

2022 Sponsorship Opportunities



the outcomes conference

www.outcomesconference.org

April 26 – 28, 2022

Galt House Hotel, Louisville



belong

Conference WI-FI Sponsorship

\$15,000

Be everyone's hero by supplying the very important WI-FI for the conference attendees.

- ▶ Can specify branded password for network
- ▶ Extensive recognition on signage throughout the conference event (registration, exhibit hall, etc.)
- ▶ 60 – 90 second pre-recorded promotional video that will be played in Tuesday A.M. General Session. (All material must be approved by Alliance marketing 60 days prior to the conference)
- ▶ Opportunity to include one piece of company literature in conference tote bag
- ▶ Full page program ad
- ▶ Qualify as an Executive Level sponsor with additional logo recognition in program, website and signage

Conference Name Badge

\$10,500

Place your logo on the most visible sponsorship of at The Outcomes Conference!

- ▶ Worn by all conference attendees throughout the event
- ▶ Badges will prominently feature your name and logo
- ▶ Qualify for additional logo recognition in program, signage and website

Opening and Closing General Sessions (Tues. A.M. or Thurs. P.M.)

\$6,500 each

Showcase your organization to all attendees in these well-attended sessions.

- ▶ 1 – 2 minute introduction from podium by host and/or 60–90 second pre-recorded promotional video. (All material must be approved by Alliance marketing 60 days prior to the conference)
- ▶ Opportunity to include one piece of company literature in every attendee's conference tote bag
- ▶ Qualify for extra logo exposure on signage, in program and on website

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Full-Day Intensive Sessions (Three days)

\$6,000

Be the exclusive sponsor of the in-depth Full Day Intensive Sessions

- ▶ Recognition by moderator for each Intensive
- ▶ Receive logo recognition in the signage for the sessions, conference program, conference APP and on the website
- ▶ Opportunity to provide blog post ahead of the conference
- ▶ Opportunity to provide collateral/gift to everyone in attendance for each of these Intensives
- ▶ Additional recognition as a Supporting Sponsor on the website, event signage, on the APP and in the program

Conference Tote Bags

\$6,000

Everyone needs a bag! Promote your company logo with this excellent high-profile opportunity. Your logo will be walking through the entire conference and into offices around the country!

- ▶ The attendee bag is a **must-have** sponsorship — every attendee looks forward to the gifts and surprises that they find in the bag and carry it with them throughout the conference
- ▶ Qualify for additional logo recognition in program, signage and website

CEO Forum (Breakfast, Lunch) **SOLD**

\$6,000 each

Engage one of the most influential groups of the conference at this exclusive, private event.

- ▶ 1 – 2 minute acknowledgment from event host (Breakfast and Lunch)
- ▶ Opportunity to provide one gift to each person in attendance (Break sponsor only)
- ▶ Recognition by event moderator
- ▶ Logo recognition in conference program guide
- ▶ Qualify for extra logo exposure on signage, in program and on website

General Sessions (Wed. A.M. and Thurs. A.M.)

\$5,500 each

Present your message to all attendees in one convenient location ahead of our high impact keynote speakers.

(General sessions run every day of the conference, with a total of four events. Sponsorship fee is per event.)

- ▶ 1 – 2 minute introduction from podium by host and/or 60 – 90 second pre-recorded promotional video. (All material must be approved by Alliance marketing 60 days prior to the conference)
- ▶ Opportunity to include one piece of company literature in every attendee's conference tote bag
- ▶ Qualify for extra logo exposure on signage, in program and on website

Hotel Keys

\$5,500

Put your company's brand right into the hands of each attendee with this exclusive sponsorship

- ▶ Receive prominent logo recognition on all Outcomes Conference guest hotel keys
- ▶ Qualify for extra logo exposure on signage, in program and on website

Grand Foyer Featured Sponsor (4 Spots available)

\$5,000 each

Showcase your organization in a prime location on the main floor of the conference event..

(Please note: Internet or phone connectivity not included in price.)

- ▶ Receive prominent logo recognition □
- ▶ Opportunity to provide company literature
- ▶ Name recognition in conference program guide
- ▶ Full-page program ad
- ▶ 3 complimentary exhibit hall registrations

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Women's Luncheon (Thursday) \$5,000

Engage the women of the conference in this sell-out event.

