31st National College & University Bursars SFS Conference

April 23 - 26, 2017 | Ponte Vedra Beach, FL | Sawgrass Marriott Golf Resort & Spa

Gold Sponsor: CASHNET

Vendor Prospectus
You Are Cordially Invited to Be a Part of It All!

PDG’s 31st National College & University Bursars SFS Conference is the premier event for higher education professionals in the Bursars SFS area. It is the most cost effective way for you to conduct decision maker level interaction while maximizing both time & investment dollar spent.

Enclosed are materials detailing a variety of ways that your organization can benefit from involvement with the National College & University Bursars SFS Conference and a conference registration form.

Space is limited and in high demand. Promptly submit your completed registration form in order to claim your spot and ensure that you won’t miss out! PDG regrets that we cannot hold exhibit space unless your payment accompanies your registration form.

Sincerely,

Jason P. Beard
President & CEO
Professional Development Group II, Inc.

For a schedule of our other events and more information please visit www.prodev.com.
Professional Development
Group II, Inc.

PDG: Who are we? Since 1986, PDG has established conferences that are national in scope. Each year we host a Student Loan Receivables Collection Conference, P-Cards on Campus Conference, and The College & University Bursar Conference. In addition, PDG offers a variety of consulting, meeting planning, seminar and association management services. www.prodev.com

Who/How many schools will be participating in the conference? We expect representation from over 150 organizations. Participants attend from private, public and proprietary colleges, universities, trade and technical schools throughout the United States — typically from almost all 50 states. See a list of 2016 attendees at: www.prodevmedia.com/conferences/bursars/2016/Title-and-Company-2016.pdf

What exhibitors will be attending? Participating exhibitors have included payment processors, collection agencies, billing services, tuition management firms, software and hardware companies, skip-trace specialists, law firms and credit card providers. See a list of 2016 exhibitors at: www.prodevmedia.com/conferences/bursars/2016/2016_vendors.pdf
Important Information

CONFERENCE HOTEL
Sawgrass Marriott Golf Resort & Spa
1000 PGA Tour Blvd
Ponte Vedra Beach, FL 32082
Hotel Rate: $199/per night (single or double) plus tax
Hotel Reservations: In order to receive this rate call 1-(800) 457-4653.
Make sure you mention you are attending PDG's Bursars Conference.
The cut-off date to receive this group rate is March 31, 2017 or until our
room blocks are filled. Please make your reservations early in order to
avoid disappointment.

CONFERENCE TRANSPORTATION
The Sawgrass Marriott Golf Resort & Spa is located 37 miles from the
Jacksonville International Airport. A taxi to the hotel from the airport
runs about $75. The resort is offering complimentary airport shuttle
transportation on Sunday and Wednesday. The shuttle will depart from
the airport (Sunday) and from the hotel (Wednesday) every hour on
the hour within an 8 hour window.

BOOTH SETUP/REMOVAL & SHIPPING INFORMATION
Conference setup begins Sunday, April 23, 2017 from 1:00 p.m.
until 4:00 p.m. All displays must be broken down by 12:00 p.m. on
Wednesday, April 6, 2017. Conference materials and booths should be
shipped to the following address:
Sawgrass Marriott Golf Resort & Spa
1000 PGA Tour Blvd
Ponte Vedra Beach, FL 32082
Hold For: PDG National College & University Bursars SFS Conference
Your Company Representative – Your Company Name

Vendors are responsible for all incoming hotel shipping fees.

EXHIBIT HOURS
Exhibit hours start on Monday morning at 7 AM. The exhibit hall
is located in the same room with all food functions and breaks except
the reception. The major traffic at booths will be during the breakfasts,
lunches and breaks. Please see the brochure schedule for these times

CANCELLATIONS / SUBSTITUTIONS / REFUNDS
Registration fees are not transferable mid-conference. Organizations
that plan to have two or more people attend for only part of the
conference and substitute others for the balance of the event must
purchase separate registrations for each individual.

