AMIfs ANNUAL CONFERENCE
Financial Performance & Risk Management

Proven Techniques for Balancing Risk and Performance

RISK • PROFITABILITY • COST • REGULATORY COMPLIANCE • ASSET LIABILITY MANAGEMENT
FUNDS TRANSFER PRICING • CAPITAL MANAGEMENT • CUSTOMER PROFITABILITY

"Excellent caliber of speakers with diverse bank sizes and areas of expertise."

Conference Exhibit & Sponsorship Prospectus
APRIL 26-28, 2017 • ORLANDO, FLORIDA
CONFERENCE EVENT SPONSORSHIP OPPORTUNITIES

The AMIfs Annual Conference is the premier event for financial performance and risk management professionals in financial institutions. Increase your organization’s exposure, heighten your brand recognition and drive sales by sponsoring at the AMIfs Annual Conference. Each sponsorship package is customized to help your corporate message reach the conference attendees effectively. This qualified audience is coming to one place for the benefits of meeting their colleagues from across the globe, to get updates on issues facing the industry, and to learn about products, services and solutions available from our conference sponsors and exhibitors. The high quality and targeted focus of the attendees means that sponsoring the AMIfs Conference will provide you with high quality leads—that could translate into a direct return on investment. Sponsoring is an incredible opportunity to have your company’s name and logo showcased in multiple ways before, during and after the conference. We can discuss your goals and objectives and work to design the best sponsorship package for your needs. We will work with you throughout the conference to enhance your take-home value and to ensure you meet your goals.

MEET YOUR COMPANY’S EXHIBIT OBJECTIVES FOR 2017

The AMIfs Annual Conference is an ideal forum to reach a target audience of profitability and risk management professionals and executives, helping you meet your company’s objectives for 2017 and beyond. Financial professionals flock to this event with their needs for solutions, products and services. In the Resource Center they can shop for them all in one place. You need to be here to meet them. If you are interested in reserving a booth, please complete the Booth Reservation Form and return it to Krissa Hatfield at ami2@amifs.org or fax it to 317-815-5877.

RESOURCE CENTER HOURS

Exhibit Hours
- Wednesday, (Day 1) April 26th 3:00 pm – 6:30 pm
- Thursday, (Day 2) April 27th 10:00 am – 3:00 pm
- Friday, (Day 3) April 28th 7:00 am – 10:00am

Exhibitor Set-Up & Tear Down
- Exhibitor Set-Up
  Wednesday, (Day 1) April 27th 8:00 am – 2:00 pm
- Exhibitor Tear Down
  Friday, (Day 3) April 29th 10:00 am – 1:00 pm

EXHIBITOR BOOTH FEES

- AMIfs Corporate Resource Center Booth
  Fees
  - Member Fee
    $2,995
  - Non-Members
    $3,345
  Booths are available on a first-come, first-serve basis.

EXHIBITOR REGISTRATION FEES

The first Exhibitor Registration is complimentary. Additional registrations can be purchased for $1,495/$1,845 each.

WHAT COMES WITH MY BOOTH?

- 8 Foot Table
- 1 Exhibit Booth Space
- 1 Complimentary Conference Pass
- Company description and contact listed in the Resource Center Guide
- Company link on our Website
- Complimentary Wifi

SPONSORSHIP OPPORTUNITIES

Become a sponsor and take advantage of the opportunity to increase your organization’s exposure, heighten your brand recognition and drive sales at the event. For more information contact

Krissa Hatfield
Assistant Executive Director, AMIfs
Phone: 317-815-5857
Fax: 317-815-5877
Email: ami2@amifs.org
WHO ATTENDS
Past Sponsors/Exhibitors

Acorn Systems
Accenture
ADI Strategies
Angel Oak Advisory
Armada
Axion EPM
Bank Risk Advisors
Capco
CoreProfit
Darling Consulting Group
DDJ Myers
DMA
Empyrean Strategic Partners
Farin & Associates
Fiserv
Harland Financial Solutions
IBM
Moody’s
McGuire Performance Solutions
Openspan
Oracle
Peloton
ProfitStars
PwC
Robbins Gioia
Rolta
SunGard
Wolters Kluwer
ZM Financial Systems

RESERVE NOW!
To Reserve Your Sponsorship
For more information contact
Krissa Hatfield
Assistant Executive Director, AMIfs
Phone: 317-815-5857
Fax: 317-815-5877
Email: ami2@amifs.org

