

Multifamilypro's
Brainstorming Sessions™ 2012

EXHIBITOR & PARTNER INFORMATION



EXPERIENCE

Rio All-Suite Hotel & Casino
Las Vegas, Nevada
November 7-9, 2012
(Showdate on November 8)

Why Should You Be There?

- The NEW Brainstorming Interactive Marketplace allows you to not only show our audience what your company has to offer, but gives them the opportunity to EXPERIENCE it!
- Choose from our flexible menu of opportunities to achieve the level of participation that's right for you.
- Meet and interact with hundreds of interested, qualified industry decision-makers to build new relationships and grow existing ones.
- Take advantage of amazing branding, networking, and relationship-building opportunities that are not offered by any other national event in our industry!

Don't take our word for it! Read what others have to say!

"This was the most qualified, targeted group of attendees I've experienced. The scavenger hunt really helped drive traffic to booths, and once there, everyone was truly interested in, 'What is Signature?' which made my job easier than usual. In the true spirit of Brainstorming, the tremendous amount of property management folks who stopped by seemed genuinely eager to learn about what I could offer them and even brainstormed right there on some ideas that are making my follow-up more worthwhile and fun. I am so glad I participated in the actual Brainstorming roundtables the day prior, too. The reality and reminder of onsite challenges set a valuable stage for the resource room the day after."

Lanee Bowser, Signature Worldwide, www.signatureworldwide.com, 800-398-0518

"Brainstorming was, without a doubt, one of the best run and most enjoyable expos I've ever attended. The 'Treasure Hunt' idea was absolutely brilliant, and succeeded totally in driving attendees to our booth (as well as to the other exhibitors' booths, as well). Kudos to all of you for a fantastic job! And you can definitely count on us buying a booth at next year's convention!"

Edward Shaw, President, The Kit Company, www.kitsinc.biz, 888-626-3600

"This Brainstorming Show was the best one ever for our company, On Sale Promos. The traffic was the best we ever had at our booth and the conversations with clients and prospects were positive, meaningful discussions which have already led to significant sales of Move In Gifts and Resident Giveaways for us. Thanks for putting on a great trade show, Multifamilypro!"

Josh Frey, President, On Sale Promos, www.OnSalePromos.com, 800-472-6691

"I have attended numerous conferences over the years and not one of them comes close in terms of developing contacts and forming relationships with clients. The energy and excitement was like a snowball that kept getting larger as the conference continued!"

Charles Stroud, NWP Services Corporation, 214-738-7780

"Multifamilypro's Brainstorming Sessions are simply the BEST place to reach the apartment industry's marketing and training professionals. The networking environment is second to none, and we've built more relationships from this event than any other offered within property management!"

Joleen V. Brannigan, Vice President, Grace Hill, Inc., 866-GRACEHILL

"For our company, the contacts both in quantity and quality are unmatched at any other event. Brainstorming is a must for companies serving the multifamily industry!"

Terry Slattery, Vice President of Marketing, For Rent Media Solutions™, 757-640-7469

"I can't tell you how much exposure our company got in just one day. It was better than I imagined!"

Alex Dubrow, www.PeopleWithPets.com, 252-441-8485

"I was very impressed at how well the event was organized and how much thought went into maximizing the benefits received both by attendees and vendors!"

Debbie Passin, Apartments.com, 312-601-6109

(MANY ADDITIONAL REFERENCES ARE AVAILABLE UPON REQUEST)

FOR COMPLETE DETAILS VISIT WWW.MULTIFAMILYPRO.COM

Become a Brainstorming Exhibitor

Thursday, November 8, 2012

If you elect to exhibit your company's products and services at our event by purchasing either a single or double 10'x10' booth exhibit, you'll receive a value-priced means of reaching our audience throughout the second day, (Thursday) of the event. Brainstormers will visit our Interactive Marketplace to peruse cutting-edge goods and services at their leisure; get in touch with the latest products and services that are defining the future of our industry; and make the valuable contacts that they'll rely on for years to come. It's a tried-and-true opportunity for you and your company to foster established relationships, show our industry what you have to offer, and create the new relationships that will ensure your success!

