

Embrace Change

Reimagine the Future

Sponsorship & Exhibitor Prospectus

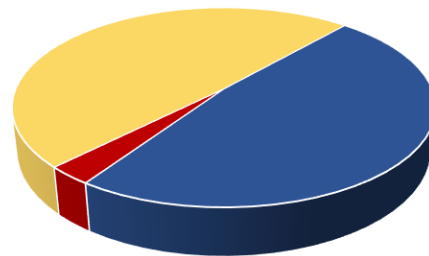
Dear Exhibitors and Sponsors:

NATCO would like to invite you to join us at the NATCO 47th Annual Meeting held at the Sheraton Crown Center Hotel in Kansas City, MO on August 2-5, 2022.

The NATCO Annual Meeting is the premier meeting where transplant and procurement practitioners join together to learn cutting-edge skills and collaborate with colleagues from all areas of their profession. NATCO members manage patients, prescribe medications, and make decisions regarding product purchases and contracts. NATCO's vision is to ... "empower donation and transplant professionals to achieve their highest potential." Come along on our journey to reach our vision.

Membership Demographics:

- ▶ Transplant = 49%
- ▶ Procurement = 48%
- ▶ Other = 3%



Why Become a Sponsor/Exhibitor at NATCO?

- | Gain exposure for your business by networking with the front-line users of your products, OPO and Transplant Center Professionals.
- | Front-line users have the greatest impact on what products are best used in their practice. This is the audience that will have the greatest influence on leadership.
- | Use this opportunity to educate donation and transplant professionals about your products or services.



Sponsorship Opportunities

| Sponsorship Benefits | | | |
|--|--|---|---|
| Platinum | Gold | Silver | Bronze |
| <ul style="list-style-type: none"> One premium exhibit booth Three complimentary meeting registrations One Exhibit Hall Pass Extensive recognition and signage as a Platinum Level Sponsor, including one vendor presentation during exhibit hall hours, your logo in Mobile Meeting App One complimentary pre-meeting registration mailing list (emailed approximately July 20) Acknowledgement during the Plenary Session One promotional item included in tote bag (sponsor to provide item) Participation in Exhibitor Bingo | <ul style="list-style-type: none"> One standard exhibit booth Two complimentary meeting registrations One Exhibit Hall Pass Extensive recognition and signage as a Gold Level Sponsor, your logo in Mobile Meeting App One complimentary pre-meeting registration mailing list (emailed approximately July 20) Acknowledgement during the Plenary Session One promotional item included in tote bag (sponsor to provide item) Participation in Exhibitor Bingo | <ul style="list-style-type: none"> Two complimentary meeting registrations One Exhibit Hall Pass Extensive recognition and signage as a Silver Level Sponsor, including your logo in Mobile Meeting App One complimentary pre-meeting registration mailing list (emailed approximately July 20) Acknowledgement during the Plenary Session Participation in Exhibitor Bingo | <ul style="list-style-type: none"> One complimentary meeting registration One Exhibit Hall Pass Extensive recognition and signage as a Bronze Level Sponsor One complimentary pre-meeting registration mailing list (emailed approximately July 20) Acknowledgement during the Plenary Session Participation in Exhibitor Bingo |



Annual Meeting Sponsorship Items

All sponsorship items include corresponding sponsorship level benefits. All sponsors will receive recognition through the mobile app and signage.

Platinum Level: (Includes One Premium Booth Space)

1. **Welcome Reception – \$15,000** (*Sponsor the opening reception and kick-off the meeting with your message. Signage for your organization will be displayed throughout the reception.*)
2. **Wednesday/Thursday Lunch – \$15,000/each** (*Two available*)
Sponsor the lunch for attendees, hosted in the Exhibit Hall. Includes signage and recognition announcement.

