Vendor & Sponsor Prospectus

- Full Attendee List Before Conference
- Registration Discount Code
- General Session Sponsor Hosted Roundtables
- Free Registrations!
Connections

Who will you reach at AFP-IN?

**Financial Institutions**
- Cash Management Executives
- Trust and Investment Officers
- Product Services
- Corporate Service Representatives
- Operations, Systems and Marketing Officers
- Audit/Compliance Deposit Services
- Fraud Prevention
- Treasury Services

**Professional**
- CPA’s
- Accountants
- CFA’s
- CTP’s
- Treasury Consultants
- Financial Analysts
- Operations Supervisors
- AAP’s

**Corporate**
- CFO’s
- Treasurers
- Controllers
- Assistant Treasurers Finance
- Directors
- Cash Managers
- Treasury Managers
- Bank Relationship Managers
- Credit Managers
- Controllers & Comptrollers
- Vice-Presidents, Directors & Senior Managers
- Senior Payments Executives
- Fraud & Risk Managers
- Government Payment Officials
- Accredited ACH Professionals (AAPs)
- Certified Treasure Professionals (CTPs)
- ACH Sales Managers
- Marketing, Product & Operations Managers
- Treasury Specialist

“Sponsoring this conference creates market awareness in the Indiana corporate community of what Wells Fargo has to offer. It provides an environment conducive to learning and networking, and gives local representatives a chance to meet new clients.”

-Wells Fargo
What Professionals You Will Meet

What companies will you reach at AFP-IN?

- The AES Corporation
- Allison Transmission
- Ascension Health
- CareSource
- Catholic Health Partners
- Calumet Specialty Products
- Citizens Energy Group
- CNO Financial Group, Inc.
- Decatur County Memorial Hospital
- Federal Home Loan Bank of Indianapolis
- FinishMaster, Inc.
- Forethought Financial Group, Inc.
- Frontier-Kemper Constructors, Inc.
- Hendricks Regional Health
- Hoosier Lottery
- Humana Inc.
- Indiana Attorney General’s Office
- Indiana Farm Bureau Insurance
- Indiana University
- Indianapolis Power & Light Co.
- Indianapolis Zoo
- Irving Materials, Inc.
- IU Health
- Jarden Branded Consumables
- Kimball International
- Klipsch Group, Inc.
- LH Industries
- Mac’s Convenience Stores LLC
- Marion County, Public Defense Dept.
- Nationwide Mutual Insurance Company
- NiSource Inc
- Nissan USA
- One America Financial Partners
- Poindexter Excavating, Inc.
- Sallie Mae
- Shoe Carnival, Inc.
- State Auto Insurance Group
- Wabash Valley Power Association
- Wellfount
- WellPoint, Inc.

Past Vendors & Sponsors

BMO Harris Bank
J.P. Morgan
Lake City Bank
Fifth Third Bank
kyriba
Old National Bank
PNC
Wells Fargo
Association for Financial Professionals of Indiana

26th Annual Circle City Treasury Management Conference
Coming Full Circle | August 22-23, 2016

Sponsorship Opportunities and Recognition

The Association for Financial Professionals of Indiana (AFP-IN) is a not-for-profit association dedicated to advancing the treasury profession. AFP-IN is a regional affiliate of the Association for Financial Professionals (AFP), a national association with similar aims and objectives. Our membership consists of both treasury practitioners and service providers, representing a broad cross-section of corporate, government, not-for-profit and service enterprises. Our members represent diverse industries: manufacturing, service, retail, public utilities, insurance, not-for-profit, real estate, financial services, wholesale distribution, government and higher education.

From August 22-23, 2016, AFP-IN will host the 27th Annual Circle City Treasury Management Conference at the Crowne Plaza, Union Station, in Indianapolis. The theme of this year’s conference is Coming Full Circle. Over the course of two days, more than one hundred fifty participants will have the opportunity to hear speakers on a variety of treasury topics, pursue ongoing education accreditation and participate in courses designed for Treasury certification, and network with peer treasury professionals.

Through AFP-IN’s Annual Conference Sponsorship Program, your organization can be recognized as a leader and supporter of the treasury profession at this year’s conference. There are several other benefits to being a conference Sponsor. For example, we will be having a 50-minute general session in which Sponsors will be able to conduct their own roundtable discussions one-on-one, with corporate practitioners. This session will provide conference participants with an opportunity to network with sponsors and to discuss your products and services.