2016 Attendee Demographics

- International: 1%
- Canada: 1%
- East: 22%
- South: 37%
- West: 17%
- Midwest: 18%

2016 Attendee Profile
- Senior Management: 26%
- Director/Manager: 47%
- Analyst: 27%

2016 Attendee Asset Sizes
- $1B – $10B: 18%
- $10B – $30B: 46%
- $30 – $100B: 20%
- Over 100B: 15%

2016 Attendees by Institution Type
- Banks: 89%
- Credit Unions: 11%

AMIfs ANNUAL CONFERENCE • APRIL 26-28, 2017 • ORLANDO, FLORIDA
# SPONSORSHIP PACKAGES

<table>
<thead>
<tr>
<th>LEVEL</th>
<th>DIAMOND</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
<th>EXHIBITOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>PRICING</td>
<td>M = AMIfs Corporate Member</td>
<td>NM = Non Corporate Member</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DAY 1</td>
<td>$12k-M/$13k-NM</td>
<td>DAY 2</td>
<td>$10k-M/$11k-NM</td>
<td>DAY 3</td>
<td>$9k-M/$10k-NM</td>
<td></td>
</tr>
<tr>
<td>$7,500-M</td>
<td>$8,000-NM</td>
<td>$6,000-M</td>
<td>$6,500-NM</td>
<td>$3,500-M</td>
<td>$4,000-NM</td>
<td>$2,995-M</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LIMIT</th>
<th>Exclusive</th>
<th>Limited to 2</th>
<th>Limited to 3</th>
<th>Limited to 3</th>
<th>Unlimited</th>
<th>Unlimited</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>SPONSORSHIP PACKAGE INCLUDES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Keynote Introduction/5 minute commercial</td>
</tr>
<tr>
<td>General Session/60 minutes (all attendees)</td>
</tr>
<tr>
<td>Concurrent Speaking/50 minutes</td>
</tr>
<tr>
<td>Panel Session Speaking/60 minutes</td>
</tr>
<tr>
<td>3 Minute Commercial During Resource Center Breaks</td>
</tr>
<tr>
<td>Complimentary Conference Registrations By 12/31/16 ($1,495 value)</td>
</tr>
<tr>
<td>Complimentary Conference Registrations After 12/31/16 ($1,845 value)</td>
</tr>
<tr>
<td>Roundtable Leader - Day 2 - Afternoon</td>
</tr>
<tr>
<td>Annual Conference Discount Code $150 off for Clients and Prospects</td>
</tr>
<tr>
<td>Logo on Conference Promotional Give-away Items</td>
</tr>
<tr>
<td>One-Time Use of the PRE-Conference Attendee Mailing and Email List</td>
</tr>
<tr>
<td>One-Time Use of POST-Conference Attendee Mailing and Email List</td>
</tr>
<tr>
<td>Flash Drive with Published White Papers and Articles for Conference Bags</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>EXHIBITOR PACKAGE INCLUDES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Booth Space - 8 ft. Table</td>
</tr>
<tr>
<td>Complimentary Wifi for Booth</td>
</tr>
<tr>
<td>Company Logo, Description &amp; Contact Listed in Resource Center Guide</td>
</tr>
<tr>
<td>Sponsor Ribbons for Company Attendees</td>
</tr>
<tr>
<td>Signage at Sponsored Event, Registration Area &amp; Resource Center Entrance</td>
</tr>
<tr>
<td>Logo on Conference Website with Link - All New Website in December * Home Page Logo</td>
</tr>
</tbody>
</table>

*AMIfs will approve only highly rated speakers and topics must be presented with no speaker substitutes.

### MAXIMIZE YOUR OPPORTUNITIES: BECOME A KEYNOTE/DIAMOND SPONSOR!

“Outstanding event. Not only great for learning what others in the profession are doing, but in areas I do not have as much focus on.”
ENHANCE YOUR COMPANY’S VISIBILITY

HOTEL ROOM KEY $2,000-M/$3,000-NM (Exclusive)
AMI/fs and your Logo artwork on each card—It will be looked at over and over again during the 3 day event!

PRE-CONFERENCE EMAIL MARKETING $2,000-M/$3,000-NM (2 Available)
Pre-Conference email marketing to AMI/fs membership and conference attendees. AMI/fs will send out a 1-time HTML-formatted email on your behalf before the event begins. Message must be approved by AMI/fs.