Gold Level: (Includes One Standard Booth Space)

3. **Meeting Space Wi-Fi – \$10,000** (*Your logo displayed on Wi-Fi signage and announcements.*)
4. **Keynote Speaker – \$10,000**
5. **Mobile Device Charging Station – \$10,000** (*Charge up your audience. Your organization's logo will be present on the Charging Station.*)

Silver Level: (Does not include Booth Space)

6. **Meeting Tote Bags – \$7,500** (*Carry your message throughout the meeting. Your logo will be screen-printed on the tote bags that are distributed to all attendees to use during the meeting and throughout the Exhibit Hall.*)
7. **Mobile Meeting App – \$7,500** (*Get visibility with your logo on the NATCO splash page. Recognition and signage throughout the meeting.*)
8. **Hotel Key Cards – \$7,500** (*Display your logo on the hotel keycard that attendees use multiple times throughout the day.*)
9. **Face Mask – \$7,500** (*Display your logo on face masks provided to all attendees during the meeting.*)

Sponsorships continued on next page



Annual Meeting Sponsorship Items Continued

Bronze Level: (Does Not Include Booth Space)

SOLD 10. **Meeting Signage – \$5,000** *(All meeting room signs will contain your company logo and company name.)*

11. **Refreshment Breaks – \$5,000 each** (Six available)
(Provide a morning or afternoon refreshment break for attendees. Break will include logo signage.)

12. **Continental Breakfast – \$5,000** (Two available)
(Attendees will start their day with a breakfast sponsored by you. Breakfast will include logo signage.)

SOLD 13. **Name Badge – \$5,000** *(Double sided name badge)*

SOLD 14. **Lanyards – \$5,000** *(See your logo on every attendee! Your organization's logo will be screen-printed on the lanyards that are distributed to all attendees to hold their conference badges.)*

15. **Special Event Transportation – \$5,000** *(Your logo on all special event signage and announcements.)*

16. **Promotional Item in Tote Bag – \$2,500** *(Your company provides the promotional item to be included in the meeting tote bags. Your item must be approved by the NATCO Executive Office.)*

17. **Floor Decal – \$5,000** *(Your log on social distancing floor decals throughout the meeting space.)*

18. **Hand Sanitizer – \$5,000** *(Your logo on the hand sanitizer placed in each tote bag.)*

SOLD 19. **Innovation Award – \$2,000** *(Have logo displayed on award and present award to recipient.)*

20. **Invited Speaker – \$2,500** *(Airfare, 1-night hotel, meeting registration, ground transportation, travel expenses)*



Annual Meeting Sponsorship Items

Exhibit Hall Sponsorships: \$250-\$500

Drive traffic to the exhibit hall during hours. Business cards will be collected for a drawing during each break and the winner must be present to win. Signs for the ballot boxes will include your company logo. Your name will be announced as the sponsor of the giveaway for each prize that you sponsor. A \$500 sponsorship will allow you to support the Bingo Prize (Two Available). A \$250 sponsorship will allow you to support prizes during other breaks. (*Eligibility: Prize Winners must be registered attendees and may not be employees of exhibiting companies*) **No announcements will be made for non-sponsorship prizes.**

Free Marketing Opportunity

Each attendee will receive a **NATCO Exhibitor Bingo Card** to be punched by you when attending your booth. Attendees who complete the Exhibitor Bingo Card will become eligible to enter their name in a drawing for a great sponsored prize. Winners will be announced on the show floor during the Thursday afternoon break and must be present to win. This is designed to drive more traffic to your booth.



Exhibitor Opportunities

The exhibit hall will be located in Exhibit Hall B. The Welcome Reception, Refreshment Breaks, Continental Breakfast, Lunch with Exhibitors and Networking Reception will all take place in the exhibit hall providing you great exposure to attendees. See page 10 for the exhibit hall floor plan. Your exhibit booth fee includes:

- | 10' × 10' standard booth space rental for you to display and/or demonstrate your company's products and services
- | Pipe, drape and a one-line identification sign
- | One full meeting registration (includes CE credit)
- | One exhibit hall only badge (no CE credit)
- | 50-word company description printed in Mobile Meeting App
- | Participation in Exhibitor Bingo (see page 5)
- | One-time use post-meeting electronic email list

| Booth Type | Size | Price by May 30 | On/After May 31 |
|------------|-----------|-----------------|-----------------|
| Premium | 10' × 10' | \$2,300 | \$2,500 |
| Standard | 10' × 10' | \$1,900 | \$2,100 |
| Non-Profit | 10' × 10' | \$1,500 | \$1,700 |

Meeting Mailing Lists

Start marketing your company TODAY!

