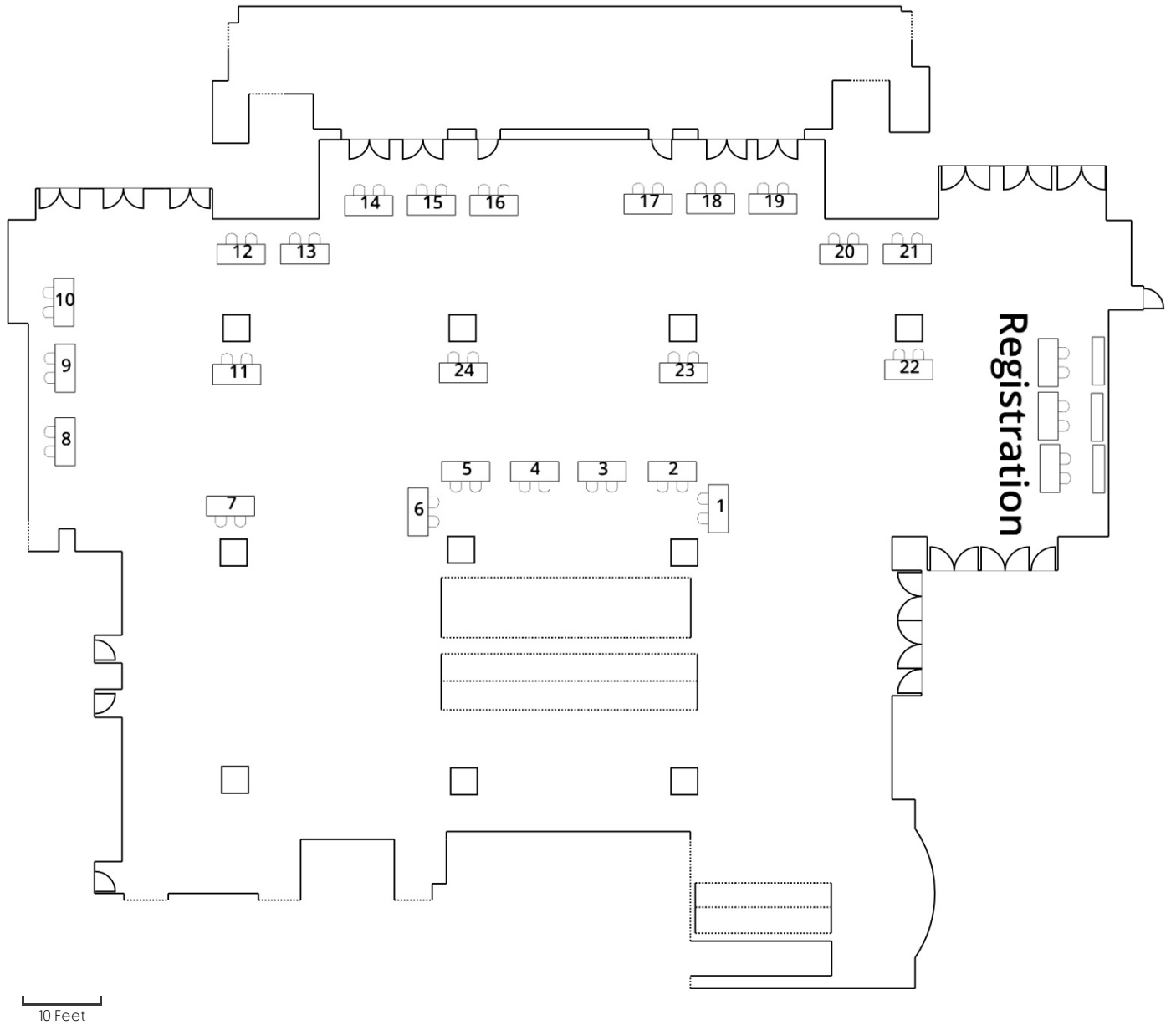
- 750-850 words on STC Blog homepage
- One dedicated email blast to STC membership

STC Job Bank: \$1,500 for 3 months

STC's Job Bank and Career Center allow members to search and apply for open positions and access resources designed to aid in their job search. This service is free to STC members. Supplement your recruitment efforts or promote your company with a banner ad on the Job Bank website.