Requests for refunds will be honored only if notification of cancellation
is received in writing (by fax or email) by February 26th. Cancellation
by telephone is not applicable. Failure to submit notification in writing
will forfeit registration fee refunds A $150 administrative fee will be
charged for all cancellations. No refunds will be honored after the
conference or after attendee lists have been distributed. Substitutions
may be made prior to the start of the event if registrants cannot
attend. Please notify PDG of substitutions by fax: 812-339-0138 or
email: info@prodev.com. Space is limited; we suggest that you register
as soon as possible.

DRESS CODE
We recommend business casual dress for the conference.

DOOR PRIZES
We encourage but don’t require vendors to provide door prizes. Door
prizes will be awarded during lunch on Tuesday.
## Sponsor Level Pricing

| Features                        | Gold  
|                                | $11,000 | Silver  
|                                | $6,000 | Bronze  
|                                | $3,250 |
| AGENDA PRESENTATION             | Yes    | —       | —       |
| INCLUDED REGISTRATIONS          | 3      | 2       | 2       |
| EXHIBIT SPACE                   | Booth  | Booth only | Booth only |
| LOGO PLACEMENTS                 | Brochure Front*  
|                                 | Handbook Front*   
|                                 | Conference poster*  
|                                 | Site wide       | Brochure Back*  
|                                 | Site wide Logo*  | Name in  
|                                 |                  | Conference Handbook* |
| ELECTRONIC ATTENDEE LIST        | 3 weeks prior to conference | 2 weeks prior to conference | 2 week prior to conference |
| MEALS                           | Sunday Reception | Lunch | Breakfast |

*Deadline for printed materials is December 18th (brochure) & February 26th (handbook & posters)

**Exhibit space includes: wastebasket, 2 chairs, skirted table, carpet, & free wi-fi

### PLATINUM SPONSORSHIP

Do the above sponsor packages not contain everything you want? Contact our Sales Manager Dayne Newquist about creating a custom sponsor package at: dayne@prodevmeetings.com

www.prodev.com #Bursars17
## Exhibitor Pricing

<table>
<thead>
<tr>
<th>Features</th>
<th>Full Booth $1,999</th>
<th>Tabletop $1,799</th>
<th>Attending Non-Display Vendor $950</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference Registration</td>
<td>2</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Exhibit Space</td>
<td>8’ x 10’ Booth (1)</td>
<td>6’ Tabletop (1)</td>
<td>None</td>
</tr>
<tr>
<td>Additional Registration</td>
<td>$650</td>
<td>$650</td>
<td>$950</td>
</tr>
<tr>
<td>Vendor Description in Handbook</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Electronic Attendee List</td>
<td>2 weeks prior to conference</td>
<td>2 weeks prior to conference</td>
<td>Hard copy will be provided on site</td>
</tr>
</tbody>
</table>

Exhibitor participation levels include conference meals, Sunday Welcome Reception, conference materials, and session attendance. Fees do not include admission to the Sunday afternoon workshop or refreshment break.

### The Sponsor/Exhibitor Fact Sheet

We at PDG believe that you, the vendor, are special and vital to the success of our conferences. It is our policy to extend every courtesy to our vendors; one way we express our appreciation is by publishing a Sponsor/Exhibitor description and making it available in the conference handbook. If you plan to sponsor or exhibit, please return an electronic document with your company’s description in paragraph form (100 word description of your services, etc) to info@prodev.com (PDG reserves the right to edit for length). Only Sponsors and Exhibitors are eligible for inclusion - Attending Non-Display Vendors are not. Information must be received by February 26, 2017 to be included in conference handbook and by December 18, 2016 to be included in the conference brochure.
Gold Sponsorship

**GOLD SPONSORSHIP** is the top spot with unmatched access to brand opportunities and exposure offering premium signage and messaging.

- Agenda Presentation
- 3 registrations
- 8 x 10 booth exhibit space included
- Premium logo placement on front cover of brochure
- Premium logo placement on front cover of handbook
- Premium logo placement on conference posters
- Premium logo placement on the Bursars conference website
- Access to electronic attendee list 3 weeks prior to conference
- Sunday Reception sponsorship acknowledgement

**Maximum visibility due date: December 18th**

**Booth includes:** wastebasket, 2 chairs, skirted table, 6ft Tabletop, and carpet

- $11,000
- Exclusive Exposure
- Most Visibility
- One Available Per Industry Segment
Silver Sponsorship

A ubiquitous and meaningful way to make a statement, the SILVER SPONSORSHIP offers dynamic opportunities for your brand to interact with an enormous attendee & prospect pool.