LOGO ON REGISTRATION ROSTER $1,500-M/$2,000-NM (Exclusive)
Handed out to all at attendees at registration- lists by attendee and asset size. Will include your Sponsor description, logo included on 4 color cover artwork, four color ad on back cover, and inside index page in black and white.

ON-SITE GUIDE: $1,500-M/$2,000-NM
Take out an ad in our on-site guide, attendees will see your ad over and over as they use the guide to navigate them through the conference.
   Inside Front Cover: Exclusive
   Back Cover: Exclusive

KICK-OFF RECEPTION IN EXHIBIT HALL: $5,000-M/$6,000-NM
Greet and meet bankers as they check out the Resource Center’s Grand Opening. Not only is your company name prominently displayed during the function, you will have time to mix and mingle with the attendees and give a kick-off welcome to the group.

THURSDAY NIGHT RECEPTION: $4,000-M/$5,000-NM
Greet and meet bankers as they check out the Resource Center. Not only will your company name be prominently displayed during the function, you will have time to mix and mingle with the attendees and give a welcome to the group.

CONFERENCE TOTE BAGS: $2,000-M/$3,000-NM (Limited Quantities)
Used by bankers long after the conference ends. Your company name and logo are imprinted and featured prominently. Your marketing information also is included in each banker conference attendee’s registration kit.

USB FLASH DRIVE WITH CONFERENCE PRESENTATIONS: $2,000-M/$3,000-NM (Exclusive)
Used by bankers long after the conference ends. Your company name and logo are imprinted and featured prominently.

CONFERENCE PADFOLIOS: $2,000-M/$3,000-NM (Limited Quantity)
Padfolios that display your company’s logo on the cover. These are always used during and after the conference.

CONFERENCE PENS: $2,000-M/$3,000-NM (Exclusive)
Customized with your company’s logo and/or message, pens get used during and after the conference.

NAME Badge HOLDERS: $2,000-M/$3,000-NM (Exclusive)
Required wearing for admission to all conference venues and sessions, this 6”x4” badge holder with clear outside pocket for name badge, pockets for business cards, a pen loop and an adjustable cord features your company logo.

SPONSOR CHOICE: $2,000-M/$3,000-NM (Exclusive)
Select from AMI/fs catalog of attendee gifts with your logo on it to be included in conference tote bag. Examples include, tech travel kits, ear buds, wine openers, post-it cubes, flashlights, water bottles and more.

IN-ROOM WELCOME GIFT: $2,000-M/$3,000-NM
A gift of food or snacks delivered to attendees’ rooms. You choose the design and contents of the gift that you provide to AMI/fs.

M= AMI/fs Corporate Member and NM= Non Corporate Member
BUILD TRAFFIC & INTERACT WITH THESE SPONSORSHIPS

PRIZE DRAWINGS:
(Provided by Sponsor)
Draw bankers to your booth. Each attendee will receive a “passport” when they arrive at the conference. The passport will have boxes with all the companies in the resource center. Attendee will make the rounds in the resource center attempting to fill up their passport. Anyone filling their card will be entered into a drawing to win a prize. Allows for more interaction between the attendees and vendors in a fun and relaxed way! (Sample items include: iPad, iTouch, Kindle Fire, etc.) We will announce winners in the exhibit hall and promote your company.

BARISTA BAR AT REGISTRATION: $1,500-M/$2,000-NM
(1 Thursday – Exclusive)
Greet bankers as they wait for beverages; add to the impression by providing napkins or cup holders featuring your company logo.

EXHIBIT HALL DESSERT BREAK: $1,500-M/$2,000-NM
(1 Wednesday and 1 Thursday Available)
A delectable treat in the Exhibit Hall as bankers take a break. Add to the impression by providing AMIfs with your own napkins and/or candy bars featuring your company logo.

MORNING NETWORKING AND CONTINENTAL BREAKFAST:
$2,000-M/$4,000-NM (1 Thursday & 1 Friday Available)
Have your reps greet bankers at your sponsored breakfast and coffee stations as they stop by on their way into the Opening General Session, plus signage in the dining area.

LUNCH IN EXHIBIT HALL: $3,000-M/$4,000-NM (1 Thursday-Exclusive)
Have your reps greet bankers at your sponsored lunch, give a 5 minute welcome to attendees and overview of your company, plus signage in the dining area.