- ▶ 1 – 2 minute introduction from podium following lunch. (All material must be approved by Alliance marketing 60 days prior to the conference)
- ▶ Opportunity to provide one piece of company literature or gift to everyone in attendance
- ▶ Logo recognition on the event's specific webpage
- ▶ Qualify for extra logo exposure on signage, in program and on website

Christian Women in Leadership Forum (Thursday) \$5,000

Engage the women of the conference in this private sell-out event.

- ▶ 1 – 2 minute welcome introduction from the podium
- ▶ Opportunity to provide one piece of company literature or gift to everyone in attendance
- ▶ Qualify for extra logo exposure on signage, in program and on website

Mainstage Lunch and Learn Sessions (Wednesday and Thursday) \$4,500 each

Mingle with exhibit hall attendees as they enjoy the lunch in this exclusive sponsorship.

- ▶ 1 – 2 minute introduction from podium by host and/or 60 – 90 second pre-recorded promotional video. (All material must be approved by Alliance marketing 60 days prior to the conference)
- ▶ Opportunity to include one piece of company literature in every attendee's conference tote bag
- ▶ Qualify for extra logo exposure on signage, in program and on website

Connections Central Grand Opening Reception \$4,500

Mingle with exhibit hall attendees as they enter the exhibit hall for the first time with this exclusive sponsorship. Dessert and beverages will be served during this time of fellowship and networking.

- ▶ Receive prominent logo recognition in the exhibit hall during this catered event
- ▶ Opportunity to greet attendees as they enter the exhibit hall with a promotional table during this time
- ▶ Opportunity to include one piece of company literature in each attendee tote bag
- ▶ Mobile App and social media recognition
- ▶ Qualify for increased logo exposure on signage at entry of exhibit hall, in program, mobile app and on website

Leadership Roundtables \$3,500 each

Choose to be the exclusive sponsor of one of these highly targeted groups at our conference

- Resource Development Roundtable**
- People Management and Care Roundtable**
- Financial Management Roundtable**
- Communication and Marketing Roundtable**

- ▶ Gain excellent exposure to these pre-qualified prospects attending these roundtables
- ▶ Opportunity to leave one piece of marketing collateral for each attendee
- ▶ Recognition by moderator/host
- ▶ Prominent logo recognition on signage, in program and on event app
- ▶ Opportunity to provide blog post ahead of conference (blog averages 20K views p/month)

Connections Central Coffee Break (Wed. A.M., Thurs. A.M.) \$4,000 each

Be the conference hero by supplying the all-important coffee! Mingle with exhibit hall attendees as they enjoy the refreshment tables in this exclusive sponsorship. (Save on costs if sponsoring both days)

- ▶ Receive prominent logo recognition in the exhibit hall during coffee breaks
- ▶ Opportunity to include one piece of company literature in each attendee tote bag
- ▶ Qualify for extra logo exposure on signage, in program and on website
- ▶ Recognition in conference program
- ▶ Mobile app and social media recognition

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Men's Breakfast (Thursday morning)

\$4,000

Interact with a room full of kingdom-focused men as the exclusive sponsor of this event.

- ▶ 1 – 2 minute introduction from the podium following breakfast (All materials must be submitted to CLA 90 days before event).
- ▶ Opportunity to provide collateral or marketing materials to everyone in attendance
- ▶ Logo recognition for specific event on event signage and in the event on site-program

Workshop Tracks (Tuesday, Wednesday and Thursday)

Choose to sponsor a multi-day, multi-session education workshop tracks at The Outcomes Conference 2021!

Executive Leadership and Resource Development	\$3,500 each
Financial Management and People Management	\$2,500 each
Marketing/Communications and Internet/Technology	\$2,500 each
Tax/Legal and Board Governance	\$1,250 each

- ▶ Excellent exposure among pre-qualified potential business prospects
- ▶ Opportunity to leave one piece of company literature per session for each person in attendance
- ▶ Recognized by moderator
- ▶ Receive prominent logo recognition on meter board
- ▶ Logo recognition in conference program guide
- ▶ Opportunity to provide a blog post ahead of the conference

Charging Station (2 Spots)

\$2,500

Help attendees "recharge" at a highly utilized space at the conference and showcase your logo and company materials at the same time!