You can reach the NATCO attendees before they even arrive in Kansas City by purchasing the attendee list in advance. **The special show rate is \$125.**

- | You can order this mailing list on your registration form prior to **May 27**, and it will be emailed to you on **July 20**.
- | A post-meeting registration mailing list is provided to all exhibitors. You will receive it no later than **August 17**.



Click here to register!

[Exhibitor Application](#)

Additional Booth Representatives

Please contact Teresa Bristow at teresab@natco1.org.

Exhibit Installation Information:

Tuesday, August 2, 1:00 pm – 5:00 pm

- | All exhibits must be completely set up by 5:00 pm on Tuesday, August 2 for the Welcome Reception.

Exhibit Dismantle Information:

Thursday, August 4, 3:00pm

- | **Please note:** Without exception, exhibitors may not close their booths earlier than the close of the show. Exhibitors who make earlier flight plans must arrange for another party to man their booth.
- | There are no exceptions to this policy. Violations of this policy may result in a \$250 fine.
- | For safety reasons, children under age 18 are not allowed in the exhibit hall during installation or dismantling.

Booth Selection & Assignments

To ensure your top selection, provide the booth numbers of your top three choices on the application (see the exhibit hall floor plan on page 10). If you would like to request a location near or away from specific exhibitors, please note this on your application.

Premium booth spaces are indicated on the exhibit hall floor plan with color coding. This color coding indicates booth spaces that are preferable because of their location. These locations are expected to have high exhibit traffic due to the placement of food and beverage stations, and/or entrances nearby.

Non-profit organizations with 501(c)(3) or 501(c)(6) status must submit an IRS verification letter of their non-profit status when submitting their exhibit application.

Requests for space cannot be accepted by telephone; applications may be emailed to info@natco1.org or faxed to 703-879-7544 by **May 27**. **Please note the booth assignments will not be made before June 17.** Booths will be assigned, with meeting sponsors receiving first priority, on a first-come, first-serve basis. **Only exhibitors who submit completed applications, including the appropriate payment, will be assigned.**

Official Service Contractor

Source One Events is the official service contractor for the NATCO 47th Annual Meeting. Once your booth number has been assigned, your information will be forwarded to Source One Events, and an exhibitor packet will be emailed to you. All furnishings and other services must be ordered from that kit, including: Electricity, furniture, literature racks, internet access and audio/visual equipment. Note: the exhibit hall is not carpeted. All shipments are to be sent through Source One Events. NO SHIPMENTS SHOULD BE SENT DIRECTLY TO THE HOTEL. IF YOU SHIP YOUR MATERIALS TO THE HOTEL OUTSIDE OF SOURCE ONE INSTRUCTIONS, SOURCE ONE, AND, HOTEL COSTS WILL BOTH BE ADDED TO YOUR BILLING BY SOURCEONE EVENTS. If you have any questions, you may contact SourceOne Events via email at kelsey@sourceoneevents.com or call 708-344-4111.



Important Dates and Deadlines

May 27, 2022

Marketing Opportunities/Exhibit Selection Form and full payment due

The due date to reserve exhibit booth space is Friday, May 27, 2022. After this date, request for exhibit space will be accepted based on space availability. Once your booth number has been assigned, the information will be provided to Source One Events, and an exhibitor packet will be forwarded to you. After this date, inclusion of your company's information, 50-word description and logo into meeting signage and materials is not guaranteed.

June 14, 2022

Submit Promotional Items in Tote Bag or mailer for approval to info@natco1.org

Any advertising items for tote bags or any mailing to be sent to the pre-meeting mailing list must be pre-approved in writing by the NATCO Executive Office prior to printing. Please allow five business days for approval.

June 17, 2022

Notification of Exhibitor Booth assignment via email

Meeting sponsors will receive first priority. Exhibitors will be assigned after meeting sponsors on a first-come, first-serve basis.