ADDITIONAL CONFERENCE PASS: $1,495-M/$1,845-NM
Need more passes to the conference sessions?

ANNUAL CONFERENCE DISCOUNT CODE: $150 Off Registration
share your benefits with your clients and prospects, with a special promo code you can share that will give them $150 off the current registration fee.

SPONSORSHIP OPPORTUNITY

“THE LUCKY PRIZE PASSPORT.”
Attendees travel around the resource center getting their passport stamped.

“Fun way to engage the attendees, challenging them to visit every booth.”

If your company is interested in sponsoring an item not listed above, AMIfs would be happy to speak with you to try and find a sponsorship package that is designed to meet your specific marketing goals and objectives. Please contact Krissa Hatfield for more information.

Very good, both keynote speakers were outstanding and the different perspectives were very valuable.

M= AMIfs Corporate Member and NM= Non Corporate Member
HOTEL INFORMATION
Sheraton Lake Buena Vista Resort

RESOURCES CENTER LAYOUT

FOYER AND ATTENDEE ENTRANCE

F&B
## AMI/fs Profitability & Performance Measurement Conference

### RESOURCE CENTER FORM AND CONTRACT

#### 1: EXHIBITOR BOOTH SPACE

Register NOW to lock in your preferred booth space and sponsorship opportunities.

<table>
<thead>
<tr>
<th>Resource Center Booth Space - Included in all packages (see page 4)</th>
<th>Number of spaces:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>List your top 3 booth preferences here:</strong></td>
<td>AMI/fs Corporate Members</td>
</tr>
<tr>
<td>1. _____ 2. _____ 3. _____</td>
<td></td>
</tr>
<tr>
<td>Exhibit Booth Only</td>
<td>$2,995</td>
</tr>
</tbody>
</table>

#### 2: SPONSORSHIP PACKAGES

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>AMI/fs Corporate Members</th>
<th>Non-AMI/fs Corporate Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>Keynote/Diamond Level Sponsor (Limited to 1)</td>
<td>$12,000</td>
<td>$13,000 (Day 1)</td>
</tr>
<tr>
<td>Keynote/Platinum Level Sponsor (Limited to 2)</td>
<td>$10,000</td>
<td>$9,000 (Day 2) $11,000 (Day 3)</td>
</tr>
<tr>
<td>Gold Level Sponsor (Limited to 3)</td>
<td>$7,500</td>
<td>$8,000</td>
</tr>
<tr>
<td>Silver Level Sponsor (Limited to 3)</td>
<td>$6,000</td>
<td>$6,500</td>
</tr>
<tr>
<td>Bronze Level Sponsor (Unlimited)</td>
<td>$3,500</td>
<td>$4,000</td>
</tr>
<tr>
<td>Select Logo Item: (Diamond (D) &amp; Platinum (P) 2 - Gold 1 - Silver 1) - Select top 3 choices</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Conference Tote Bag: _____ (D/P only)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Padfolio: _____ (D/P only)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Flash Drive w/Presentations: _____</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Water Bottles: _____</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lanyard Name Tag Badge Holders: _____</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Conference Pens: _____</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hotel Room Key: _____</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### 3: PROMOTIONAL AND EVENT/NETWORKING SPONSORSHIPS