- ▶ Your name and logo placed on the unit signs
- ▶ Literature can be placed on unit

Attendee Tote Bag Inserts (10 Spots)

\$750 per insert

Reach each and every conference attendee. Promote your organization or service in every attendee's tote bag at the conference.

- ▶ Promotional piece of literature included in each conference tote bag
- ▶ Provide one piece of literature to be included in each tote bag. (Required size is 8.5" x 11" or smaller, and up to a max of .25" thick; advance approval required for materials)
- ▶ Sponsor responsible for shipping with a label provided by Christian Leadership Alliance (*Christian Leadership Alliance will not be responsible for shipping overages back to sponsor*)

Private Event (2 hours)

\$1,500

Sponsor your own private event during the conference. Christian Leadership Alliance will provide assistance/discount in support of your event.

(Limited events available. Event time and locations are tentative pending final approval from CLA. Size and room restrictions apply. Please note: any AV or food orders are not included in price, but CLA will offer our venue discount on both.)

2022 Program Advertising

Advertising in Conference Program

The on-site program is a valuable tool for all attendees, as they refer to it often. Sponsorship of the program counts toward your sponsorship level, giving you logo position on conference signs and promotions.

Full-page Ad — Inside Front Cover	\$2,500
Full-page Ad — Inside Back Cover	\$2,000
Two-page Spread	\$2,400
Full-page Ad	\$1,400

Reservation deadline is March 4, 2022.

Art is due on or before March 11, 2022.

Note: Trim size of the program is 8" x 10.75". Untrimmed full-page size is 8.25" x 11" (includes .125" bleed all sides). Bleed ads should be designed to cover the full untrimmed page size, but any text, logos and illustrations not intended to bleed should be kept .375" inside trim size on all sides.

Ad Materials: Please submit all advertising material as high-resolution PDFs. Images must be high-resolution (300 dpi or greater) at 100% with color saved in CMYK (not RGB).

Email your electronic files to mike@hamescreative.com (Mike Hames), include the ad file name, advertiser name and any other pertinent details. Please include "CLA Conference On-Site Program Ad" in the subject line. Contact Mike Hames for upload information for ads over 20 MBs.

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For sponsorship and advertising inquiries contact: Tami Heim

President & CEO

Tami.Heim@ChristianLeadershipAlliance.org

Ph: (949) 487-0900, ext. 113; Fax: (949) 487-0927





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Reserve Your Booth Today!

- ▶ For exhibit inquiries contact:

Tami Heim
President & CEO

Tami.Heim@ChristianLeadershipAlliance.org

Ph: (949) 487-0900, ext. 113

Advertising and Sponsorship Opportunities

- ▶ Looking for ways to further market or advertise your brand/organization to our influential attendees? For advertising/sponsorship opportunities contact:

Tami Heim
President & CEO

Tami.Heim@ChristianLeadershipAlliance.org

Ph: (949) 487-0900, ext. 113

Exhibit Booth Pricing

Early Bird Rate through August 1, 2021	Discounted Rate prior to January 1, 2022	Standard Rate January 1, 2022, and after
\$1,650	\$1,800	\$1,975

Corner Booth Placement Fee: **Add \$150**

Exhibit Hall booth fee is per 100 square feet (10' x 10').

Featured Exhibitor Listing — Mobile App: **Add \$150**

All booth options include space rental, mobile app, standard furnishings (see back page), listings in conference promotion on The Outcomes Conference website and in on-site conference program.

Features Designed to Attract Attendees

- ▶ Exhibit Hall positioned with premium visibility and accessibility
- ▶ Exclusive Exhibit Hall hours
- ▶ Tuesday Grand Opening event
- ▶ Coffee and refreshments to be served in the Exhibit Hall
- ▶ Special Exhibit Hall Passport Program encouraging engagement with all vendors

Exhibit Schedule*

Tuesday, April 26, 2022

Exhibitor Load-In	8:00 a.m. – 4:00 p.m.
Exhibit Hall Grand Opening and Reception	7:30 – 9:00 p.m.

Wednesday, April 27, 2022

Complimentary Coffee and Networking	7:30 – 9:00 a.m.
Lunch	12:30 – 2:00 p.m.

Thursday, April 28, 2022

Complimentary Coffee and Networking	7:30 – 9:00 a.m.
Lunch	12:30 – 2:00 p.m.
Exhibitor Tear-Down	3:00 – 6:00 p.m.

