

EXHIBITOR PROSPECTUS

SECURE YOUR BOOTH SPACE TODAY!



IAAPA ATTRACTIONS EXPO 2017

CONFERENCE: NOV. 13-17 | TRADE SHOW: NOV. 14-17

ORANGE COUNTY CONVENTION CENTER
ORLANDO, FL, US

www.IAAPA.org/IAAPAAttractionsExpo

IAAPA
Attractions
Expo



Reserve your exhibit space at

IAAPA ATTRACTIONS EXPO 2017

Submit your contract early to select premier booth space. Space will be assigned in seniority order, making this the best opportunity to take advantage of your years of commitment to IAAPA Attractions Expo. To reserve exhibit space, please complete the Exhibit Space Contract and return it as soon as possible. Contracts submitted with the required 50 percent deposit by March 10, 2017, will be placed during the space-allocation meeting in April 2017.

Exhibit Investment

Sign up with the early bird rate and **SAVE \$1.50** per sq. ft.

Booths are in 10x10 feet increments.

INDOOR EXHIBIT FEES: (all figures in USD)	IAAPA Member Booth Space per sq. ft.	Nonmember Booth Space per sq. ft.
Booth Space Rate – Early Bird Rate (through March 10, 2017)	US\$23.50	US\$29.50
Booth Space Rate – Standard Rate (starting March 11, 2017)	US\$25	US\$31
Corner Fee	US\$250	US\$250
Split island/island fee for exhibits less than 800 sq. ft.	US\$1,000	US\$1,000
Turnkey Booth (Shell Scheme) Early bird rate per sq. ft. (through March 10, 2017)	US\$53.50	US\$59.50
Turnkey Booth (Shell Scheme) Standard Rate per sq. ft. (starting March 11, 2017)	US\$55	US\$61
IAAPA 2017 Membership Dues	US\$570	

OUTDOOR EXHIBIT FEES:	Booth Space per sq. ft.
Exhibit space 400-999 sq. ft.	US\$10
Exhibit space 1,000-2,999 sq. ft.	US\$9
Exhibit space 3,000+	US\$8

Payments Terms and Schedule

50% due by March 10, 2017 • 100% due by August 4, 2017

In signing the contract the exhibitor agrees to the payment schedule outlined above and if exhibitor fails to adhere to the plan, exhibitor agrees to pay the standard (higher) rate.

How to Reserve Your Exhibit Space

1. Complete and return the exhibit space contract via e-mail, fax, or U.S. mail with payment in the form of credit card, wire transfer, or U.S. check, payable to IAAPA.
2. Visit www.IAAPA.org/onlinecontract to reserve a booth online. Once logged in you will have access to the online application, where you can make a credit card payment and print out your invoice.*

*Access to the online contract is only available to exhibitors who participated in IAAPA Attractions Expo from 2011-2016.



Mark Your Calendar!

PREMIUM SPACE ALLOCATION: The allocation date by seniority for the top 150 companies (with 25+ years of exhibit history) will occur Jan. 17-20, 2017. Submit your contract by Jan. 13, 2017, to be eligible.

INFLATABLE ALLOCATION: The allocation date for inflatable companies will occur March 22-24.

SPACE ALLOCATION: Allocation for all companies that submit their contract by the March 10, 2017, deadline and will be assigned by the IAAPA Space Allocation Sub-Committee April 6-7, 2017.

Special Promotions

GLOBAL EXHIBITOR DISCOUNT: IAAPA Global Exhibitors —companies that exhibit at all three IAAPA Expos in 2017— will receive a \$2 PER SQ. FT. DISCOUNT applied to the balance due on the statement issued for the final payment for IAAPA Attractions Expo only. See Exhibit Space Contract for details.

OUTDOOR PROMOTION: This valuable program is for exhibitors who want to exhibit products and rides in a unique environment. When booking 2,000 sq. ft. or more inside, receive up to the same amount of square footage outside for FREE. Please indicate on your contract if you would like to take advantage of this promotion!

Deadline: March 10, 2017.

FIRST-TIME EXHIBITOR PAVILION: Are you a first-time exhibitor? View the benefits of being in the First-Time Exhibitor Pavilion at www.IAAPA.org/firsttimer.

To view the floor plan, visit www.IAAPA.org/IAAPA17MAP. For more details on the 2017 space-allocation process, visit www.IAAPA.org/spaceallocation or contact exhibitsales@IAAPA.org.