<table>
<thead>
<tr>
<th>AMI/fs Corporate Members</th>
<th>Non-AMI/fs Corporate Members</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PROMOTIONAL SPONSORSHIPS</strong></td>
<td></td>
</tr>
<tr>
<td>Pre-Conference Email Marketing</td>
<td>$2,000</td>
</tr>
<tr>
<td>Logo on Registration Roster</td>
<td>$1,500</td>
</tr>
<tr>
<td>On-site Guide Ad (color/inside front cover) (Exclusive)</td>
<td>$1,500</td>
</tr>
<tr>
<td>On-site Guide Ad (color/back cover) (Exclusive)</td>
<td>$1,500</td>
</tr>
<tr>
<td>In-Room Welcome Gift for Attendees</td>
<td>$2,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>AMI/fs Corporate Members</th>
<th>Non-AMI/fs Corporate Members</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NETWORKING EVENTS</strong></td>
<td></td>
</tr>
<tr>
<td>Kick-Off Reception in Resource Center (1 Available)</td>
<td>$5,000</td>
</tr>
<tr>
<td>Thursday Night Reception (1 Available)</td>
<td>$4,000</td>
</tr>
<tr>
<td>Lunch in Resource Center (DAY 2)</td>
<td>$3,000</td>
</tr>
<tr>
<td>Morning Networking &amp; Continental Breakfast (DAY 2) PLATINUM</td>
<td>$3,000</td>
</tr>
<tr>
<td>Morning Networking &amp; Continental Breakfast (DAY 3) PLATINUM</td>
<td>$3,000</td>
</tr>
<tr>
<td>Resource Center Dessert Break (DAY 1)</td>
<td>$1,500</td>
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<tr>
<td>Resource Center Dessert Break (DAY 2)</td>
<td>$1,500</td>
</tr>
<tr>
<td>Barista Bar at Registration (DAY 2)</td>
<td>$1,500</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>AMI/fs Corporate Members</th>
<th>Non-AMI/fs Corporate Members</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>LOGO ITEMS</strong></td>
<td></td>
</tr>
<tr>
<td>Conference Tote Bags with Logo (Exclusive) DIAMOND &amp; PLATINUM</td>
<td>$2,000</td>
</tr>
<tr>
<td>USB Flash Drive with Logo &amp; Presentations (Exclusive)</td>
<td>$2,000</td>
</tr>
<tr>
<td>Conference Padfolios with Logo (limited) DIAMOND &amp; PLATINUM</td>
<td>$2,000</td>
</tr>
<tr>
<td>Lanyard Name Badge Holders with Logo (Exclusive)</td>
<td>$2,000</td>
</tr>
<tr>
<td>Conference Pens with Logo (Exclusive)</td>
<td>$2,000</td>
</tr>
<tr>
<td>Water Bottles with Logo (Exclusive)</td>
<td>$2,000</td>
</tr>
<tr>
<td>Post-It Notes with Logo (Exclusive)</td>
<td>$2,000</td>
</tr>
<tr>
<td>Hotel Room Key with Logo</td>
<td>$2,000</td>
</tr>
<tr>
<td>Items for Prize Drawings (Provided by Sponsor)</td>
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</table>

#### 4: ADDITIONAL PASSES

<table>
<thead>
<tr>
<th>AMI/fs Corporate Members</th>
<th>Non-AMI/fs Corporate Members</th>
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</thead>
<tbody>
<tr>
<td><strong>ADDITIONAL PASSES</strong></td>
<td></td>
</tr>
<tr>
<td>Additional Conference Pass</td>
<td>$1,495</td>
</tr>
</tbody>
</table>

#### 5: TOTAL CONTRACT AMOUNT (payment in full due with contract)

<table>
<thead>
<tr>
<th>AMI/fs Corporate Members</th>
<th>Non-AMI/fs Corporate Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>$</td>
<td>$</td>
</tr>
</tbody>
</table>
6: FORM OF PAYMENT  (REQUIRED)  
Check Enclosed  (payable in U.S. Dollars to AMIfs)

<table>
<thead>
<tr>
<th>Charge To: (circle)</th>
<th>VISA</th>
<th>MASTERCARD</th>
<th>AMERICAN EXPRESS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Credit Card #</td>
<td></td>
<td>Verification Code</td>
<td>Amount</td>
</tr>
<tr>
<td>Cardholder’s Name (exactly as it appears on card)</td>
<td></td>
<td></td>
<td>Expiration Date</td>
</tr>
<tr>
<td>Cardholder’s Signature</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

7: EXHIBITOR INFORMATION

* Required (please print clearly)

Company Name * (submit company name exactly as it should appear in published materials)

Contact Name * (contact will receive all exhibiting materials regarding this event)

Title *

Address *

Address (if needed)

City * State or Territory *

Zip Code + 4 or Postal Code *

Country (if other than U.S.)

Contact Phone Number (include area code and extension)

E-mail Address * 
(required for registration confirmation and conference information)

Sponsorship Contact (name or company)

Sponsorship Contact Phone Number (including area code)

Marketing Contact E-mail

Business Emergency Contact Name *

Business Emergency Contact Phone Number *

Business Emergency Contact E-mail

8: EXHIBITOR SIGNATURE

Name of Authorized Signer

Signature Date

Note: Please see Submission instructions and read and Rules and Regulations below

9: SUBMIT YOUR CONTRACT 
All exhibitor contracts must be accompanied by payment in full.

Exhibitor Information. Please read all terms and conditions as outlined in the Sponsorship/Exhibitor Contract Opportunities section.