Exhibitor Benefits and Options

All Exhibitors at Brainstorming receive the following benefits:

- Participation in all the days' activities including the Marketplace Wrap-Up Reception at the end of the day so that you can conclude the day's business in a relaxing environment.
- Several exclusive opportunities on Thursday, during which there are no competing events to distract our Brainstormers, so that you may network face-to-face with our audience of decision-makers.

BOOTH EXHIBITS

\$2,750

10'x10' Exhibit Area (with or without a 6'x2', skirted table).

Exhibits may not exceed a maximum height of 8 feet.

Designing Your Own Brainstorming Experience is Easy

- Select your exhibit size from the options available.
- If you're seeking a greater level of exposure, supplement your exhibit selection with one or several partnerships!
- If you'd like to maximize your exposure to our audience, plus receive complimentary registrations and exhibit space, strategically choose from the available partnership opportunities until you've achieved the desired partnership level.
- Simply complete the Exhibitor/Partner Agreement according to your selections, and return it to us at your earliest convenience, accompanied by payment, as directed.

Contact Information

To arrange for your exhibit today or if you have questions about exhibiting, rules and regulations, advertising, or partnerships, please contact Jennifer James, Director of Helping You Get There, at Jennifer@Multifamilypro.com or 662-890-9294. For questions regarding billing, exhibitor order forms, or registration, please contact Barbie Figueroa, Director of Order, Reason, And Reality at Barbie@Multifamilypro.com or 727-940-5211.

For all other inquiries, Contact Multifamilypro at 38565 U.S. Highway 19 North, Palm Harbor, FL 34684
Web: www.Multifamilypro.com | Email: info@multifamilypro.com | Phone: 727-940-5211 | Fax: 727-940.5819



FOR COMPLETE DETAILS VISIT WWW.MULTIFAMILYPRO.COM

Become a Brainstorming Partner

If you've chosen to participate as a Brainstorming Exhibitor, and also want to raise your company's profile at the event in such a way that your presence is unmistakable, then Partnership is for you! Several opportunities are still available for your company to host specific components of each event, and each has its own unique benefits. Partnership opportunities may be elected on the Exhibitor/Partner Agreement and are priced starting at only \$1,500. These opportunities may be elected independently of each other, or combined as part of your strategy to create a more memorable and impactful level of participation. (For details on taking Partnership to the next level, see the following page!)



Partnership Benefits and Options

All Partnerships include:

- Inclusion of your logo in our on-screen presentations throughout the event.
- Mention of your partnership(s) whenever appropriate in the main event sessions.
- Full-color signage announcing your partnership for those activities that physically occur at the event.
- Announcement of your partnership on our website and in promotional messages, as we deem appropriate, from the time that your contract is secured until the event.
- Inclusion of your logo on table tent cards for any partnership that involves seating of attendees and on tickets for any partnership that requires them.

Partnership Opportunities Still Available!

• Partnership of the Attendee-Optional Trends Lunch (Wednesday) ★		\$10,000
• Partnership of the Opening Day Keynote Presentation (Wednesday) ★	5 of 5 Available	\$5,000 ea.*
• Partnership of the BrainAid™ Center (Wednesday and Friday)		\$4,500
• Partnership of the Brainstorming Program Book (Tuesday through Friday)		\$5,000
• Partnership of the Brainstorming Networking Reception (Wednesday) ★	4 of 4 Available	\$5,000 ea.*
• Partnership of the Brainstorming Facilitator Team (Tuesday through Friday)		\$1,500
• Partnership of the Meet & Greet Welcoming Reception & Registration (Tuesday) ★	4 of 4 Available	\$5,000 ea.*
• Partnership of the New Media HotSpot Lounge & "Juice" Bar™ (Thursday)		\$10,000
• Partnership of the Brainstorming Network, Featuring the Tools, Forms & Ideas Exchange™ and Online Brainstorming Networking Directory™ (Pre- & Post-Event) ★		\$4,500
• Partnership of the Interactive Marketplace Breakfast (Thursday)	4 of 4 Available	\$2,000 ea.*
• Partnership of the Interactive Marketplace Bagged Lunch (Thursday)	2 of 2 Available	\$5,500 ea.*
• Partnership of the Interactive Marketplace Wrap-Up Reception (Thursday) ★		\$10,000
• Partnership of the Active Educational Sessions (Thursday & Friday)	5 Tracks Available**	\$3,500 ea.
• Partnership of the Main Event Attendee Nametag Wallets (Tuesday through Friday)		\$7,000
• Partnership of the Costume Creation Center and Brainstorming Costume Contest		\$2,500
• Partnership of the Attendee Hotel Keys and Key Folders (Tuesday through Friday) ★		\$5,000

* All available shares may be purchased by a single company for exclusive partnership.