- 2 registrations
- 8 x 10 booth exhibit space included
- Prominent logo placement on back of brochure
- Prominent logo placement on the Bursars conference website
- Access to electronic attendee list 2 weeks prior to conference
- 1 Lunch Sponsorship

**Maximum visibility due date: December 18th**
**Booth includes: wastebasket, 2 chairs, skirted table, 6ft Tabletop, and carpet**

- $6,000
- Extensive Reach
- Individual Impact
Bronze Sponsorship

A budget friendly price with a big return on investment. Make connections and find new business with valuable opportunities.

- 2 registrations
- 8 x 10 booth exhibit space included
- Name only in conference handbook
- Access to electronic attendee list 2 weeks prior to conference
- Breakfast Sponsor

- $3,250
- Exceptional Value
- Lasting Impressions

**Maximum visibility due date: December 18th**
**Booth includes: wastebasket, 2 chairs, skirted table, 6ft Tabletop, and carpet**
# Branding Opportunities

Create visibility and gain maximum brand exposure.

<table>
<thead>
<tr>
<th><strong>EVENT APP</strong></th>
<th><strong>$2,000</strong></th>
<th><strong>TUESDAY HAPPY HOUR RECEPTION (4:30 - 5:30 PM)</strong></th>
<th><strong>$2,000</strong></th>
<th><strong>TOTE BAGS</strong></th>
<th><strong>$1,400</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>![App Icon]</td>
<td></td>
<td>![Martini Glass Icon]</td>
<td></td>
<td>![Conference Bag Icon]</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Company logo on splash page of app</td>
<td>Recognition as Happy Hour Reception sponsor</td>
<td></td>
<td>Company logo featured on conference bag</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Button on main menu that links to company website</td>
<td>Opportunity to provide logo napkins, giveaways, etc.</td>
<td></td>
<td>Bags provided by PDG</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Featured on professional signage</td>
<td>Sponsor provides all food and drink</td>
<td></td>
<td>Logo/artwork provided by sponsor</td>
<td></td>
</tr>
<tr>
<td>PENS</td>
<td><strong>$375</strong></td>
<td>KEY CARD SPONSOR</td>
<td><strong>$1,000</strong></td>
<td>HANDBOOK AD</td>
<td><strong>$500</strong></td>
</tr>
<tr>
<td>![Pen Icon]</td>
<td></td>
<td>![Hotel Key Card Icon]</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sponsor provides pens</td>
<td>Company’s artwork on each hotel key card</td>
<td></td>
<td>Sponsor provides full page ad (PDF preferred)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>PDG will distribute pens in conference bags</td>
<td>Price of cards is not included in sponsorship price</td>
<td></td>
<td>Black and white advertisements only</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Must be delivered to conference hotel by April 17&lt;sup&gt;th&lt;/sup&gt;</td>
<td>$2 per card</td>
<td></td>
<td>Artwork must be provided to PDG by March 20&lt;sup&gt;th&lt;/sup&gt;</td>
<td></td>
</tr>
<tr>
<td>WEB BANNER</td>
<td><strong>$1000</strong></td>
<td>(4) SPONSORED BLAST</td>
<td><strong>$400</strong></td>
<td>CHARGING STATION</td>
<td><strong>$500</strong></td>
</tr>
<tr>
<td>![WWW Icon]</td>
<td></td>
<td>![Email Icon]</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Company banner placed on PDG’s homepage</td>
<td>4 sponsorships available</td>
<td></td>
<td>Company’s logo featured on signage at charging stations located around conference</td>
<td></td>
</tr>
<tr>
<td></td>
<td>PDG website viewed by 2,000 people each month</td>
<td>Logo featured on one (1) attendee blast</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Linked directly to <a href="#">branded webpage</a> on PDG site</td>
<td>Blasts sent to over 11,500 recipients</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

www.prodev.com #Bursars17
# Branding Opportunities

Create visibility and gain maximum brand exposure.