The sponsors’ booth locations will be in the primary meeting room in 2016 for improved visibility and access. (Conference set-up can be completed as early as Sunday prior to the conference.) This will allow sponsors the opportunity to distribute product information and discuss one-on-one with conference participants during breakfast hours and the breaks between sessions, at their discretion.

First time sponsors (defined as one who has not provided sponsorship since 2006) are eligible for a ten percent discount off of this published sponsorship rate to encourage both new and upgraded sponsorship, and to provide a tangible, warm welcome to prospective sponsors. This discount is extended as well to previous sponsors who increase their prior support level (i.e., bronze to silver or gold, or silver to bronze).

If you have any questions, please contact me directly at 812-339-6374 or by e-mail at: aschunn@prodevmeetings.com. Thank you for supporting AFP-IN!

Sincerely, Andrea Schunn

2016 Circle City Treasury Management Conference | www.afp-in.org
# Sponsor Pricing

See how the various sponsorship levels compare.

<table>
<thead>
<tr>
<th>Features</th>
<th>Gold $4000</th>
<th>Silver $2000</th>
<th>Bronze $1250</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name/Logo on All Sponsor Material</td>
<td>Name &amp; Logo</td>
<td>Name</td>
<td></td>
</tr>
<tr>
<td>Recognized at Opening Reception &amp; Conference Luncheons</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Name/Logo and Link on AFP-IN Website</td>
<td>Logo &amp; Link</td>
<td>Name &amp; Link</td>
<td></td>
</tr>
<tr>
<td>Logo on Front Brochure &amp; Program Cover</td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Logo on Back of Brochure</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Logo/Name Listed in Program</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Listed on Session Posters</td>
<td>Name &amp; Logo</td>
<td>Name</td>
<td></td>
</tr>
<tr>
<td>Recognized as Contributor to AFP-IN Dennis Reedy Scholarship Program</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opportunity to Submit Speaker/Topic Proposals</td>
<td>1st</td>
<td>2nd</td>
<td>3rd</td>
</tr>
<tr>
<td>Recognized Throughout Conference</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Opportunity to Conduct Roundtable Discussions with Attendees</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Opportunity to Distribute Product Information &amp; One-on-One with Conference Participants</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Listed on Conference Mailing (Distributed to Approximately 3000)</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td># Free Registrations</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Electronic Attendee List in Advance (Weeks)</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Conference Registration Discount Code to Offer Your Clients</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
</tbody>
</table>
Gold Sponsorship

A unique and powerful way to make a statement, the gold sponsorship offers dynamic opportunities for your brand and several exclusive attendee interactions.

- Name and Logo listed on front cover of conference mailing (distributed to Approximately 3000)
- 3 Free Registrations
- Logo and link on AFP-IN website (Conference & Home page)
- First opportunity to submit speaker/topic proposals
- Logo listed on cover of conference materials distributed to attendees
- Name and logo listed on session posters
- Name and logo on all sponsor material
- Access to electronic copy of conference registration listing 3 weeks prior to conference
- Recognized throughout conference
- Opportunity to conduct roundtable discussions with attendees
- Opportunity to distribute product information and one-on-one with conference participants

- $4000
- Most Visibility
Silver Sponsorship

A premier sponsorship packed with value. As a Silver sponsor, your brand will be displayed alongside our other premier sponsors with an exciting individual opportunity to make an impact.

- Name listed on back of conference mailing (distributed to Approximately 3000)
- 2 free registrations
- Name and link on AFP-IN Website (Conference page)
- Second opportunity to submit speaker/topic proposals
- Logo listed in conference materials distributed to attendees
- Name listed on session posters
- Access to electronic copy of conference registration listing 2 weeks prior to conference
- Recognized throughout conference
- Opportunity to conduct roundtable discussions with attendees
- Opportunity to distribute product information and one-on-one with conference participants
- Discount Code to Offer Your Clients to Attend the Conference

• $2000
• Individual Impact
Bronze Sponsorship

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

- Name listed on conference mailing (distributed to Approximately 3000)
- 1 free registration
- Opportunity to submit speaker/topic proposals
- Logo listed in conference materials distributed to attendees
- Recognized throughout conference
- Opportunity to conduct roundtable discussions with attendees
- Opportunity to distribute product information and one-on-one with conference participants

$1250
• Powerful Impressions
# Additional* Sponsorship Opportunities

Create visibility and gain maximum brand exposure.