Additional promotions, what's new on the show floor, and much more can be viewed on www.IAAPA.org/IAAPAAttractionsExpo.

1. **Management:** The International Association of Amusement Parks and Attractions ("Association" or "IAAPA") will conduct the IAAPA Attractions Expo 2017 ("Event") at the Orange County Convention Center ("Event Facility") and appoints an official service contractor to provide all show services to exhibitors.
 2. **Exceptions to Rules and Regulations:** Exceptions to certain provisions of these Rules and Regulations may be granted at IAAPA's sole discretion where requested in writing and received by IAAPA before August 1, 2017.
 - a. The request must include certificates of insurance from all agent representatives indemnifying the Association for liability resulting from such exception in limits satisfactory to IAAPA.
 - b. IAAPA reserves the right to deny exceptions at its sole discretion.
 3. **Third Party Obligations:** IAAPA shall have no responsibility of any kind for the following:
 - a. performance or failure to perform by any contractor including the official Service Contractor;
 - b. performance or failure to perform services to the exhibitors, by the Event Facility.
 4. **Application for and Assignment of Space:** Anyone desiring to exhibit must file a written application with the Association at IAAPA Headquarters, 1448 Duke Street, Alexandria, Virginia 22314-9512 USA or utilize the online contract or fax.
 - a. Space will be assigned to conform as nearly as possible in size, price and location-subject to approval of the exhibitor sales team or space allocation committee.
 - b. The Association must receive exhibitor's disapproval of any space assignment in writing within 7 days after the date of postmark of the Association's assignment process.
 - c. Such rejection may be sent by fax or e-mail to the Association, but will only be valid upon confirmation of receipt by the Association.
 - d. After April 7, 2017, written disapproval must be received by IAAPA within 3 days after the date of postmark or fax of the Association's notice of space assignment. Such rejection may be sent by fax or email to the Association, but will only be valid upon confirmation of receipt by the Association. If no rejection is received by IAAPA within these periods, the exhibitor will be deemed to have accepted the space allocated.
 - e. The Association has the absolute right to allocate and assign space and exhibitors and to relocate exhibits after initial assignment.
 5. **Cancellation of Exhibit Space:** The Association reserves the right to cancel any reservation not paid in full, to lease such space to another exhibitor, and to retain as liquidated damages any amounts already paid. IAAPA also reserves the right to reject any application, or cancel any contract, for space for any reason. If any Exhibitor changes management or is purchased by another company/organization, this Contract becomes binding on such company/organization. Exhibitor agrees that payments or deposits made by exhibitor may be used toward satisfying any cancellation fees due to Association under this Contract. In the event that an exhibitor cancels this Contract, or is unable to use the space after August 4, 2017, the Association shall retain as liquidated damages all amounts paid by such exhibitor. This includes company "no-shows," that do not occupy contracted on-site booth space. Upon receipt of cancellation notice from exhibitor, Association shall have no further obligations to the exhibitor under this Contract.
 6. **Cancellation Deadlines and Liquidated Damages:**
 - a. US\$200-Written cancellation received by June 1, 2017.
 - b. US\$500-Written cancellation or space reduction received June 2, 2016 though July 5, 2017.
 - c. 50% of the total space cost for any cancellation or space reduction received beginning July 6, 2017 through August 4, 2017.
 - d. 100% of the total space cost for any cancellation or space reduction received after August 5, 2017.
 7. **Administrative Fees for Booth Changes and Moves:** Upon receipt and approval of a booth change or move request, the Association may charge administrative fees as follows:
 - a. US\$200 for requests submitted through July 6, 2017
 - b. 50% administrative fee for any reductions of original contracted space after July 6, 2017.
 8. **Cancellation or Postponement of Event:** It is mutually agreed that, in the event that the Event is cancelled for any reason, then and thereupon this Contract will be automatically terminated and IAAPA management will determine an equitable basis for the refund of a portion or all of the exhibit fees, after due consideration of expenditures and commitments already made.
 9. **Compliance with Rules and Regulations:** Exhibitor hereby agrees to be bound by all IAAPA and Event Facility rules and regulations outlined here, in the Exhibitor Services Guide, and any additional rules, regulations, and information as may be adopted by IAAPA or the Event Facility. Exhibitor further agrees to adhere to and be bound by (i) all applicable fire, utility, and building codes and regulations of the Event Facility; (ii) any rules or regulations of said Event Facility; (iii) the terms of all leases and agreements between IAAPA and the managers or owners of the Event Facility; (iv) the terms of any and all leases and agreements between IAAPA and any other party relating to the Event; and (v) all Federal, State, and local laws, codes, ordinances and rules; without limiting the foregoing, exhibitor shall construct its displays to comply with the Americans with Disabilities Act. Exhibitor shall not, nor shall exhibitor permit others to, do anything to its exhibit space or do anything in the Event Facility which would cause a difference in conditions from those previously approved by the insurance carriers of IAAPA, or the owners or managers of the Event Facility, which will in any way increase premiums payable by any of said parties, and exhibitor shall be responsible for any such increase resulting from violation of this section. IAAPA will not interpret laws, regulations and ordinances for any exhibitor.
 10. **Specific Policies:**
 - a. All exhibitors must adhere to all rules and regulations pertaining to displays and product as outlined in IAAPA Booth Specifications and diagrams included in the Exhibitor Services Guide.