<table>
<thead>
<tr>
<th>NOTEPAD SPONSORSHIP</th>
<th>$750</th>
<th>PROMOTIONAL PIECE INSERT</th>
<th>$375</th>
<th>WIRELESS INTERNET</th>
<th>$625</th>
</tr>
</thead>
</table>
| • Sponsor provides note pad  
• Must be delivered to conference hotel by April 17th  
• PDG will distribute note pad in each conference bag | • Insert placed in each conference bag  
• Piece can be full color and double sided  
• Must be delivered to conference hotel by April 17th | | | • Featured on professional signage  
• Network named after sponsor company |

<table>
<thead>
<tr>
<th>(2) NETWORKING BREAK</th>
<th>$750</th>
<th>LANYARD/NAME BADGE</th>
<th>$750</th>
<th>USB DRIVES</th>
<th>$625</th>
</tr>
</thead>
</table>
| • 2 sponsorships available  
• Recognition as break sponsor (2 half hour breaks on chosen day)  
• Opportunity to provide logo napkins, giveaways, etc.  
• PDG will provide food and drink | • Company logo on conference lanyard and name badge  
• Sponsor provides logo  
• Lanyard and name badge provided by PDG | | | • Sponsor provides USB  
• Must purchase sponsorship by March 20th. Company will ship USB to PDG office for presentation uploads  
• PDG will distribute USBs |
Print Material Specifications
What we need to keep your brand looking good

**SUBMISSION**
Please send logo and ad files to info@prodev.com no later than December 18, 2016 for the brochure and February 26, 2017 for the handbook.

**FULL PAGE HANDBOOK AD**
- 7.5 X 10 in.
- Black & white
- PDF format

**LOGOS FOR PRINT & WEB**
If your branding permits & is available, please provide following:
- full color & single color versions of logo
- .EPS file required

**EXAMPLES**

If you have further questions regarding the required file format or ad specifications contact Dayne Newquist at dayne@prodevmeetings.com.
# Conference Registration Form

## I. SPONSOR INFORMATION AND PRIMARY CONTACT:

<table>
<thead>
<tr>
<th>Company Name</th>
<th>URL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Primary Contact Name</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(This person will receive all invoices/payment related correspondence)

<table>
<thead>
<tr>
<th>Address</th>
<th>City/State/Zip</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Phone</th>
<th>Fax</th>
<th>Email Address</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1. **SPONSORSHIP PACKAGES**

<table>
<thead>
<tr>
<th>Sponsorship Package</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gold Sponsorship (3 registrations)</td>
<td>$11,000&lt;sup&gt;1&lt;/sup&gt;</td>
</tr>
<tr>
<td>Silver Sponsorship (2 registrations)</td>
<td>$6,000&lt;sup&gt;1&lt;/sup&gt;</td>
</tr>
<tr>
<td>Bronze Sponsorship (2 registrations)</td>
<td>$3,250&lt;sup&gt;1&lt;/sup&gt;</td>
</tr>
</tbody>
</table>

### EXHIBITOR

<table>
<thead>
<tr>
<th>Exhibitor Full Booth (2 conference registrations and 1 - 8x10ft booth)</th>
<th>$1,999</th>
</tr>
</thead>
<tbody>
<tr>
<td>tabletop Exhibitor (2 conference registrations and 1 - 6ft exhibit space)</td>
<td>$1,799</td>
</tr>
<tr>
<td>Attending Non-Display Vendor</td>
<td>$950</td>
</tr>
</tbody>
</table>