** Marketing, Training, Management/Operations, On-Site, & Technology/New Media

★ Denotes event components that are attended by both Executive and Main Event Brainstormers.

ADDITIONAL PROMOTIONAL OPPORTUNITY

Add an item to the Brainstorming Welcome Package Totes!

ONLY \$450!

FOR COMPLETE DETAILS VISIT WWW.MULTIFAMILYPRO.COM

Raise Your Reach by Increasing Your Partnership Level

While any individual partnership opportunity will increase your exposure; those discerning organizations that wish to receive the greatest possible access to our audience of decision-makers will elect to *strategically combine several partnership opportunities* to exponentially increase the power of their reach. As you increase your level of involvement, the value of the benefits you receive will increase, too! (See the levels of Partnership and their associated benefits detailed below.) As always, results are guaranteed.

Partnership Benefits and Options

All Partners (whether they've selected one or several partnership opportunities) receive:

- The opportunity to present a one-minute "commercial message" about your company to our entire Main Event Brainstorming audience on Wednesday, November 7, 2012.
- Preferred placement of your Exhibit in our Interactive Marketplace on Thursday, November 8, 2012.
- Inclusion of your company's marketing materials in the Brainstorming Welcome Package.
- Special mention of your partnership level in our pre-event marketing, including: pertinent email announcements and on our website; on all printed materials produced after Partnership is elected; and in all appropriate signage and on-screen presentations at the event.

BRONZE PARTNER

\$10,000

In addition to the benefits that all Level Partners receive, and the unique benefits associated with each elected partnership, Platinum partners are entitled to:

- One complimentary Brainstorming registration.*
- One complimentary Single Booth (10'x10') in the Interactive Marketplace (with or without a 6'x2' skirted table).

SILVER PARTNER

\$15,000

In addition to the benefits that all Level Partners receive, and the unique benefits associated with each elected partnership, Silver partners are entitled to:

- Two complimentary Brainstorming registrations.*
- One complimentary Single Booth (10'x10') in the Interactive Marketplace (with or without a 6'x2' skirted table).

GOLD PARTNER

\$20,000

In addition to the benefits that all Level Partners receive, and the unique benefits associated with each elected partnership, Gold partners are entitled to:

- Four complimentary Brainstorming registrations.*
- Complimentary Double Booth (20'x10') in the Interactive Marketplace (with or without a 6'x2' skirted table).

PLATINUM PARTNER

\$30,000

In addition to the benefits that all Partners receive as well as the unique benefits associated with each elected partnership, Platinum Partners are entitled to:

- Six complimentary Brainstorming registrations.*
- Complimentary Double Booth (20'x10') in the Interactive Marketplace (with or without a 6'x2' skirted table).

DIAMOND PARTNER (only one opportunity available)

\$50,000 SOLD

If your company is interested in this level of partnership please contact the Multifamilypro offices for details.

* Complimentary base registration (attendee optional-programs will be charged if elected), allowing the designated number of representatives from your company to participate in the full, three-day program including Wednesday's Brainstorming sessions where they'll be seated and participate in idea-sharing with changing groups of multifamily professionals throughout the day as well as all other Brainstorming activities / receptions on the Main Event Agenda.