<table>
<thead>
<tr>
<th>Breakfast Takeover - $750</th>
<th>Lunch Takeover - $1000</th>
<th>Networking Reception - $1000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Start the day off right by planting your company's brand firmly in the minds of all attendees.</td>
<td>Satisfy attendees who are hungry for networking and nourishment at the conference luncheon.</td>
<td>Show off your brand while attendees work the room and make important connections</td>
</tr>
<tr>
<td>• May also provide a seat drop</td>
<td>• May also provide a seat drop</td>
<td>• Recognition as reception sponsor</td>
</tr>
<tr>
<td>Logo is featured:</td>
<td>Logo is featured:</td>
<td>Sponsor may provide branded napkins</td>
</tr>
<tr>
<td>• On table tents</td>
<td>• On table tents</td>
<td>• AFP-IN will provide food and drinks</td>
</tr>
<tr>
<td>• On signage at meal entrance</td>
<td>• On signage at meal entrance</td>
<td>Logo is featured:</td>
</tr>
<tr>
<td>• In conference materials</td>
<td>• In conference materials</td>
<td>• Strategic signage</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Lanyard Sponsor - $500</th>
<th>Beverage Stand - $500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Guarantee that every attendee knows your brand</td>
<td>Make an all-day impression and fuel attendees with gourmet coffee, specialty drinks and soda.</td>
</tr>
<tr>
<td>• Company logo on conference lanyard provided by AFP-IN</td>
<td>• Coffee bar or manned cart</td>
</tr>
<tr>
<td>• Must commit 4 weeks before event</td>
<td>• Located inside of general session</td>
</tr>
<tr>
<td></td>
<td>• Branded supplies can be provided by sponsor</td>
</tr>
<tr>
<td></td>
<td>• 2 morning breaks available</td>
</tr>
<tr>
<td></td>
<td>Logo is featured:</td>
</tr>
<tr>
<td></td>
<td>• Strategic signage</td>
</tr>
</tbody>
</table>

*Must be bronze, gold or silver sponsor, a vendor, or a corporate
## Additional* Sponsorship Opportunities

Create visibility and gain maximum brand exposure.

<table>
<thead>
<tr>
<th>Facebook Post - $150</th>
<th>Twitter Post - $150</th>
<th>Promo Piece Insert - $200</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opportunity to present brand content on largest social media site</td>
<td>Sum up your brand’s latest content in 140 characters or less.</td>
<td>Have an advertisement already prepared for a magazine? Engage attendees and provide a savvy marketing piece that stands alone.</td>
</tr>
<tr>
<td>• 2 posts available each day</td>
<td>• 2 posts available each day</td>
<td>• Must be pre-approved by AFP-IN</td>
</tr>
<tr>
<td>• Logo featured on site</td>
<td>• Submit content relevant to your brand</td>
<td>• Sponsor must supply</td>
</tr>
<tr>
<td>• Submit content relevant to your brand</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Handbook Advertisement

Place your brand in the handbook and gain exposure every time an attendee needs to reference essential conference information.

- Half page (8.5 x 5.5) ($200)
- Full page (8.5 x 11) ($300)
- Artwork created by sponsor in PDF
- Must be pre-approved by AFP-IN
- Double page (8.5 x 11) ($500)
- Black & white

### Charging Station - $300

Be the savior for those who forgot their chargers.

- Company’s logo featured on signage at charging stations located around conference

*Must be bronze, gold or silver sponsor, a vendor, or a corporate
Sponsor Contract

The Sponsor hereby submits this contract for exhibit space at (AFP-IN) 2016 conference, and hereby acknowledges and agrees to the terms and conditions set forth herein and to the Sponsor Rules & Regulations, as the same may exist today or as they may hereafter be updated or amended, all of which are incorporated herein by this reference. The Sponsor further agrees that, upon acceptance of this Application by AFP-IN, this Application shall become a legally binding contract, enforceable against the Sponsor in accordance with its terms.

I. Sponsor Information and Primary Contact:

Company Name __________________________________________ URL ____________________________________________

Primary Contact Name __________________________________ Title ________________________________

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

Address __________________________________ City/State/Zip ________________________________

Phone __________________ Fax __________________ Email Address ________________________________
II. Attendee Registration

Once AFP-IN has received and accepted the Sponsor Contract and payment, AFP-IN will generate a Sponsor Confirmation Letter. The Confirmation will be forwarded to the Contact on the previous page. The confirmation letter will confirm sponsor benefits/requirements and number of registrations based on space contracted and due dates.