 - b. Exhibit activity or soliciting by any non-exhibiting firm or person on the trade show floor and/or on any property under the supervision or under the contract of the Association during the trade show is strictly prohibited.
- c. Exhibitor agrees to keep exhibit properly staffed and intact during show hours.
 - d. Early dismantle of booth space is strictly prohibited.
 - e. No cash and carry sale of goods as in a retail setting is permitted from an exhibit booth or in the Event Facility.
 - f. No food or beverages may be sold on the premises, although samples may be given away in limited portions. See the Exhibitor Services Guide published online for further details.
 - g. IAAPA reserves the right in its sole judgment to prohibit or close any display or activity because of noise, odors, or other disturbing features, or which may be offensive to other exhibitors or attendees. Furthermore, this discretionary right of IAAPA applies to any demonstration or activity by any exhibitor that results in obstruction of booth line-of-sight and/or access to a nearby exhibitor's booth by either attendee/buyers or exhibitors.
 - h. Exhibitors demonstrating amusement rides and/or offering rides to show attendees or guests are solely responsible for compliance with all federal, state, and local laws and regulations governing the operation of rides, and for securing in advance all approval necessary to demonstrate and offer rides during the show dates.
 - i. All personnel working in an exhibit booth must be employees of the exhibiting company.
 - j. Each exhibiting company receives five (5) exhibitor staff badges for the first booth of 100 net square feet and two additional badges for each increment of 100 net square feet up to a maximum of 50 badges per booth.
 - i. Additional badges are at the prevailing member/nonmember rate. Booth personnel must show company business card for admission.
 - ii. The replacement fee for a lost exhibitor badge is US\$119.
 - iii. Proper identification is required to replace a lost badge. No refunds will be made if a lost badge is found/returned.
 - iv. IAAPA will charge the exhibitor a \$150 penalty per exhibitor staff badge used by a buyer.
 - k. Booth personnel must display their badges at all times.
 - l. No exhibitor is allowed to assign, sublet, or apportion whole or any part of space allotted or exhibits any goods other than those manufactured or sold in the regular course of business by the exhibitor.
 - m. Exhibitors are prohibited from engaging in an exhibit activity in any space other than that which has been contracted.
 - n. "Suitcasing." Please note that while all Event attendees are invited to the exhibition, any attendees who are observed to be soliciting business in the aisles or other public spaces or in another company's booth will be asked to return their badges and to leave the show floor immediately. Violators will not be allowed to return to the show and no refunds will be made. Additional penalties may apply. IAAPA asks that both attendees and exhibitors report any violations they may observe to the Show Office.
 - o. "Outboarding." Outboarding is defined as marketing, sales and hospitality events conducted by exhibitors and others capitalizing on the presence of buyers and/or sellers attending the original show without previously notifying the original show organizer and finalizing an arrangement that benefits both parties. This practice is considered unethical. It includes practices such as "coat-tailing", "piggy-backing", co-location of events, and large-scale hospitality events, particularly during show hours.
 - p. Exhibitor literature and printed materials, including trade publications, may only be distributed from within an exhibitor's booth space and may not appear in any other public space of the Orange County Convention Center or that of the contracted IAAPA hotels. Certain sponsoring opportunities are exempt from this rule. Demonstrations, sales activities and giveaways must take place within the exhibitor's booth space. Distribution of materials and sales efforts may not take place in the aisles or any other location outside the contracted booth space. This policy is strictly enforced! Companies found breaking these rules may have their booth at IAAPA Attractions Expo 2017 shut down, may forfeit accumulated priority points, and could be suspended from future exhibiting.
 - q. Exhibitors with products, the sale of which may be illegal in certain jurisdictions, must display a sign in their booth space to that effect.
 - r. Manufacturers and other exhibitors of equipment that may be considered to be gaming equipment, devices or other products are responsible for determining that they can legally exhibit such items in Florida and Orlando.
 - s. Exhibitors are responsible for any damage done by them or their employees.
 - i. No nails, bolts, tack or screws shall be driven into the wall, woodwork or floor of the Building
 - ii. The use of flammable substances as decorative materials is prohibited
 - iii. All decorative fabrics must be flame proofed in accordance with City and Exhibit fire regulations
 - iv. No gasoline, kerosene, acetylene or other flammable or explosive substances are permitted in the building
 - v. Exhibitors using grease or oil in the preparation of food must utilize cooking hoods to prevent splatter.
 - t. Booth must be set-up and complete for inspection and the surrounding aisles clear of exhibitor's equipment and debris no later than 5:00 p.m. Eastern Standard Time (17:00) on November 13, 2017.
 - u. Exhibitor warrants and represents that the Exhibit and all related materials, including but not limited to photographs, written materials, and display models (collectively, the "Exhibit"), does not violate any proprietary or personal rights of others (including, without limitation, any copyrights, patents or privacy rights); that the Exhibit constitutes the Exhibitor's own original work or property, or that the Exhibitor has permission from the rightful owner to use such work or property. The Exhibitor agrees to indemnify and hold harmless IAAPA, its officers, directors, members, assignees, and agents, from and against any and all claims, actions, losses, demands, costs, attorneys' fees and all other expenses relating or incidental to, or arising directly or indirectly from, the inaccuracy or breach of any of the warranties and representations contained in this Section.