FOR COMPLETE DETAILS VISIT WWW.MULTIFAMILYPRO.COM

Exhibitor Agenda*

Day One – Wednesday, November 7, 2011

- 6:00 pm Interactive Marketplace opens to Exhibitors for Booth Setup

Day Two – Thursday, November 8, 2012

- 8:30 am – 6:30 pm The Interactive Marketplace Opens to Attendees including Exhibitor Experience Stations; the Brainstorming Launch Pad; The Marketplace Stage; and The New Media HotSpot Lounge & Juice Bar: “The Place” for attendees to congregate and network with coffee; cocktails and other beverages (starting at noon); prize drawings in the Money & Prize Booth scheduled throughout the day; New Media access and assistance; and recharging stations for attendees’ electronic gear.
- 8:30 – 10:00 am Morning Keynote on the Marketplace Stage presented by Arnie Kuenn, Author of *Accelerate!: The Convergence of Search, Social & Content Marketing*
- 8:30 am – 6:30 pm
- 10:30 am - 12:00 pm Round One of Active Educational Sessions including seminars on the Marketplace Stage
- 11:30 am - 12:00 pm Vendor Lunch Break
- 12:00 - 2:00 pm Complimentary Interactive Marketplace Bagged Lunch and Prize Drawings for Attendees
- 2:00 - 3:30 pm Round Two of Active Educational Sessions including seminars on the Marketplace Stage
- 3:30 - 3:45 pm Attendee Break
- 3:45 - 5:00 pm Round Three of Active Educational Sessions including seminars on the Marketplace Stage
- 5:00 - 6:30 pm Interactive Marketplace Wrap-Up Reception and the day’s final major Prize Drawings for Attendees
- 6:30 pm Exhibit Tear Down

Day Three – Friday, November 9, 2012

- 8:30 – 12:30 pm Complementary space is available by reservation so that you may host a Users’ Group event for Brainstorming attendees. FREE Wi-Fi, as well as our expert event-planning assistance, is included! Please contact us at info@multifamilypro.com for details or to reserve your space now!

**Times and components of the above agenda are subject to change. Multifamilypro reserves the right to produce only those portions of the event for which partnership is received.*