Return all pages with your completed contract via:

Mail (with deposit) to: AMIfs, 14247 Saffron Circle, Carmel, IN 46032
Fax (credit card required) to: AMIfs at 1-317-815-5877
For additional information, contact: AMIfs at 1-317-815-5857 or ami@amifs.org or www.amifs.org
2017 AMIFs Sponsorship/Exhibitor Contract Rules & Regulations

This Sponsorship/Exhibitor Space Contract Conference Show Rules and Regulations (“Agreement”) is between AMIFs (or “us”) and the sponsoring/exhibiting organization as stated in the contract, including its officers, employees, agents and contractors, (collectively “Sponsor/Exhibitor, “you” or “your”), for the purpose of reserving sponsorship and/or exhibit space to display your products or services, or both, (“Exhibit” or “Display”) as detailed in the contract. AMIFs and Exhibitor are collectively referred to as the “Parties.”

SPONSORSHIPS: Sponsorships will not be accepted until full payment is received by AMIFs. All promotional copy, communications and/or logos must be submitted to AMIFs for prior approval. Processing of your payment does not constitute acceptance of sponsorship. If sponsorship is not accepted, AMIFs will promptly refund payment. AMIFs reserves the right to modify sponsorship deliverables. SPONSORSHIPS ARE NON-TRANSFERABLE, NON-CANCELABLE AND NON-REFUNDABLE.

EXHIBITING ORGANIZATIONS: Exhibitors will be limited to those companies or other entities offering materials, products, or services of specific interest to Conference registrants. AMIFs reserves the right to determine the eligibility of any company or organization applying for Exhibit space and to approve the products or services it plans to Exhibit. Exhibiting manufacturer’s representatives or distributors must list the participating manufacturer as the Exhibitor of Record. Only the name of the Exhibitor listed on page one of this Agreement will be placed on booth signage, in the Conference’s printed Exhibitors Listing and on Exhibitor Badges. Exhibitors may not assign, sublet or apportion the whole or any part of their Exhibit space.

TERMS OF PAYMENT: All applications for exhibit space must be accompanied by payment in full for each exhibit booth. Exhibit space will not be assigned until full payment is received. Requests for cancellation and refunds for exhibit space must be in writing. If Exhibitor cancels its exhibit space after this Agreement has been signed, Exhibitor will be assessed a Cancellation Fee. The Parties agree that the Cancellation Fee constitutes a reasonable estimate of and on Exhibitor Badges. Exhibitors may not assign, sublet or apportion the whole or any part of their Exhibit space.

EXHIBITING ORGANIZATIONS: Exhibitors will be limited to those companies or other entities offering materials, products, or services of specific interest to Conference registrants. AMIFs reserves the right to determine the eligibility of any company or organization applying for Exhibit space and to approve the products or services it plans to Exhibit. Exhibiting manufacturer’s representatives or distributors must list the participating manufacturer as the Exhibitor of Record. Only the name of the Exhibitor listed on page one of this Agreement will be placed on booth signage, in the Conference’s printed Exhibitors Listing and on Exhibitor Badges. Exhibitors may not assign, sublet or apportion the whole or any part of their Exhibit space.

EXHIBIT SPACE DOWNSIZING: Notification of exhibit space downsizing must be received in writing by AMIFs. If Exhibitor downsizes its exhibit space after the exhibit space contract has been accepted by AMIFs, in addition to full payment for the modified exhibit space, Exhibitor will incur a Downsizing Fee according to the following payment schedule: 50% of the difference between the exhibit space fee in the exhibit space contract and the modified exhibit space fee if notification of downsizing is received 30 to 120 days prior to the conference date; 100% of the difference between the exhibit space fee in the exhibit space contract and the modified space fee if the reduction takes place less than 30 days prior to the conference date (there will be no refund for any reduction in space off the prior contracted space agreement). Downsizing Fees can not be applied to any other AMIFs purchases including future exhibit space purchases.