Sponsors’ Attendee #1

Contact Name __________________________________________ Title _______________________
Address __________________________________________ City/State/Zip _______________________
Phone _____________________ Fax _____________________ Email Address _______________________

*Sponsors’ Attendee #2

Contact Name __________________________________________ Title _______________________
Address __________________________________________ City/State/Zip _______________________
Phone _____________________ Fax _____________________ Email Address _______________________

*Sponsors’ Attendee #3

Contact Name __________________________________________ Title _______________________
Address __________________________________________ City/State/Zip _______________________
Phone _____________________ Fax _____________________ Email Address _______________________

The undersigned hereby expressly represents and warrants that he/she is duly authorized to execute this binding contract on behalf of the Sponsor named above and acknowledges that he or she has read and accepts all the terms herein set forth and in the Sponsor Rules & Regulations (see page 15).

Signed _______________________________________________________________________________
Name ___________________________________________________________________________________

*Gold Sponsorship receives 3 free registrations, Silver receives 2 free registrations, Bronze 1 free registration
## Sponsor Contract Continued

Company Name: 

<table>
<thead>
<tr>
<th>Exhibit Registration</th>
<th>Associate Member</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gold sponsor (3 Free Registrations)</td>
<td>☑</td>
</tr>
<tr>
<td>Silver sponsor (2 Free Registrations)</td>
<td>☑</td>
</tr>
<tr>
<td>Bronze sponsor (1 Free Registration)</td>
<td>☑</td>
</tr>
<tr>
<td>Additional attendee(s):</td>
<td>Qty ________ at $500 each = Total: __________</td>
</tr>
</tbody>
</table>

## Event Sponsorships

<table>
<thead>
<tr>
<th>Event Sponsorship</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Breakfast Takeover</td>
<td>☑</td>
</tr>
<tr>
<td>Lunch Takeover</td>
<td>☑</td>
</tr>
<tr>
<td>Networking Reception</td>
<td>☑</td>
</tr>
<tr>
<td>Lanyard Sponsor</td>
<td>☑</td>
</tr>
<tr>
<td>Beverage Stand Sponsor</td>
<td>☑</td>
</tr>
<tr>
<td>Facebook Post</td>
<td>☑</td>
</tr>
<tr>
<td>Twitter Post</td>
<td>☑</td>
</tr>
<tr>
<td>Promo Piece Insert</td>
<td>☑</td>
</tr>
<tr>
<td>Handbook Advertisement Half Page</td>
<td>☑</td>
</tr>
<tr>
<td>Handbook Advertisement Full Page</td>
<td>☑</td>
</tr>
<tr>
<td>Handbook Advertisement Double Sided Page</td>
<td>☑</td>
</tr>
<tr>
<td>Charging Station</td>
<td>☑</td>
</tr>
</tbody>
</table>

**TOTAL**
Sponsor Contract Continued

III. Payment Information:

Payment in full must accompany any signed sponsor contract/associate member application. Should the sponsor be unable to occupy and use the exhibit space contracted for and should they notify AFP-IN in writing by July 22, 2016, 60% of all fees paid by the sponsor will be refunded. No refund of any fees will be made if notice of cancellation is received in writing after July 22, 2016. The fees are nontransferable. No sponsor benefits apply if booth space is cancelled.

Payment Amount: $____________

☐ Check (payable to AFP-IN)  ☐ Credit Card

Name __________________________________________
Signature ______________________________________
Card # _________________________________________
Exp ___________________________________________

Return contracts (pages 11 - 14) to:
Professional Development Group
116 South Madison Street, Suite A
Bloomington, IN 47404
Fax: (812) 339-0138

Questions?
Contact Andrea Schunn at (812) 339-6374 or Info@AFP-IN.org
1. APPLICATIONS AND ELIGIBILITY - Applications for booth space must be made on the Sponsorship Rules & Regulations.

2. AGREEMENT TO CONDITIONS - Each sponsor, for himself and his employees and agents, agrees to abide by these conditions, it being understood and agreed that the sole control of the exhibit hall rests with AFP-IN.