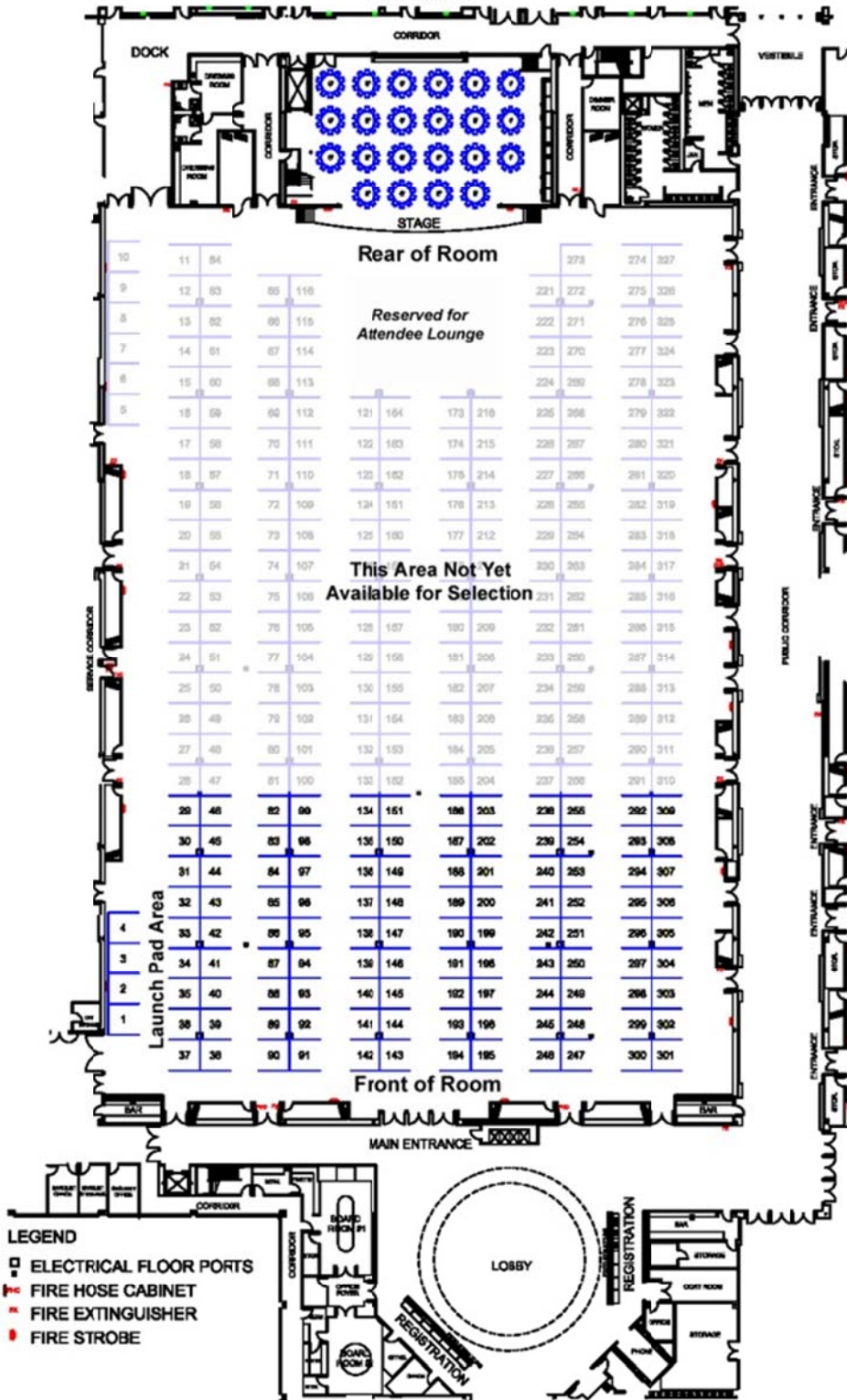


FOR COMPLETE DETAILS VISIT WWW.MULTIFAMILYPRO.COM

Exhibit Floor Plan

(Please contact us for current availability.)

Brainstorming 2012
 Rio Hotel Las Vegas, Pavilion
 Show date: November 8, 2012
 Booths are 10' x 10'
 Aisles are 10'



FOR COMPLETE DETAILS VISIT WWW.MULTIFAMILYPRO.COM

CONTACT INFORMATION

Company (As you wish it to appear in all promotional materials) _____

Primary Contact (Primary contact receives all event information) _____

Address _____

City _____ State _____ Zip _____

Phone (_____) _____ Ext _____ Fax (_____) _____

Email (Will be used by Brainstorming Management Only) _____

Description of products/services to be displayed _____

PARTNERSHIPS (If you've elected a partnership opportunity that's already been reserved by someone else, we'll contact you personally.)

Partnership in _____ \$ _____

Partnership in _____ \$ _____

Partnership in _____ \$ _____

EXHIBITS (Please check the appropriate boxes even if you're entitled to a benefit free of charge.)

\$2,750 **10'x10' Exhibit Area** with 6' table or without 6' table (no charge with partnership values of \$10,000 or more) \$ _____

(Multiple 10'x10' areas may be purchased at \$2,750 each. Exhibits may not exceed 8' in height at any point.)

\$450 **Welcome Package*** (no charge with partnership values of \$10,000 or more) \$ _____

TOTAL AMOUNT OF AGREEMENT \$ _____

Signature on the agreement signifies the company representative has read, understands and agrees to the terms and conditions of Multifamilypro's Brainstorming Sessions™ 2012 (on page two of the agreement).

Exhibitor's/Partner's Signature _____ Date _____

Accepted by Multifamilypro _____ Date _____

PAYMENT All payments will be applied first to outstanding Multifamilypro obligations, then toward 2012 exhibit/partnership. A deposit of at least 50 percent must accompany this agreement to reserve your exhibit or partnership at the rates above. Balances must be received no later than 9/04/12.

<input type="checkbox"/> Credit Card Orders	Amount to Charge \$	<input type="checkbox"/> Check Enclosed	Please make checks payable to Multifamilypro.
<input type="checkbox"/> MasterCard Exp. Date	<input type="checkbox"/> Visa Exp. Date	<input type="checkbox"/> AMEX Exp. Date	
Credit Card Number (16 Digits for Visa or MasterCard / 15 digits for AMEX)		Security Code (3-4 digits on back of Visa and MasterCard or front of AMEX)	
Street Address		Credit Card Billing Zip Code	
Card Holder Name (Please Print)		Card Holder Signature	

EXHIBIT SPACE LOCATION PREFERENCE (Space will be assigned starting near the front of the room first – see diagram attached.) 1st Choice _____ 2nd Choice _____ 3rd Choice _____ 4th Choice _____

(All location preferences will be considered but cannot be guaranteed. Management will notify you of your space assignment by return mail, fax, or e-mail. Space will not be assigned until deposit payment is received and not secured until payment in full is received. All assignments are made according to Partnership status and order in which contracts are received.)