*Schedule subject to change; visit website to view complete/current schedule.



CHRISTIAN LEADERSHIP
ALLIANCE

Galt House Hotel, Louisville



Exhibit Hall Details

You Receive

At The Conference

- ▶ 10' x 10' professionally draped and carpeted booth space, plus the following booth furnishings: one 6' skirted table, two side chairs, one wastebasket, one sign (booth # and company name)
- ▶ Complimentary exhibit booth personnel registrations for up to three company representatives per each 10' x 10' exhibit space (limited to a maximum of six). Exhibit booth registrations allow company staff to attend conference General Sessions only; additional fees apply if company staff desire to upgrade to 3-Day Leadership Experience or 2-Day Leadership Event, and to other ticketed events.
- ▶ Promotion of special booth announcements and giveaways in on-site Exhibit Hall publication
- ▶ Exhibitor recognition ribbons

Pre/Post Conference

- ▶ Free posting on conference website, October 2021 through May 2022 (includes company name and hyperlink to company website)
- ▶ Complimentary pre-conference attendee list for one-time usage prior to conference (list does not include phone numbers)
- ▶ Complimentary post-conference attendee list for one-time usage following conference (list does not include phone numbers)

Installation

Installation begins at 8:00 a.m. on Tuesday, April 26, 2022. All exhibits must be show-ready and aisles cleared no later than 4:00 p.m. No exceptions.

Dismantling

Exhibits may be dismantled starting no earlier than 3:00 p.m. on Thursday, April 28, 2022. All exhibit materials must be removed from hall no later than 6:00 p.m. to avoid additional charges.

Exhibit Hall Decorator

The official show contractor will distribute the Exhibitor Services Kit ahead of the event to all fully-paid exhibitors. This kit will contain order forms and rates for all services and amenities provided by official show contractor and/or the host facility vendors. It is the exhibitor's responsibility to fully read and understand all materials and deadlines contained in the Exhibitor Services Kit. Exhibitor Kits are made available digitally and will be located in your online dashboard.

www.OutcomesConference.org

2022 Exhibitor Application and Contract



629 Camino de los Mares, Suite 309
 San Clemente, CA 92673
 Ph: (949) 487-0900 Fax: (949) 487-0927

Exhibit

Exhibit Hall Booth Rates for 10' x 10' Booth

Early-Bird Rate prior to August 1, 2021	Discounted Rate prior to January 1, 2022	Standard Rate January 1, 2022, and after	
\$1,650	\$1,800	\$1,975	\$
Corner Booth Placement Fee: \$150			+ \$
Featured Exhibitor Listing - Mobile App: \$150			+ \$
Subtotal			= \$
Christian Leadership Alliance Member Discount: (Discount varies according to your membership level — Silver = \$200; Gold = \$350; Platinum = \$500). To join Christian Leadership Alliance, please visit www.christianleadershipalliance.org and click on the Membership tab.			- \$
Total			= \$

Online registration for booth representatives will begin after February 1, 2022. Each 10' x 10' exhibit booth purchased includes three booth personnel registrations. Registrations are for use by staff of exhibiting company only. Any exhibitor purchasing multiple booths is limited to a maximum of six complimentary exhibit booth personnel passes.

Confirmed Exhibitors will be contacted with booth assignments. Final assignment will be based upon order of reservation and other priority criteria described in the Exhibit General Information, Rules and Regulations.

Contact Information

Complete information below for your company's contact person. This person will serve as Christian Leadership Alliance's primary contact in matters pertaining to your exhibit booth. The Exhibitor kit will be emailed to this primary contact person.

Company

Exactly as you wish it to appear in the printed on-site conference program and on exhibit ID sign

Name of Contact Person	Title		
Address	City	St/Prov	ZIP/PC
Phone ()	Fax ()		
E-mail	Website		

Contract Signature

Sign the Application and Contract Form. On behalf of said company or organization, I, as the duly authorized representative of the undersigned company or organization, subscribe and agree to all the terms, conditions, authorizations and covenants contained in the Exhibitor Application and Contract and the General Information, Rules and Regulations. I understand this contract is not valid and confers no rights until it is accepted by Christian Leadership Alliance's authorized representative and I receive confirmation of that acceptance.