### BRANDING OPPORTUNITIES

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Networking Break</td>
<td>$750</td>
</tr>
<tr>
<td>Lanyards/Name Badges</td>
<td>$750</td>
</tr>
<tr>
<td>Note Pads</td>
<td>$750&lt;sup&gt;2&lt;/sup&gt;</td>
</tr>
<tr>
<td>Wireless Internet</td>
<td>$625</td>
</tr>
<tr>
<td>USB Drives</td>
<td>$625&lt;sup&gt;2&lt;/sup&gt;</td>
</tr>
<tr>
<td>Web Banner</td>
<td>$1,000</td>
</tr>
<tr>
<td>Handbook Advertisement (2)</td>
<td>$500&lt;sup&gt;2&lt;/sup&gt;</td>
</tr>
<tr>
<td>Charging Stations</td>
<td>$500</td>
</tr>
<tr>
<td>Pens</td>
<td>$375&lt;sup&gt;3&lt;/sup&gt;</td>
</tr>
<tr>
<td>Promotional Piece Insert</td>
<td>$375&lt;sup&gt;3&lt;/sup&gt;</td>
</tr>
<tr>
<td>Sponsored Blast</td>
<td>$400</td>
</tr>
<tr>
<td>Add Late Fee (for registration completed after February 26, 2017)</td>
<td>$200</td>
</tr>
</tbody>
</table>

### TOTAL PAYMENT

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<sup>1</sup> Sponsor/Exhibitor must commit by December 18, 2016 to receive company name and/or logo on brochure.

<sup>2</sup> Sponsor/Exhibitor must commit by February 26, 2017 to receive company name and/or logo on conference handbook.

<sup>3</sup> This pricing is for items supplied by vendor. For information and pricing on having PDG produce an item call 812-339-6374 or email dayne@prodevmeetings.com
II. ATTENDEE REGISTRATION

Once PDG has received and accepted the Vendor Prospectus and payment, PDG will generate a confirmation letter. Confirmation will be forwarded to the contact listed on the previous page. The confirmation letter will confirm sponsor benefits/requirements and number of registrations based on space contracted and due dates. To register onsite attendees please fill out the registration form at: https://form.jotform.com/505657065999973

III. PAYMENT INFORMATION:

Payment in full must accompany any signed sponsor contract/associate member application. Sponsors unable to occupy and use the exhibit space contracted will be refunded 60% of all sponsor fees paid, given PDG is notified in writing by February 26, 2017. No refund of any fees will be made if notice of cancellation is received in writing after February 26, 2017. Fees are nontransferable. No sponsor benefits apply if booth space is cancelled.

☐ Check (payable to PDG)
☐ Credit Card

Name_________________________________________ Card # ___________________________ Exp. _______

RETURN FORM, PAYMENT, & FACT SHEET PARAGRAPH TO:

Professional Development Group II, Inc.
PO Box 99, Bloomington, IN 47402-0099
Email: info@prodevmeetings.com
Fax: (812) 339-0138

QUESTIONS?
Call (812) 339-6374 or contact Dayne Newquist at dayne@prodevmeetings.com
1. INSTALLATION & REMOVAL: No installation work will be permitted after the opening of the exhibit hall without consent of PDG. All exhibits shall be operational throughout the entirety of the conference(s). Thereafter, packing and removal shall be done as quickly as possible. Exhibitors shall not deface or harm the property in which the exhibits are housed. Nothing shall be tacked, nailed or screwed to walls, floors, columns or other parts of the hotel without the permission of PDG and the hotel.

2. STORAGE AND HANDLING: Storage and handling arrangements should be made through designated facilities at the appropriate hotel(s).

3. USE AND CARE OF EXHIBIT SPACE: No part of an exhibit shall obstruct the view of adjacent booths. Exhibits shall not be unduly noisy, glaring, or otherwise objectionable. Audio-visual and other sound effects will be permitted only where and when they do not interfere with activities in adjacent booths. The Exhibitor shall maintain his/her exhibit in good order at his own expense. Exhibitors shall comply with any municipal, state, and federal laws, rules and regulations, including, but not limited to, fire and safety codes, building codes, the requirements of the Americans with Disabilities Act, and all laws relating to access by disabled persons.

4. PROHIBITED ACTIVITIES: Except within the rented booth area, the following activities are prohibited by any Exhibitor: sale of goods or taking orders for sale of equipment, products, services or supplies; Food, alcoholic and non-alcoholic beverages may not be brought in from outside sources.

5. SUBLETTING SPACE: Exhibitors may not sublet or assign any part of their booth space, nor advertise or display goods or services other than their own. Exhibition advertisements and display must conform to the statement in the Exhibitor's application describing displays.