- 11. Liability, Hold Harmless and Indemnification:** Exhibitor agrees that neither the Event Facility nor the Association shall be liable for any claims, losses, damages, death, injuries or liability which may be sustained by any person who may be on the premises leased by or assigned to the exhibitor, (including but not limited to) any agent, employee, representative or guest of the exhibitor, or any other person or entity.
- The exhibitor agrees that it will hold harmless and indemnify the Event Facility and the Association from any and all claims, including third party infringement claims, losses, damages, death, injuries or liability whatever (including without limitation, reasonable attorney's fees and costs) whether to property, person or otherwise, that arise in whole or in part from the omissions or willful misconduct or breach of this Contract by exhibitor, or its agents, employees, representatives, guests or invitees related to or arising in connection with exhibitor's performance under this Contract.
- In no event will IAAPA be liable to the exhibitor, whether in contract or tort, for any amount in excess of the exhibit space rental fee in relation to any damages, including lost profits, arising out of or relating to the IAAPA Event, the rental of exhibit space, the conduct of IAAPA, any breach of this Contract, or any other act, omission, or occurrence. In no event shall Association be liable, whether in contract or tort, for any indirect, consequential, exemplary, punitive or special damages or awards.
- 12. Insurance:** At the time of making final payment for space under this Contract, and before beginning any work or efforts in connection with the Event, every exhibitor shall provide the Association with an original, signed insurance certificate and endorsement, naming "IAAPA, its entities, subsidiaries, agents, representatives, officers, staff, volunteers and employees," as additional insured under the exhibitor's general liability insurance policy. The exhibitor's policy must include special events, and must be primary as to any other valid and collectible insurance, but only as to the acts of the named insureds. The exact show dates including move-in and move-out must be included on this certificate, as well as policy numbers, effective dates, and limits. All policies shall evidence insurance written by a carrier licensed to do business in the state in which the Event is held and rated at least "A" in A.M. Best's Key Rating Guide. Minimum limits required to be carried by exhibitors displaying amusement rides and/or mechanical, electrical or other devices or displays involving audience participation, and any exhibitors using flammable materials or cooking must carry a minimum US\$2,000,000 per occurrence, and have a total combined aggregate policy of US\$3,000,000. Certificate must read: "Coverage for participants is not excluded".
- All other exhibitors are required to carry a minimum US\$1,000,000 per occurrence and US\$2,000,000 general aggregate. All exhibitors are recommended to carry US\$300,000 Fire Damage, US\$10,000 Medical Expenses, US\$1,000,000 Personal and Adversely Injured, and US\$2,000,000 Products and Completed Operations Policy. The coverages and limits set forth above are considered minimum requirements and in no way limit the liability of the exhibitor. Notwithstanding the above minimums, IAAPA reserves the right to require an insurance policy in excess of the amounts stated.
- 13. Obligations At End of License:** Before the termination of the license period, license period being from 8:00 a.m., November 9, 2017 through 12 Noon, November 19, 2017, exhibitor shall vacate the Event Facility and the facilities and return the equipment in the same condition and repair as originally furnished to the exhibitor, normal wear and tear excepted. In the event the Event Facility or the facilities are not so vacated, then the Association and/or the Orange County Convention Center is authorized, at the expense of the exhibitor, to remove and store or return to exhibitor, or unless the exhibitor's failure is due to an event beyond the control of the exhibitor such as strikes or Acts of God, to treat as abandoned and discarded property and dispose of all goods, wares, merchandise and property of the exhibitor. The Association and/or the Orange County Convention Center shall not be liable for any damages or loss to such goods, wares, merchandise or other property which may be sustained either in the course of such removal, or in the course of transit, or by virtue of the Association's and/or the Orange County Convention Center's disposal of the property. The exhibitor hereby expressly releases Association and/or the Event Facility from any such claims for damages of whatsoever kind or nature.