Your Name	Title	Date
Company	Signature	
Christian Leadership Alliance Authorized Agent:	Name/Title:	
Signature:	Date:	

Return Form

Please complete these three steps:

1. Email Application and Contract to Tami.Heim@ChristianLeadershipAlliance.org.
2. Email a high-resolution logo (preferably EPS format, please note if logo has changed recently and 100 word description of organization to Tami.Heim@ChristianLeadershipAlliance.org.
3. Mail check to the Christian Leadership Alliance Office, Attn: Accounting.

Payment Total from Step 1 above Total to be paid at contract submission. Minimum 50% deposit due upon application submission. You will be invoiced by Christian Leadership Alliance for the balance of your contract.

Select Payment Method: Visa MC AMEX Discover Credit Card #

Expiration Date / CW2 Code (3 digit code found on the back of your card / 4 digit code on front of AMEX)

Name on Credit Card Signature

Billing Address City St/Prov ZIP/PC

Check *Please make check payable to Christian Leadership Alliance.*

By signing below, we understand: All reserved booth space must be paid for in full by December 1, 2021. If assigned space is not paid in full by this date, it may be assigned to another exhibitor at the discretion of Christian Leadership Alliance. Cancellation of reserved booths must be made in writing to Christian Leadership Alliance or its representatives and may result in forfeiture of deposits and exhibitor fees based upon the deadlines outlined in the Cancellation of Space Policy in the Exhibit General Information, Rules and Regulations.

General Information, Rules and Regulations



The General Information, Rules and Regulations, herein-after stated, comprises the legally binding terms and agreements between the exhibitor and Christian Leadership Alliance. By signing and submitting the Application and Contract, you agree to honor and abide by the terms of this agreement as hereinafter stated and as applies to **The Outcomes Conference, April 26-28, 2022, The Galt House Louisville, Kentucky.**

1. Convention Exhibition Sponsorship. The Exhibition is sponsored and managed by Christian Leadership Alliance, herein referred to as CLA.

2. Application and Contract. Each exhibitor is required to sign the Application and Contract. By doing so, he or she subscribes to the General Information, Rules, and Regulations, which are part of the Application and Contract. The terms of the Application and Contract can be revised only upon written agreement of both parties. All booth personnel must register, either online, via mail or fax, prior to April 2022.

3. Exhibition Dates. The dates of the exhibition are as follows: Set-up, grand opening, and exhibit hours Tuesday, April 26, 2022; exhibit hours Wednesday, April 27, 2022; exhibit hours and tear-down Thursday, April 28, 2022.

4. Admissions. CLA reserves the right to refuse exhibit space to any applicant for any reason. In addition, CLA reserves the right to refuse exhibit space to any exhibitor if, after the acceptance of the Application and Contract, information should come to the attention of CLA, which in the reasonable judgment of CLA, demonstrates that the proposed exhibit would be inconsistent with the principles espoused by CLA or unfavorable to the public reputation of CLA. In the event CLA should exercise this right, any deposit and exhibit fees paid to CLA shall be refunded, except that if the denial of exhibit space shall be for failure or refusal of the exhibitor to comply with the terms set forth elsewhere in this Application and Contract, the denial of exhibit space shall be treated as a cancellation by the exhibitor.

5. Assignment of Space. CLA will assign space to exhibitors on a first come, first served basis according to the CLA Booth Selection Policies. CLA reserves the right to shift space at any time if, in CLA's judgment, it becomes necessary to do so. CLA reserves the right to make modifications in the published floor plan as may be necessary to meet the needs of exhibitors and the exhibition as a whole.

6. Exhibitor Personnel Registration. Each 10' x 10' exhibit booth purchased includes three booth personnel registrations. Registrations are for use by staff of exhibiting company only. Any exhibitor purchasing multiple booths is limited to a maximum of six complimentary exhibit booth personnel passes. Exhibit booth registrations admit exhibitors to the Exhibit Hall and to conference General Sessions only. Additional fees and separate registration required for other conference components, if so desired. Please contact CLA for details.

Additional exhibitor personnel beyond the complimentary allotment — \$245 (Exhibitors desiring to attend workshops, ITIs or forums may upgrade their exhibit booth personnel registration to a full conference, 3-Day Leadership Experience registration for the discounted rate of \$399. The 3-Day Leadership Experience registration includes the closing General Session and dinner.)