Please make checks payable to Multifamilypro, and mail or fax signed agreement with payment to
 Multifamilypro, 38565 US Highway 19 North, Palm Harbor, FL 34684

Fax 727-940-5819 • Phone 727-940-5211 • E-mail info@multifamilypro.com • Web site www.Multifamilypro.com

BRAINSTORMING 2012 Terms & Conditions

1. **Contract for Space.** The Exhibit Space/Partnership Application, the formal notice of space assignment Multifamilypro, hereinafter referred to as Management. These Rules and Regulations and any subsequent rules and regulations adopted by Management with regard to the Brainstorming event constitute a contract for the right to exhibit/partner at the event. All matters regarding these Rules and Regulations and exhibitor's compliance therewith shall be determined by Management in its sole and absolute discretion. Each Exhibitor/Partner, for themselves and their employees, agrees to abide by these conditions, it being understood and agreed that the sole control of the exhibit area rests with Management.

2. **Character of Exhibits.** With this agreement, the exhibitor/partner hereby agrees to provide an "experiential" exhibit that will give attendees the opportunity to interact in a meaningful way with the company's product(s)/service(s). Management reserves the right to reject any exhibit that we deem inappropriate or inconsistent with the goals of Multifamilypro's Brainstorming Sessions™. This reservation includes persons, things, conduct, printed matter, souvenirs, catalogs and all other things, which affect the character of the Show. Exhibitors have the right to engage attendees in their exhibit experience, distribute catalogs, souvenirs and all other matter from only the space occupied by them.

3. **Partnerships.** Automatic first right of refusal for partnerships is given to companies that partnered the same item or opportunity at the last event. Specific deadlines may apply. Management must approve all partnership recognition including, but not limited to, introductions, presentations, signage, handouts and giveaways. Management reserves the right to modify or cancel, at its discretion, any partnership opportunity at any time. Management will not be liable for cancellations made by speakers or entertainment of a partnered event. Management may, at its discretion, replace any speaker or entertainment with what it deems to be comparable talent. There will be no competitive company or category competitive company or category lockouts on any event. Unless expressly authorized by the Management, the Partner will have no creative input into the production of any partnered opportunity.

4. **Promotions.** Exhibitors/Partners agree to support the success of the event by sharing news of their participation with clients/contacts.

5. **Service Provided.** In exchange for payment in full for the exhibit space contracted by the exhibitor, Management will provide the following for each exhibit: a 10'x10' space or 10'x20'+ display as leased. Each 10'x10' exhibit space may have a skirted 6'x2' table at their option. All telephone, high-speed Internet, audio-visual, or electrical requirements relative to your Exhibit or Partnership area must be arranged directly with the appropriate agent prior to the event, and will be charged to you directly. Contact information will be provided to you upon receipt of your agreement and deposit via our Exhibitor Kit.

6. **Payment for Space/Partnership.** A deposit of at least 50% of the total price must accompany this agreement in order to reserve your exhibit/partnership. We must receive the balance of your agreement fee no later than September 4, 2012. Reservations not paid in full by September 4, 2012 will be canceled, and any deposit or partial payment will be forfeited. Agreements received after September 4, 2012 must be accompanied by full payment providing exhibit space/partnerships are still available. All monies paid shall be retained by Management. In the event the Exhibitor/Partner fails to fulfill or violates its contract, or withdraws from the Brainstorming event, the respective exhibit space shall immediately revert to Management.

7. **Cancellation of Exhibit Space/Partnership.** Cancellation or failure to exhibit/partner will not be cause for a refund, regardless of your contract date; and no part of any payment will be applied to any future agreement. Exhibiting companies that are part of a merger, acquisition, or no longer operating after contracting exhibit space will not be refunded any part of exhibit fee, nor will any amount be applied toward another exhibiting company's exhibit or future year exhibit or outstanding obligation. Exhibit space/partnership is non-transferable.

8. **Exhibit Space Assignment/Confirmation.** Space assignment will be made on a first-come, first-serve basis. All spaces will be confirmed upon receipt by Management of a signed Exhibit Space Application, payment in full, and written notification from Management to a company representative of actual exhibit assignment. Any concerns regarding competition or a specific type of exhibitor should be communicated to the Management at the time of application for exhibit space, and will be considered but cannot be guaranteed.

9. **Adjust Exhibit Assignment.** Management reserves the right to adjust exhibit assignments at its discretion to ensure an even flow of traffic or due to floor alterations.