- Company's logo, link to website, and 75-word company description posted on STC Job Bank website
- Sponsor recognition in all STC marketing and promotion of Job Bank resources

FLOORPLAN



2023 STC Summit Exhibitor, Sponsor, Advertiser Agreement

Company Name			
Mailing Address			
City	State	Zip	Country
Main Phone	Website		
Primary Contact	Title		
Contact Email	Contact Mobile Phone		

EXHIBIT

- Exhibit Package \$2,250
- Innovation HUB \$1,500
- Conference Session Sponsor \$750

SPONSORSHIP

- Elite Sponsor Package \$10,000
 - Keynote Honors Awards
- Platinum Sponsor Package \$8,500
 - Lanyards Key Cards Closing Session
- Gold Sponsor Package \$5,000
 - Refreshment Breaks

Additional 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 Platinum 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

Additional Gold Level Benefits:

- Tabletop, 2 chairs and wastebasket
- Onsite signage (logo) at each refreshment stand
- Four (4) badges for FULL Summit access
- Pre & Post Summit attendee list, opt-ins only

ADVERTISING

<input type="checkbox"/> Annual Conference Schedule	\$1,000
▪ Full Page 4-color ad (in downloadable PDF)	
▪ Digital Button ad (300x250) in “Schedule” announcement email	
<input type="checkbox"/> Intercom	\$2,000 or \$1,750 per issue(s)
▪ Full Page 4-color ad (in downloadable PDF)	_____
▪ Digital Button ad (300x250) in “Schedule” announcement email	_____
▪ Tower Ad (300x600) on <i>Intercom</i> homepage and run of site (2 months)	_____
<input type="checkbox"/> Technical Communication Journal	\$2,000 per issue(s)
▪ Full Page 4-color ad (in downloadable PDF)	_____
▪ Digital Button ad (300x250) in “Schedule” announcement email	_____
▪ Tower Ad (300x600) on <i>Tech Comm</i> homepage and run of site (2 months)	_____
<input type="checkbox"/> STC Website	\$1,000 per 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	_____
<input type="checkbox"/> Dedicated Email	\$1,200 per quantity
▪ Up to 500 words, Vendor provides HTML and Graphics	_____
<input type="checkbox"/> Monthly Newsletter	\$1,000 per month(s)
▪ Banner Ad (1200 x 220)	_____
<input type="checkbox"/> Custom Content (Notebook Blog)	\$1,500 per month(s)
▪ 750-850 words on STC Blog homepage	_____
▪ One dedicated email blast to STC membership	_____
<input type="checkbox"/> Webinar	\$2,000 per quantity

<input type="checkbox"/> 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.

Visa Master Card American Express

Cardholder

Credit Card Number

Expiration 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, 2023.
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, 2023, all monies paid minus the cancellation processing fee will be returned to the supporter.
5. Any company that cancels after March 15, 2023, will be responsible for the total cost. Absolutely NO refunds for cancellations after March 15, 2023.

Signature

Title

By signing, I agree to the Agreement outlined below.

Sign Name

Print Name

Date

STC Tax ID#: 31-4424296

2023 STC SUMMIT EXHIBITOR, SPONSOR, ADVERTISER AGREEMENT

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 2023, whichever comes first. The deposit will be applied towards your total payment. Full payment is required by 15 March 2023 or you risk forfeiture of your booth space. If you reserve booth space after 15 March 2023, full payment is expected within 30 calendar days or by 1 May 2023, whichever comes first. CANCELLATION AFTER 15 MARCH 2023, 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 eric.peterson@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 non-refundable and non-creditable at any time. If you cancel your booth space, the following penalty and refund fees will apply: Cancellation before 15 March 2023, 50% of deposit amount will be refunded. CANCELLATION AFTER 15 MARCH 2023 NO REFUND OR CREDIT OFFERED.

In the event that hosting the 2023 STC Summit at the Hyatt Regency is not advisable per local, state or federal guidance due to public health concerns, the meeting will be hosted virtually and exhibitors/sponsors will receive virtual conference benefits of equivalent value.

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.

WI-FI 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 fall 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.

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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: 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.