June 20, 2022

Receive Exhibitor Service Kit from Source One Events via email

July 1, 2022

Deadline to Cancel Exhibit Space – No cancellations after this date

Should the exhibitor be unable to occupy and use the exhibit space contracted for, he or she shall promptly notify NATCO. All sums paid by the exhibitor, less a service charge of 50 percent, will be refunded after the conference. No refund or cancellation will be accepted after July 1, 2022.

Booth Representatives due via email to info@natco1.org

July 15, 2022

Last Day to Make Hotel Reservations

Please note that a limited number of rooms are available at the NATCO rate, so please secure your reservations no later than Friday, July 15, 2022. Rooms reserved after this date may not be available or may only be offered at a higher rate. When making room reservations for your company's staff, please do not book more rooms than necessary. Holding a block of room reservations that will be cancelled in the last month prior to the meeting may keep many attendees from staying at the headquarters hotel and cause the organization to lose revenue.

July 20, 2022

One-time use pre-meeting mailing list available (if purchased)

NATCO will provide the meeting sponsors and those who have purchased the list with a complete pre-meeting mailing list. This list will be provided via email in an Excel spreadsheet to your designated recipient

Important dates continued next page



Important dates continued...

July 29, 2022

Promotional Items in Tote Bag

Please ship 500 printed inserts to arrive by July 29, 2022, for inclusion in the tote bags. Email the tracking number, number of boxes and shipping method (FedEx, UPS, etc.) to info@natco1.org. Please note that any packages sent to the hotel prior to your functions should arrive no earlier than 3 business days in advance. Please label the materials as follows:

The Sheraton Kansas City at Crown Center
2345 McGee Street
Kansas City, MO 64108
TEL: (816) 841-1000
Hold for: "NATCO"
"YOUR NAME" (Or Kathleen Hostert)

August 17, 2022

One-time use post-meeting electronic mailing list available

NATCO will provide all exhibitors with a complete post-meeting mailing list. This list will be provided via email in an Excel spreadsheet to your designated recipient.

Exhibitor Schedule of events:

Tuesday, August 2, 2022

| | |
|-----------------------|---|
| 1:00 p.m. – 5:00 p.m. | Exhibitor Installation |
| 4:00 p.m. | All empty containers must be ready for removal from the hall. |
| 6:00 p.m. – 7:30 p.m. | Welcome Reception – Dedicated Exhibit Time |

Wednesday, August 3, 2022

| | |
|-------------------------|---|
| 7:00 a.m. – 8:00 a.m. | Continental Breakfast - Dedicated Exhibit Time |
| 10:00 a.m. – 10:30 a.m. | Refreshment Break – Dedicated Exhibit Time |
| 12:00 p.m. – 1:00 p.m. | Lunch in the Exhibit Hall/Poster Session – Dedicated Exhibit Time |
| 2:30 p.m. – 3:00 p.m. | Refreshment Break – Dedicated Exhibit Time |

Thursday, August 4, 2022

| | |
|-------------------------|--|
| 7:00 a.m. – 8:00 a.m. | Continental Breakfast in Exhibit Hall |
| 9:35 a.m. – 10:05 a.m. | Refreshment Break – Dedicated Exhibit Time |
| 11:45 a.m. – 12:45 p.m. | Lunch in the Exhibit Hall – Dedicated Exhibit Time |
| 2:25 p.m. – 2:55 p.m. | Refreshment Break – Dedicated Exhibit Time |
| 3:00 p.m. | Exhibitor Dismantling |

Premium and Non-Profit booth space is color coded on the exhibit floor plan. Premium indicates booth space that is preferable due to location. These locations are expected to have high exhibit traffic due to the placement of refreshment breaks or entrances nearby. The exhibit hall is not carpeted.

NATCO 47th Annual Meeting
August 2-5, 2022
Sheraton Kansas City at
Crown Center

Booth Size: 10' x 10'

Premium:

Non-Profit:

Corporate Partnership Booth



Travel Information

Hotel Accommodations

Reservation Deadline – July 14, 2022

Sheraton Kansas City Hotel – Crown Center

2345 McGee St, Kansas City, Missouri 64108

TEL: (816) 841-1000

[Hotel Website](#)

Room rate: \$197.00 plus tax

Please use this website for hotel reservations:

[Click Here](#)

Deadline for hotel reservations is July 14, 2022

Please do not book a hotel room before you register for the meeting. For visitor information please visit:

<https://www.visitkc.com/>

The Weather and What to Pack

The summer temperatures range from lows in the 60s to highs in the 80s. Although it is HOT outside, be sure to **pack a jacket or sweater for the sessions, as meeting rooms will be cooler.**

If you are attending educational sessions, the attire is business casual with a “jeans day” on Friday – wear your company gear and jeans.