10. **Exhibitor/Partner Information.** Management may use the information supplied by the Exhibitor/Partner on the Agreement as part of marketing, advertising and/or other promotional materials.

11. **Move-in/Move-out.** The specific requirements as to time for installation and dismantling of exhibits are detailed in the Exhibitor Kit. All displays must be in place and set up by the time of the official Interactive Marketplace opening. Management reserves the right to reassign space not occupied or set-up by that time for other purposes, and such reassignment shall not be cause for a refund.

12. **Exhibit Hours** will be on the second day of each Brainstorming event. Exact hours will be posted by Management prior to show date. (Hours may be changed at any time at Management's discretion.)

13. **Exhibit Specification.** The height of display for 10'x0' booths shall be limited to the height of the 8-foot curtain backdrop. Exhibitors shall limit the height of the display material at the sides to 36 inches, from the front of their exhibit to a depth of 10 feet. Management must approve in writing any display that exceeds these specifications. Exhibit items may not extend beyond the area that you've reserved. Failure to comply will result in removal of unauthorized items from the Exhibit floor, and will not be cause for a refund.

14. **General Restrictions.** (a) Exhibitor shall not in any manner indicate that a Management endorsement or approval of Exhibitor's product(s) or service(s) has been given by Management merely because Management has allowed such product(s) or service(s) or literature to be displayed in its Brainstorming event; this includes but is not limited to the use of Multifamilypro's Brainstorming Logo. (b) Exhibitors are solely responsible for any damage to hotel property or adjacent exhibits resulting from their display (including, but not limited to: paint, tape, nails, screws, staples, drilling, or tacking anything to the walls, columns, floor, ceiling, or adjoining displays). (c) No visual or audio recording or transmission of Multifamilypro's Brainstorming events may be made by or on behalf of the exhibitor. (d) Exhibitors shall not perform or play/broadcast any music during Multifamilypro's Brainstorming events without written consent from Management and shall indemnify Management, their officers, employees, and agents from and against any loss, damage, claim, liability and expense (including reasonable attorneys' fees) resulting from or arising out of Exhibitor's performance of music during Multifamilypro's Brainstorming events. (e) Management reserves the right to regulate the volume on any and all loudspeakers, radios, television sets and/or musical instruments during exhibit hours. (f) Only one company is permitted to partner and/or occupy each exhibit space. More than one company is not permitted to purchase an exhibit or partner together. No Exhibitor/Partner shall assign, sublet or apportion the whole or any portion of the allotted exhibit, nor exhibit therein

any literature or display other than that produced or distributed by the Exhibitor/Partner in the regular course of his/her business. Exhibitor/Partner personnel must be representative(s) of the contracting company. Contracting company must be company exhibiting. Companies with separate divisions operating under different names must purchase separate exhibit space. No exhibitor or partner shall permit any other corporation or firm or its representatives to share in the benefits of his partnership. Co-participation by any other corporation or firm or its representatives in space assigned to the original applicant is not allowed. Partner companies should purchase their own exhibits/partnerships, and we will make every endeavor to locate exhibits adjacent or nearby. Promotion of your company shall not extend beyond your entitlement as an Exhibitor or Partner, and is expressly prohibited while participants are engaged in Brainstorming. Facilitators are empowered to remove from any table of Brainstormers an Exhibitor or Partner representative who engages in overt product or service promotion. This may result in your company's inability to participate in future events. (g) Firms and representatives of firms not assigned exhibit space are prohibited from soliciting business in any form, including but not limited to handing out business cards or promotional material in the exhibition area. Violators of this prohibition will be promptly ejected from the show without refund. (h) Exhibits shall be shown only in the official Interactive Marketplace area or as allowed in conjunction with your partnership(s). Neither exhibitors nor non-exhibitors who are affiliated in any way with our industry shall be permitted to display or distribute articles, equipment, or information concerning products and/or services in the event hotel from the Monday prior to the Brainstorming event through the final day of the event. (i) The use of any public area outside of the exhibit area for the display of products and/or services or demonstrations or the distribution of circulars, samples or other material is strictly prohibited (j) Exhibitor shall not use or permit the exhibit area to be used in conflict with any law, ordinance, rule or regulation of any governmental authority; in any manner which constitutes waste or nuisance; or any manner which causes injury to the Hotel. (k) Promotion of products and services in relation to Brainstorming, including pre-event contact with participants and dissemination of any item that promotes your company or any other during the event, shall be confined to the promotional opportunities offered or expressly approved by Management or included with your partnership. (l) In the interest of the success of the event, the exhibitor agrees not to extend invitations, call meetings, or otherwise encourage or cause absence of attendees or exhibitors from the event or exhibit area during any activity affiliated with the event. Any group function involving Brainstorming participants must receive prior approval from Management. (m) Submission of this signed contract indicates your agreement to read and abide by the procedures expressed in the Brainstorming Exhibitor Kit that will be provided to you. Submission of this contract also indicates your agreement to inform all of your participating employees of all of the above terms and conditions. (n) Representatives of industry supporting vendor and supplier companies may not register as Brainstorming attendees until their company is a contracted exhibitor (and has abided by the terms and conditions of this contract). We identify representatives of Industry Supporting Vendor companies as those who represent organizations or partnerships of two or more persons that serve the industry beyond a purely consultative basis (i.e. providing tangible goods or services, electronic advertising included). Individuals who serve primarily as independent consultants (but not secondarily to their role as an employee of an Industry Supporting Vendor company) are considered exempt from this "Exhibitor's Only" rule for Brainstorming registration. Management reserves the right to cancel attendee registrations associated with your exhibitor status at any time should you fail to abide by the terms of this contract, and such cancellation shall not be considered cause for a refund.