3. ASSIGNMENT OF SPACE - Classification of exhibits and assignment of booth space will be determined by AFP-IN. AFP-IN will assign space. Space will not be assigned without receipt of an executed sponsor contract and payment.

4. BOOTHS - If an sponsor plans to install a completely constructed display of such a character that the sponsor will not require or desire the use of standard booth equipment, no part thereof shall project so as to obstruct the view of adjacent booths.

5. BOOTHS - If an sponsor plans to install a completely constructed display of such a character that the sponsor will not require or desire the use of standard booth equipment, no part thereof shall project so as to obstruct the view of adjacent booths.

6. INSURANCE - In all cases, sponsors wishing to insure their goods must do so at their own expense.

7. CARE OF EXHIBIT SPACE - The sponsor must, at his expense, maintain and keep in good order his exhibit and the space for which he has contracted.

8. USE AND PROTECTION OF THE EXHIBIT SPACE - Nothing shall be posted on, or tacked, nailed, screwed, or otherwise attached to columns, floors, walls or other parts of the hotel without permission of AFP-IN and the proper building authority. Packing, unpacking and assembly of exhibits shall be done only in designated areas and in conformity with directions of AFP-IN, the hotel or vendor hall manager or their assistants. Sponsor also agrees to abide by all hotel rules and regulations and sponsor agrees to be responsible for obtaining a copy of such rules and regulations from the hotel authorities.

9. INSTALLATION AND DISMANTLING - The specific requirements as to the time for installation and dismantling of exhibits shall be supplied to each sponsor in advance of the Conference. Such requirements shall be binding upon the sponsor as though fully set forth herein. All displays must be in place and set up one hour prior to the start of the Conference. Space not occupied or set up by that time may be reassigned for other purposes by AFP-IN.

10. DEFAULT OCCUPANCY - Any sponsor failing to occupy space contracted for is not relieved of the obligation to pay for such space at the full rental price, and AFP-IN shall have the right to use such space as it seems fit to eliminate blank space in the exhibit hall, provided such booth space is not occupied by the start of the event.

11. ACCESS TO DISPLAYS - AFP-IN may from time to time promulgate regulations governing hours of access to displays and eligibility for admission thereto as may be found in its judgement to be most practicable.

12. PERSONNEL - Booth personnel, including demonstrators, receptiency models and models are required to confine their activities within the exhibit booth space. All sponsors participating in the Conference are expected to use special care whenever they deem it necessary to hire temporary help to assist in their exhibit or hospitality activities, so that personnel so selected by them will be of a caliber in keeping with the high standards of the exhibition and the Conference. Sponsors must notify AFP-IN of the type of assistance/entertainment being provided by temporary help. AFP-IN reserves the right to deny admission to temporary staff hired by sponsor if the entertainment provided is not in keeping with the standards of the exhibition and Conference. Infants and children under 18 years of age will not be allowed inside the exhibit hall.

13. USE OF SPACE - Exhibits shall be shown only in the official exhibit area as established by AFP-IN. Neither the sponsors nor non-sponsors shall be permitted to display articles, equipment, or information concerning services, or movies of such articles, equipment, or services in private rooms or suites during the Conference, in accordance with prior agreements between AFP-IN and officials of the hotel. No sponsor shall permit any other corporation or firm or its representatives to use the space allocated to the exhibiting company nor display articles manufactured or sold normally by the company. If an article of a non-exhibiting firm is required for operation or display of a sponsor’s wares, identification of such article shall be limited to the usual and regular nameplate, imprinting, or trademarks under which the article is sold in the regular course of business. Co-participation by any other corporation or firm or its representatives in a space assigned to the original applicant must be by written permission of AFP-IN and shall be subject to an additional charge of 50% of the total cost per booth per day for each such additional participant for the duration of the Conference.

14. DISTRIBUTION OF PRINTED MATTER, ETC. - Neither sponsors or non-sponsors shall distribute to the Conference delegates printed matter, samples, souvenirs, and the like, except within the rented space. Special distribution of such material elsewhere must be approved by AFP-IN.

15. RESTRICTION OF SELiNG - No sales of any kind, whether for cash or on credit, whether for immediate or future delivery, and whether completed within or outside the exhibit area, shall be made during the exhibition by an sponsor or anyone on his behalf, nor shall any form of order-taking be permissible.