The Sheraton KC Hotel Crown Center is twenty miles (25 minutes) from the KC International Airport. The following ground transportation options are available:

Shuttle/Sedan/Uber/Taxi: The following link will provide access to all ground transportation including rental cars.
[CLICK HERE](#)

Average taxi fare: \$50 One-way (From KC International Airport to Sheraton KC Hotel Crown Center)



Sheraton Kansas City Hotel – Crown Center

With an unparalleled downtown location, Sheraton Kansas City Hotel at Crown Center welcomes travelers with sophisticated accommodations amid celebrated attractions. Embrace effortless relaxation in contemporary rooms and suites, smartly accessorized with Sheraton Signature beds, flat-screen TVs, large work areas and high-speed Wi-Fi. Indulge in classic American favorites at our hotel restaurant. Enjoy a direct connection to the shops, restaurants and entertainment of Crown Center and to historic Union Station. Explore popular attractions including Country Club Plaza, Legoland, the Convention Center and the vibrant Power & Light District. Host flawless meetings, weddings and social affairs in our 15 meeting and function rooms. Get your heart pumping at our contemporary fitness center or make a splash in our outdoor pool. Discover a stylish haven amid some of the Kansas City's most famous attractions at our hotel at Crown Center.



Health and Safety Protocols

Sheraton Kansas City Hotel – Crown Center

Owned and operated by Marriott

Marriott is closely monitoring the CDC and World Health Organization statements regarding COVID 19 and following guidelines from these and local health departments.

<https://clean.marriott.com>

FACE COVERINGS

For the U.S. - fully vaccinated guests are no longer required to wear face coverings or social distance in indoor or outdoor areas of the hotel, unless required by local law. We ask that unvaccinated guests and associates continue to wear face coverings and practice social distancing when they are in public spaces inside the hotel. All Associates working in substantial or high transmission areas as defined by the CDC are required to wear face coverings when indoors.

SURFACE AREAS AND PUBLIC SPACES

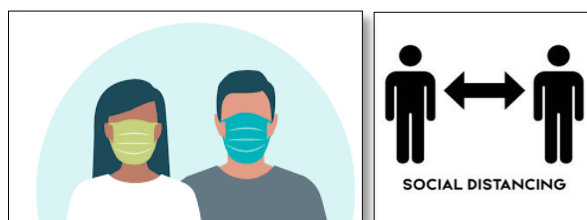
In public spaces, the company has added to its already rigorous cleaning protocols, requiring that surfaces are treated with hospital-grade disinfectants and that this cleaning is done with increased frequency. In guest rooms, Marriott has added to its detailed cleaning practices, requiring all surfaces to be thoroughly cleaned with hospital-grade disinfectants. In the US, wipes will be available upon guest request at the front desk.

GUEST CONTACT

To help alleviate the risk of COVID-19 transmission through person-to-person contact, Marriott will be using signage in its lobbies to remind guests to maintain social distancing protocols and will remove or re-arrange furniture to allow more space for distancing. You'll see more hand sanitizing stations around Marriott's hotels - near the entrances and front desks, elevator banks and fitness and meeting spaces.

FOOD SAFETY

At Marriott, food handlers and supervisors are trained on safe food preparation and service practices. The company's food and beverage operations are required to conduct self-inspection using its food safety standards as guidelines, and compliance is validated by independent audits. In addition, the company is modifying its operational practices for in-room dining and designing new approaches to buffets.



Exhibitor Policies & Procedures

By applying for exhibit space, your company agrees to comply with all rules and regulations outlined below and further agrees to abide by the decision of NATCO exhibit management with respect to interpretation of these rules. Please be sure that the company representatives attending the meeting are aware of and adhere to these rules.