15. **Default.** If this contract is breached by the Exhibitor/Partner, they will not be permitted to participate and will be subject to eviction without refund. No waiver of any breach of these rules shall be held to be a waiver of any subsequent breach.

16. **Union Rules.** Exhibitors are expected to comply with the union requirements in effect for the location of the Brainstorming events. Additional information from the decorator will be included in the Exhibitor Service Kit.

17. **Labor.** Exhibitors agree that labor used in erecting their exhibits shall not cause stoppage or injury to Multifamilypro's Brainstorming event or any other visitor.

18. **Guard Service.** Management will not assume responsibility for damage to, loss or theft of property of the exhibitor, the exhibitor's agents, employees or guests. If guard service is needed it should be provided by and at the cost of the exhibitor.

19. **Americans with Disabilities Act.** Exhibitor agrees to comply with all applicable provisions of the Americans with Disabilities Act (the "ADA") and shall indemnify Management, their officers, and employees from and against any loss, damage, claim, liability and expense (including reasonable attorneys' fees) resulting from or arising out of exhibitor's failure to comply with the provisions of Management and allegations of exhibitor's failure to comply with provisions of the ADA.

20. **Force Majeure/Show Cancellation.** In the event the Hotel or any part of the exhibit/partner area thereof is unavailable whether for the entire event, or portion of the event as a result of wind, fire, flood, tempest or any other such cause or as a result of governmental intervention or regulation, military activity, malicious damage, acts of war, strike, lockout, labor dispute, riot or any other cause or agency over which Management has no control, or should Management deem in necessary because of any such cause to cancel, postpone, or resite the event or reduce the exhibit/partner time, Management shall not be liable to indemnify or reimburse the Exhibitor/Partner in respect of any damage or loss, direct or indirect, arising as a result thereof.

21. **Laws Applicable.** This contract shall be governed by the laws of the State of Florida.

22. **Amendments.** Management reserves the right to make reasonable changes in the foregoing rules, exhibit hours, partnership times and move-in/move-out arrangements. All rules and regulations are subject to the terms and conditions contained in any agreement with the Hotel and should be expressly incorporated into any such agreement. Any and all matters not specifically covered by the preceding rules and regulations, and the policies and requirements set forth in the Exhibit Space Confirmation, invoice, notices, and Exhibitor Kit shall be determined by Management in conjunction with the event, in their sole discretion. Management shall have the full power to interpret, amend, and enforce these rules and regulations, provided any amendments, when made, are brought to the notice of the Exhibitor/Partner. Each Exhibitor/Partner, for itself and its employees, agrees to abide by the foregoing rules and regulations and by any amendments or additions thereto in conformance with the preceding sentence.

23. **Penalties.** Failure to comply with any of these rules can result in ejection from the event, or being prohibited from exhibiting/partnering in future Multifamilypro's Brainstorming events. Penalty is at the sole discretion of Management and will not be cause for a refund.

Return both pages of this agreement

Initials: _____