Note: Name badges must be worn by exhibitor representatives during all set-up/tear-down periods and during all official Exhibit Hall hours.

7. Cancellation of Space. In the event CLA has assigned space and the exhibitor desires to cancel the contract, CLA will refund the deposit and exhibitor fees paid to CLA if written notification is received by CLA on or before September 1, 2021. If written or faxed notification is received by CLA after September 1, 2021, but before December 31, 2021, CLA will refund 50% of the total exhibitor fees. If written or faxed notification is received after December 31, 2021, there is no refund.

8. Default of Occupancy. Any exhibitor failing to occupy any space contracted for but not canceled, by 4:00 p.m., Tuesday, April 26, 2021, is obligated to pay the full cost of such space. In the event of default, all obligations of CLA to exhibitor hereunder shall cease and CLA shall have the right to use said space to suit its own convenience, including selling the space to another exhibitor without any rebate or allowance to the defaulting exhibitor.

9. Visitors. The CLA conference and exhibition is not open to the public. CLA shall have sole control over all admissions. All persons visiting the exhibition area will be admitted according to the rules and regulations of the conference and exhibition as issued or amended by the authorized representatives of CLA.

10. Subletting Space. No exhibitor shall assign, sublet, or share the space allotted without written consent of CLA.

11. Conformance to Laws. Exhibitor agrees for himself or herself and his/her employees to use contracted space for lawful purposes only and will conform to all laws, ordinances, and regulations. The exhibitor must comply with all local and hotel safety, fire, and health ordinances for the installation and operation of equipment.

12. Decorator Rules and Regulations. Exhibitor agrees to conform to all rules and regulations of the exhibitor's official decorator as detailed in the official service kit provided by that company. Where union personnel are required by the decorator and/or hotel, the exhibitor must comply with union requirements. CLA is not responsible for decorator and/or convention center personnel, nor can CLA guarantee that services and/or utilities promised by the decorator and/or convention center shall be available during the exhibition. Contact the decorator directly for specific information relating to your exhibit space requirements, exhibit freight, shipping instructions, labor rules and regulations, deadlines, and other questions.

13. Shipment of Exhibit Materials. Exhibitor shall make arrangements for shipment and delivery of materials consigned to the decorator's warehouse and NOT to the The Galt House, Louisville, Kentucky, nor to CLA. Neither the hotel/Exhibit Hall nor CLA assumes any responsibility for display materials shipped erroneously to them. Refer to the official decorator's service kit for shipping deadlines and instructions, or call the decorator directly.

14. Exhibit Space. Exhibitor must return, in the same condition as was found/delivered, all host facility property and space used during the exhibition. Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save CLA, The Galt House, and their employees and agents harmless against all claims, losses and damages to persons and property, governmental charges or fines, and attorney's fees arising out of or caused by exhibitor installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of The Galt House and its employees and agents. In addition, exhibitor acknowledges that neither CLA nor The Galt House maintain insurance covering exhibitors' property in that it is the sole responsibility of each exhibitor to obtain business interruption and/or property damage and/or insurance covering such losses by any exhibitor.

15. Order Taking and On-Site Sales. All vendors that sell tangible goods at their booth are required to collect and remit Kentucky sales taxes. The exhibitor hereby indemnifies CLA from any and all liability related to the State of Kentucky or County sales taxes or required licenses that result from exhibitor's appearance at CLA.

16. Security. Although CLA may seek to arrange for security personnel to maintain a watch before and after the exhibition, neither CLA (nor the security company personnel) shall be liable for any damage or theft to the exhibitor's display or property. Any security that CLA contracts is for CLA is providing is for CLA and its guests and not for the protection of exhibitor, exhibitor's property, or exhibitor's workers. The exhibitor should not rely on CLA provided security for any reason.

17. Delivery and Removal. Under no circumstances will the delivery or removal of any portion of an exhibit be permitted during the Exhibit Hall hours without permission first being secured in writing from CLA.

18. Limitation on Promotion and Demonstrations. During the Conference and Exhibition, all demonstrations, promotional activities, and distribution of materials must be confined within the limits of the exhibit booth(s) in the Exhibit Hall. The playing of loud music, videos, films, or the like, or any other loud or distracting activity that could be objectionable to neighboring exhibitors is prohibited.