- 1. Exhibit Representatives.** Provided with each booth includes: one full meeting registration (includes CE credit) and one exhibit hall only badge (no CE credit). Each additional representative is \$500. Booth representatives are invited to participate in all food and beverage events held in the Exhibit Hall ONLY. Any exhibitor wishing to register for and attend the educational sessions will register through the normal registration process used by meeting participants. Exhibitors paying meeting registration fees will be awarded contact hours for educational sessions attended.
- 2. Assignment of Space.** Space assignments will be made based on the following criteria: Sponsorship level, booth size and commitment date. Every effort will be made to respect the exhibitors' space choices whenever possible, but NATCO's (hereafter known as "exhibit management") decision shall be final. Exhibit management reserves the right to transfer assignments when such action is deemed to be in the best interest of the total exhibit effort.
- 3. Payment.** Full payment of exhibit fees or sponsorship is required with this contract. Please make checks payable to: NATCO, P.O. Box 711233, Oak Hill, VA 20191, USA. All telephone inquiries: 703-483-9820; FAX 703-879-7544. International funds must be submitted on a U.S. bank in U.S. equivalents.
- 4. Refund for Cancellation.** Should the exhibitor be unable to occupy and use the exhibit space contracted for, he or she shall promptly notify exhibit management in writing. All sums paid by the exhibitor, less a service charge of 50 percent, will be refunded. **No refunds will be made after July 1, 2022.**
- 5. Eligible Exhibits.** Exhibit management reserves the right to determine the eligibility of any company or product for inclusion in the exhibition.
- 6. Booth Equipment and Services.** Includes the following: 10' x 10' deluxe booth consisting of polished aluminized telescopic frames with flameproof fabrics. Backdrops are 8' high. Side dividers are 36" high. The booth will contain a 7" x 44" ID sign, indicating booth number and company name only. All other items (i.e., table, chairs, etc.) can be purchased through the official decorating company.
- 7. Contractor Service Information.** In the best interest of the exhibitors, exhibit management has selected Source One Events, Inc., contact person Kelsey Francis (tel: 708-344-4111), to serve as official contractors to provide various services to the exhibitors. It is agreed that the exhibitor will abide by and comply with the rules and regulations concerning local unions having agreement with the exhibition facility or with authorized contractors employed by exhibit management. Complete information, instructions and electrical work, and cleaning, etc. will be included in the Exhibitor's Service Kit, to be forwarded by the designated service company after space has been confirmed. An Exhibitors' Service Center will be maintained on the exhibit floor until the opening of the exhibit hall to facilitate service requests from exhibitors. Absolutely no shipments should be sent to the hotel. The hotel will not accept them. The Exhibitor's Service Kit will provide you with shipping instructions.
- 8. Security.** Guard service will be provided by exhibit management during the hours the show is closed, beginning on the day of setup until tear down. However, each exhibitor should make provisions to safeguard his/her goods from the time they are placed in the booth until the time they are removed. Exhibit management will not be responsible for loss or damage due to any cause. All Exhibitors must wear the official exhibitor's name badge for admission to and while in the exhibit hall.
- 9. Booth Construction and Arrangement.** Exhibits shall be arranged as to not obstruct the general view, nor hide the exhibits of others. No specialty-built displays will be permitted due to a controlled show floor. It is expressly agreed by the exhibitor that in the event he or she fails to install his or her products in his or her exhibit space or fails to pay the space rental by the time specified, exhibit management shall have the right to take possession of said space and lease some or any part thereof to such parties and upon such terms and conditions as it may deem appropriate.
- 10. No dismantling will be permitted before closing time.** No exhibitor shall have the right prior to closing of the exhibition to pack or remove articles in exhibit without permission from, and approval in writing by, exhibit management. Violation may result a \$250 fine. Please allow adequate time when making your travel plans.
- 11. Use of Exhibit Space.** Exhibitors agree not to assign or sublet any space allotted to them without written consent of exhibit management, nor to display or advertise goods other than those manufactured or carried by them in the regular course of business. No persons, firm or organization not having contracted with exhibit management for the occupancy of space in the exhibit will be permitted to display or demonstrate its products, processes or services, distribute advertising materials in the halls or corridors, or in any other way occupy or use the facilities for purposes inconsistent with these regulations.