6. FAILURE TO OCCUPY SPACE: Unless prior approval for delayed occupancy is received from PDG, any exhibit booth not occupied by the assigned Exhibitor by opening time of the exhibit hall at the appropriate conference(s), may be reassigned or used by PDG without refund to the Exhibitor.

7. SOCIAL FUNCTIONS: Exhibitors may not conduct social functions during the scheduled conference events and sessions. Social functions shall be at a time which will not interfere with PDG scheduled activities. PDG must receive a copy of the function announcement or invitation two weeks in advance.

8. PUBLICITY MATERIAL, PHOTOGRAPHS AND MEDIA: PDG reserves the sole right to use any photographs, recordings, electronic images or publicity material received by or obtained by PDG in the course of the event for whatever use deemed proper by PDG and has the exclusive right to include photographic, video and other visual portrayals of attendees, Exhibitors and their Exhibits including its contents, in any pictorial manner of any nature whatsoever for the purpose of trade, advertising, sales, publicity and otherwise, without compensation to Exhibitor, and all rights titled and interest bearing (including all worldwide copyrights therein) will be PDG's sole property, free of any claims of Exhibitor or any persons deriving any rights or interest from the Exhibitor.

9. EMAIL BLAST POLICY: PDG will provide all vendors with the list of attendees before and after the conference; this information will include attendees email addresses as a vendor you agree to use these emails for (1) email blast to the attendees either before OR after the event (this is limited to 1 blast; if you choose to blast before the event you cannot blast after the conclusion of the event). If any company is found to be abusing the attendee list for additional blasts, selling or redistributing, you will be subject to an email blast rental fee of $1500/ email. If this is not paid within net (30) days of receipt of notice then PDG reserves the right to bar your company from future vendor opportunities.

10. SECURITY & INSURANCE: Exhibitors shall exercise reasonable care for the protection of their materials and display in the designated hotel exhibit hall and/or conference. PDG, its' officers, directors, members and staff are not responsible for the safety of the property or the exhibitor, his/her agents, or employees, or harm or damage to such persons resulting from theft, fire, accident, or any other cause. In order to protect Exhibitor, PDG, the City, and the facility and any Exhibit and property against loss, damage, theft or injury of any nature, and any claims arising from any activities conducted at the facility, Exhibitor, at its own expense, is required to carry all insurance and/or policy riders necessary to cover all exhibits and equipment.

11. CANCELLATION OR RELOCATION OF CONFERENCE: If PDG fails to hold its conference as herein provided, or fails to furnish Exhibitor space as stated herein, including circumstances of Force Majeure, it shall refund to Exhibitor any charges paid hereunder. Such refund shall be accepted by Exhibitor in full settlement of any loss or damage suffered or claimed by Exhibitor.

12. CONFERENCE CODE OF CONDUCT Exhibitor agrees to follow PDG's harassment policy. Please take a moment to view our policy at this link: http://www.prodevmedia.com/conferences/PDG_Conferences_Anti_harassment_policy.pdf

13. LIABILITY AND INDEMNITY: Exhibitor agrees to assume sole responsibility and liability for all damages and injuries arising out of, resulting from, or in any manner connected with its exhibit (including installation and dismantling) that may be suffered by (a) Exhibitor and his employees and representatives (b) other Exhibitors and their employees or representatives, (c) conference participants, guests or visitors, (d) the hotel and the owners, employees and representatives thereof, and (e) any other persons lawfully on or about the conference premises. Exhibitor agrees to indemnify and hold harmless PDG, its members, directors, officers, employees, agents, affiliates, successors and assigns, from and against any and all liabilities, obligations, losses, damages, penalties, actions, judgments, suits, costs, expenses, including reasonable attorneys' fees, or disbursements of any kind or nature whatsoever, which may be imposed on, incurred by, or asserted against PDG in any way relating to or arising out of this Agreement and/or Exhibitor's use of exhibit booths at the event. The Exhibitor further agrees to obtain, maintain and pay for general insurance coverage in amounts sufficient to insure against liability assumed.

Company Name: ____________________________

Initials of Authorized Signer: ____________________________

Date: ____________________________