19. Show Floor Restrictions. Access to the show floor during set-up (load-in) and tear-down (load-out) times will be restricted to officially-registered exhibitor personnel and/or their designated EACs. Absolutely no one under 18 years of age will be permitted on the show floor during these set-up/tear-down times. In an effort to maintain a professional and safe atmosphere, the following are prohibited from the Exhibit Hall floor during public hours: children younger than 18 years old; infant/toddler strollers; roller bags/suitcases.

20. Copyrights. Exhibitor warrants that all copyrighted material to be performed or played has been duly authorized or licensed by the copyright owners or their representatives and agrees to indemnify and hold CLA harmless from any and all claims, losses, expenses, including legal fees, which might arise from questions of use of any such material described above.

21. Use of Space. Exhibitor's display, equipment, and materials shall be confined to the actual dimensions of the booth space contracted for and be in compliance with IAEE Guidelines for Display Rules & Regulations. Height of display should not be such that it could be objectionable to other neighboring exhibitors. Aisles may not be used by the exhibitor. The exhibitor is responsible for maintaining a neat and clean booth. All tables must be either finished or draped.

22. Exclusions. Firms or organizations not assigned space in the exhibit area will be prohibited from exhibiting or soliciting business within the exhibition or conference area. Smoking and alcoholic beverages are not permitted on the exhibit floor.

23. Insurance. It shall be the responsibility of the exhibitor to provide for his or her own insurance needs. CLA shall not provide insurance for the exhibitor.

24. Limitations of Liability. Neither CLA, its employees, officers, agents, directors, volunteers, or affiliates shall be liable for any injury, loss, or damage to person or property of exhibitor, its employees, agents, and invitees except to the extent that such injury, loss, or damage is caused directly and proximately by substantial negligence on the part of CLA or its employees. Exhibitor by its execution of this contract expressly waives the right to claim any such excluded liabilities against CLA and its respective employees, officers, agents, directors, volunteers, or affiliates and acknowledges that it will neither hold nor attempt to hold the organization or any such person liable for any cause whatsoever other than injuries or damages occasioned directly and proximately by the substantial negligence of such persons. Further, neither CLA, nor its respective employees, officers, agents, directors, volunteers, or affiliates shall be liable for failure of the scheduled exhibition to be held due to fire, water damage, public emergency, strikes, other labor disputes, boycotts, cancellation of facility contracts, or acts of God beyond the power or control of CLA to prevent. Further, neither CLA, nor its respective agents, employees, officers, volunteers, or directors shall be liable for any failure or unavailability of utilities or any hotel or decorator services or personnel. In the event that CLA, or any of its agents, shall receive a claim or complaint, which in part or in whole arises from exhibitor's actions or failure to act, exhibitor shall indemnify and hold CLA, its respective agents, employees, officers, volunteers, or directors harmless from any claim, loss, or liability resulting therefrom.

25. Accommodations. Exhibitors qualify for the special CLA conference room rates at conference hotel's terms and conditions. Important! Make your reservations early! Please reserve your room directly with the hotel. Visit the Outcomes Conference website at www.OutcomesConference.org for the official discounted conference room rate and cut-off date. The discounted rate will be honored until this date or until the room block is filled. Hotel reservations must be accompanied by the first night's deposit.

26. Additional Travel Arrangements. Consult the Outcomes Conference Website (www.outcomesconference.org) for information on other travel arrangements.

27. Booth Selection Process. Space will be assigned beginning in July 2021, according to the date on which the contract and 50% deposit are received, priority placement criteria, the availability of the requested area, the amount of space requested, special needs, and compatibility of the exhibitor's products with CLA's aims and purpose.

Paid registrations received on or after October 1, 2021, will be assigned by order of date received.

28. Governing Law. All disputes under this Agreement shall be decided under the laws of the State of Kentucky, without regard to conflicts of laws principles.

29. Christian Arbitration. Any claim or dispute arising from or related to this Agreement shall be settled by mediation and, if necessary, legally binding arbitration in accordance with the Rules of Procedure for Christian Conciliation of the Institute for Christian Conciliation, a division of Peacemaker Ministries. Judgment upon an arbitration decision may be entered in any court otherwise having jurisdiction. The parties understand that these methods shall be the sole remedy for any controversy or claim arising out of this Agreement and expressly waive their right to file a lawsuit in any civil court against one another for such disputes, except to enforce an arbitration decision.