- 14. Security:** Neither the Association nor the Event Facility shall be in any way liable or responsible for any loss or disappearance of any object, item, good or materials of any kind, from exhibitor's booth space or from the Event Facility, except for such loss or disappearance as is due to intentional and tortious theft committed by the employees of the Association or the Orange County Convention Center. The Association and the Orange County Convention Center provide certain security services, including providing advice on security measures, as a convenience to exhibitors, but the responsibility for the security and safety of an exhibitor's area, product, and property rests solely with the exhibitor.
- 15. Miscellaneous:** The above rules and regulations are all deemed to be of the essence of this Contract. A material breach of any of them shall be deemed a breach of Contract entitling IAAPA to immediately cancel the exhibitor's Contract. Upon cancellation, IAAPA may take possession of the exhibitor's space, remove all person and properties of the exhibitor and hold the exhibitor accountable for all risk expense incurred in such removal. The association reserves the right to make any changes necessary for the best interest of the trade show.
- If a court hereof holds any provisions invalid, all other provisions shall remain in full force and effect.
- 16. IP Enforcement Policy:** In an effort to ensure any claims or disputes by exhibitors at the Event (or in the time period prior to the Event) are handled in a nondisruptive manner, the Association hereby agrees to provide all exhibitors at the Event with the services of an intellectual property mediator ("IP Mediator"). At the Event and in the time period leading up to the Event, IP Mediator will provide assistance to exhibitors by evaluating potential intellectual property infringement claims and will work closely with the Association to issue any Sanctions (as defined below), if necessary.
- The Exhibitor understands and agrees that the IP Mediator is a neutral party enlisted to mediate and settle disputes between exhibitors related to intellectual property or proprietary rights, as well as any violation of the Rules. Exhibitor understands and agrees that all decisions made by the IP Mediator are final, and shall not be subject to appeal or challenge.
- The Exhibitor understands and agrees that, at the Event and in the time period leading up to the Event, any exhibitor ("Complaining Exhibitor") may lodge with IP Mediator a complaint against any other exhibitor ("Defending Exhibitor"), which after investigation may result in the Sanctions by the IP Mediator or the Association at the Event. IP Mediator's evaluation of such a complaint will be free of charge to the Complaining Exhibitor.
- Exhibitor understands and agrees that the enforcement action or sanctions ("Sanctions") shall be issued by IP Mediator and/or the Association in their sole discretion and may include but shall not be limited to: (i) the removal of any item, product, catalog, photograph or image, printed material, product or device ("Exhibitor Content"), (ii) the shutdown of an exhibitor's booth at the Event, (iii) restrictions on access or services provided by the Association, (iv) a loss of membership to the Association; or (v) a ban from any future show or event.
- The Exhibitor understands and agrees that any determination by IP Mediator and/or the Association to issue any Sanctions is not a legal determination that any intellectual property infringement or violation has occurred; instead, Sanctions shall be issued (i) to enforce the rules and guidelines at the Event, including the Rules; (ii) when IP Mediator believes that the display of any Exhibitor Content is potentially infringing on another exhibitor's intellectual property or proprietary rights, or (iii) when IP Mediator and/or Association believes the display of any Exhibitor Content is disruptive to the Event.
- In exchange for being permitted to exhibit at the Event and also for the services described above, Exhibitor agrees as follows:
- That Association is not responsible or liable for any claimed or recognized violations of the Exhibitor's intellectual property or proprietary rights, including any claims for trademark, copyright or patent infringement or any claims of counterfeiting or other violations of proprietary rights.
 - That the Exhibitor will abide by any and all intellectual property laws, rules or guidelines, including the Rules, whether imposed by national or local laws or by the Association as part of its ownership and/or management of the Event.
 - That the IP Mediator and the Association have no obligation to enforce or act on the behalf of the Exhibitor and that both IP Mediator and Association may, in their sole discretion, determine whether to issue Sanctions or take any action in any case, depending on the facts presented by the Complaining Exhibitor. Nothing herein obligates IP Mediator or Association to take any action or issue any Sanctions.
 - Not to display Exhibitor Content that violates or potentially violates the intellectual property or proprietary rights of another exhibitor at the Event or that is otherwise disruptive to another exhibitor. Exhibitor hereby further agrees that the Association and/or its IP Mediator may determine—in their sole and complete discretion—whether to issue the Sanctions described herein.
 - To comply with any Sanctions issued by IP Mediator and/or the Association. Exhibitor further understands that its refusal to comply with any issued Sanctions may result in further action by Association, which may include the issuance of additional Sanctions or another action as determined by Association in its sole discretion.
 - That a failure by Exhibitor to abide by any Sanctions imposed by IP Mediator and/or the Association may lead to additional Sanctions imposed by Association.
 - That any claim of infringement made to IP Mediator or the Association shall be made with the good faith intent to enforce owned or licensed intellectual property or proprietary rights, and not solely in an effort to disrupt or impact another party's ability to operate.
 - EXHIBITOR AGREES TO RELEASE AND HOLD HARMLESS THE ASSOCIATION, IP MEDIATOR, AND THEIR AGENTS, CONTRACTORS, AND SERVICE PROVIDERS, (COLLECTIVELY, THE "RELEASED PARTIES") FOR ANY CLAIMS, DEMANDS, OR LIABILITIES RELATED TO: (i) A CLAIM OR DETERMINATION THAT A VIOLATION OF THE RULES HAS OCCURRED; (ii) A CLAIM OR DETERMINATION THAT ANY EXHIBITOR CONTENT IS INFRINGING, POTENTIALLY INFRINGING, OR OTHERWISE DISRUPTIVE TO THE EVENT; OR (iii) ANY OTHER CLAIM OR DETERMINATION ISSUED BY THE IP MEDIATOR, ITS AGENT OR CONTRACTOR, OR THE ASSOCIATION RELATED TO ACTIVITY AT THE EVENT. TO BE CLEAR, SUCH RELEASE OF LIABILITY WILL INCLUDE ANY CLAIMS OF TRADE LABEL, DEFAMATION, UNFAIR COMPETITION, OR NEGLIGENCE RELATED TO ANY DETERMINATION MADE AT THE EVENT BY THE RELEASED PARTIES.
 - To indemnify, hold harmless and defend the Released Parties from any claims, losses, damages or liability that may result from the Association or IP Mediator's enforcement of this IP Enforcement Policy.
 - That it will accept and not seek to challenge, modify or overturn any resolution made by IP Mediator or the Association, including the issue of any Sanctions.
- 17.** If any provision of the Rules is held to be illegal, invalid, or unenforceable under the present or future laws, then such provision shall be fully severable, and the Rules shall be construed and enforced as if such illegal, invalid, or unenforceable provision had never comprised a part of the Rules and the remaining provisions of the Rules shall remain in full force and effect and shall not be affected by the illegal, invalid, or unenforceable provision or by its severance from the Rules.
- 18.** By signing the exhibitor contract, Exhibitor hereby agrees that the exclusive jurisdiction for any dispute, claim, or demand related in any way to the enforcement or construction of the Rules will be decided by binding arbitration. Specifically, all disputes between Exhibitor and Association shall be submitted to Judicial Arbitration and Mediation Services, Inc. ("JAMS") for binding arbitration under its rules then in effect in the Arlington, Virginia, USA area, before one arbitrator to be mutually agreed upon by both parties. The parties agree to share equally in the arbitration costs incurred. It is the intention of the parties that all questions with respect to the construction and enforcement of the Rules and the rights and liabilities of the parties hereto shall be determined in accordance with the laws of the State of Virginia, in the United States.