- 12. Exhibitor Representative.** Each exhibitor must name at least one person to be his or her representative in connection with the installation, operation and removal of the exhibit. Such representative shall be authorized to enter into such service contracts as may be necessary, and for which the exhibitor shall be responsible.
- 13. Restrictions.** Exhibit management reserves the right to restrict exhibits which are objectionable because of noise, glaring or flashing lights, method of operation, or any other reason, and also to prohibit or evict any exhibit which, in the opinion of exhibit management, may detract from the general character of the exhibit. This reservation includes persons, things, conduct, printed matter or anything exhibit management judges to be objectionable. In the event of such restriction or eviction, exhibit management is not liable for any refund of any amount paid hereunder. No display material exposing an unfinished surface to neighboring booths will be permitted. Demonstrations must be so located that crowds collected will be within the exhibitor's space, and not blocking aisles or neighboring exhibits. Contests of any kind must first be approved in writing by exhibit management.
- 14. Exhibitor Activities.** Exhibitor agrees not to schedule or conduct any outside activity, including, but not limited to, receptions, seminars, symposia and hospitality suites that are in conflict with the official program of NATCO, whether such activities are held at or away from the hotel, except with written approval of exhibit management. Exhibitor will submit to exhibit management by June 14, 2022, any program exhibitor intends to hold at, or in conjunction with, its exhibit, for written approval as to time and place.
- 15. Responsibility.** If the exhibitor fails to comply in any respect with the terms of this agreement, exhibit management shall have the right, without notice to the exhibitor, to offer said space to another exhibitor, or to use said space in any other manner. This shall not be construed as affecting the responsibility of the exhibitor to pay the full amount specified by the contract.
- 16. Compliance.** The exhibitor assumes all responsibility for compliance with all pertinent ordinances, regulations and codes of duly authorized local, state and federal governing bodies concerning fire, safety, health; together with the rules and regulations of the operators and/or owners of the property wherein the exhibit is held. Cloth decorations must be flameproof. Wiring must comply with fire department and underwriters' rules.
- 17. Liability.** NATCO, Source One Events, Inc., Sheraton Kansas City Crown Center, and their agents or employees shall not be responsible for any loss, theft, or damage to the property of the exhibitor, his or her employees or representatives. Further, exhibit management will not be liable for damage or injury to persons or property during the term of this agreement from any cause whatsoever by reason of the use or occupancy of the exhibit space by the exhibitor or his assigns, and the exhibitor shall indemnify and hold harmless exhibit management from all liability, which might ensue from any cause whatsoever. If the exhibitor's materials fail to arrive, the exhibitor is nevertheless responsible for all amounts due hereunder. Exhibitors are advised to carry special insurance to cover exhibitor material against damage and loss, and public liability insurance against injury to the person or property of others.
- 18. Cancellation or Termination of Exhibition.** In the event that the premises where the exhibition is to be held shall, in the sole determination of exhibit management, become unfit or unavailable for occupancy, or shall be substantially interfered with, by reason of picketing, strike, embargo, injunction, act of war, act of God, fire or state of emergency declared by any government agency or by reason of any municipal, state or federal law or regulation or by reason of any other occurrence beyond the control of exhibit management, exhibit management may cancel or terminate the exhibition. In the event of such cancellation or termination, the exhibitor waives any and all claims the exhibitor might have against exhibit management for damages or expenses and agrees to accept in complete settlement and discharge of all claims against exhibit management the exhibitor's prorated share of the total amount paid by all exhibitors less all costs and expenses incurred by exhibit management in connection with the exhibition, including a reserve for future claims and expenses in connection therewith. In case exhibit management shall for any reason determine to cancel or terminate the exhibition, the exhibitor waives all claims the exhibitor might have against exhibit management for damages or expenses and agrees to accept in complete satisfaction and discharge of all claims against exhibit management a refund of all amounts paid by the exhibitor to exhibit management in accordance with this agreement.
- 19. Management.** Exhibit management reserves the right to interpret, amend and enforce these regulations as it deems appropriate to ensure the success of the exhibition.