16. CONFLICTING MEETING & SOCIAL EVENTS - In the interest of the success of the entire Conference, the sponsor agrees not to extend invitations, call meetings, or otherwise encourage absence of members of sponsors from the general session or the exhibit hall during official hours of the Conference.

17. CANCELLATION OR RELOCATION OF THE CONFERENCE - In the event of cancellation, date change or relocation of the Conference, due to circumstances within AFP-IN’s direct control, AFP-IN shall refund 100% of fees paid to AFP-IN by the sponsor in the event AFP-IN has no control over the cancellation or relocation of the Conference, AFP-IN shall have no liability of any kind but may in its discretion refund any fees paid by the sponsor.

18. CANCELLATION BY SPONSOR - Cancellation of any exhibit space must be made in writing. Should the sponsor be unable to occupy and use the exhibit space and should the sponsor notify AFP-IN in writing by contacting Andrea Schunn at info@apf-in.org before July 22, 2016, 60% of the total contracted amount will be refunded. No refund of any fees will be made if written notice of cancellation is received later than July 22, 2016. The fees are non-refundable. If an Sponsor cancels their participation, related sponsor benefits, i.e., Conference registrations, do not apply.

19. VIOLATIONS OF THE CONDITIONS - Any of the following actions by an sponsor shall constitute a violation of the conditions of the Sponsor’s Agreement: (a) Use of display of equipment, products, or services that varies in any significant way from the description on the Sponsor Contract. (b) Violation of any municipal, state, or federal laws, rules or regulations, including safety codes. (c) Failure to follow the procedures prescribed in Sections 1 through 19. (d) Failure to remove property from the hotel upon cancellation or relocation of the Conference.

20. LIABILITY - AFP-IN undertakes no duty to exercise care, nor does it assume any responsibility, for the protection and safety of the sponsor, his officials, agents or employees, or for the protection of the property of the sponsor or his representatives, or of property used in connection with the exhibit, from theft or damage or destruction by fire, accident or other cause. Small and easily portable articles shall be properly secured or removed after exhibit hours and placed in safekeeping by the sponsor. Any protection exercised by AFP-IN shall be deemed purely gratuitous on its part and in no way be construed to make it liable for any loss or inconvenience suffered by the sponsor.

The sponsor agrees to indemnify and hold AFP-IN and its agents harmless from all such claims and from all claims or liability of any nature whatsoever arising from the activities of the sponsor or any of its representatives or from the display or use of property of the sponsor.

AFP-IN shall not be liable for any failure to deliver space to an sponsor or for the loss of allotted space of an sponsor, who has contracted for exhibit space under the terms of this agreement, if non-delivery is due to any one of the following causes: destruction or damage to the building or the exhibit area by fire or act of God; acts of a public enemy; acts of terrorism; strikes; the authority of the law, or any cause beyond its control. AFP-IN will, however, in the event it is not able to hold an exhibit for any of the above-named causes, reimburse sponsors pro-rata on any rental fee paid, less any and all legitimate expenses incurred by AFP-IN for advertising, administration, and similar and related costs.

21. LIMITATION OF LIABILITY - Notwithstanding anything set forth herein to the contrary, in no event shall either party be liable for any lost profits or special, incidental, or consequential damages (however arising, including negligence) arising out of or in connection with this agreement. Furthermore, in no event shall AFP-IN’s liability to the sponsor arising out of or related to this agreement whether based in contract, negligence, strict liability, tort or other legal or equitable theory, including any indemnification obligation, exceed the total sponsor fee paid to AFP-IN hereunder.

22. REMEDIES - In the event the sponsor violates any of the conditions of the Sponsors Rules and Regulations, AFP-IN reserves an absolute right to invoke either or both of the following remedies, which shall be in addition to, and not in lieu of, any other right or remedies granted under this agreement or available under general contract law:

(1.) AFP-IN may order the sponsor to remove his exhibit and personnel, or have them removed under the provisions of Section 19. In these circumstances, no part of the sponsor’s fees will be returned.

(2.) AFP-IN may refuse thereafter to enter into any agreement with the same or related signatory/sponsor to lease booth space at the future conferences or conventions sponsored by AFP-IN.

AFP-IN, in addition to all other remedies it is entitled to invoke under the terms of this Agreement, may require the sponsor to pay to AFP-IN, as liquidated damages, and not as penalty, an amount equal to 100% of the sponsor’s fee where the signatory/sponsor violates the restriction on selling set forth in Section 15.