FORCE MAJEURE: If for any reason beyond the reasonable control of either party, including but not limited to acts of God, war, strikes, labor disputes, accidents, government requisitions, restrictions or regulations on travel, facility availability, commodities or supplies, inability to secure sufficient labor, civil disturbance, terrorism or threats of terrorism, transportation, disaster, fire, earthquakes, hurricanes, unseasonably extreme inclement weather, epidemic, or any other comparable conditions, either party is unable to fulfill its obligations under this Agreement, the Parties may terminate this Agreement without liability, and AMIFs may retain the earned portion of the Exhibit Fee required to recompense it for expenses incurred up to the time of terminating the event. Any remaining unearned Exhibit Fee will be returned to the Exhibitor. Additionally, if any part of the Facility is damaged or if circumstances beyond AMIFs’s reasonable control make it impossible or impractical for AMIFs to permit Exhibitor to occupy or continue to occupy your assigned Exhibit space location during any part of or the entire Conference, you will only be charged a pro rata Exhibit Space Rental Fee for the period that the Exhibit space was or could have been occupied by you. In no event will either party, the City, the Facility, or their respective owners, directors, officers, employees, agents and representatives be liable for any consequential, indirect, or incidental damages of any nature or for any reason whatsoever. In no event will AMIFs, the City, the Facility, or their respective owners, directors, officers, employees, agents and representatives be liable for any consequential, indirect, or incidental damages of any nature or for any reason whatsoever. INDEMNIFICATION: Either party will indemnify, defend, and hold harmless the other party, its sponsors, the City, the Facility’s owner and management, and their owners, directors, officers, employees, agents and representatives, against all claims, actions, demands or liability of whatsoever kind and nature, including but not limited to judgments, interest, reasonable attorneys’ fees, expert witness fees, and all other related costs and charges arising out or attributed in part or in whole to any action or failure to act whether by negligence or otherwise, on the part of the party or any of its officers, employees, agents, or representatives, excluding liability caused by the sole negligence or willful misconduct of a party.

LIMITATION OF LIABILITY: Exhibitor assumes the entire responsibility and liability for all damages or losses to the Exhibitor, AMIFs, the Facility, persons or property that occur as the result of any actions of the Exhibitor or its officers, employees, agents, representatives, invitees and guests during the entire occupancy period. AMIFs assumes the entire responsibility and liability for all damages or losses to the Exhibitor, AMIFs, the Facility, persons or property that occur as the result of any actions of AMIFs or its officers, employees, agents, representatives, invitees and guests during the entire occupancy period. Notwithstanding the foregoing, Exhibitor agrees that to the maximum extent permitted by law AMIFs, the City, the Facility and any of their respective officers, agents, employees or representatives will not be held liable for any loss or damage to exhibits, or materials, goods and wares (collectively “property”) belonging to the Exhibitor.

ASSIGNMENT OF AGREEMENT: Neither party may not assign any of its rights or delegate any of its duties under this Agreement, without the prior written consent of the other party, which consent may be withheld in such other party’s sole and absolute discretion. Despite consent, no assignment will release the a party of any of its obligations or alter any of its primary obligations to be performed under the Agreement. Any attempted assignment or delegation in violation of this provision will be voidable at the option of the other party, entitling the other party to terminate this Agreement and making the attempted assignor liable for all damages incurred by the other party.

Company: _____________________________________________________ Sponsor’s/Exhibitor’s Initial: _____________
BINDING ON SUCCESSORS AND ASSIGNS: This Agreement will be binding upon and inure to the benefit of the respective successors, assigns, and personal representatives of the Parties, except to the extent of any contrary provision in this Agreement.

NOTICE: Any notices, requests, demands relating to this Agreement (including any notices of cancellation, Exhibit space downsizing, defaults on the Payment Schedule, etc.) must be in writing and sent by certified mail, return receipt requested or by overnight delivery service with confirmation of delivery. All notices will be effective only upon receipt by the intended recipient.

INTERPRETATION: The Parties agree that this Agreement shall be interpreted in accordance with the laws of the State of Indiana. Further, the Parties agree that all disputes and matters whatsoever arising under, in connection with or incident to this Agreement, shall be settled through arbitration conducted in accordance with the rules of the American Arbitration Association or through an action brought in any court of competent jurisdiction in Marion County, Indiana, USA to the exclusion of the courts of any other state, territory or country. In connection with any litigation, the prevailing party will be entitled to recover reasonable attorney's fees and costs.

EXHIBITOR DEFAULT: If Exhibitor defaults on any of its obligations under this Agreement, AMI will also have the right to collect on demand the full amount of the Exhibit fees due as of the date of default, and pursue any other remedy afforded it by law. Exhibitors asked to leave the Conference because of violations of the Rules and Regulations of the Conference will forfeit all Exhibit fees, and will remain liable for any damages due to its actions. Any matters not specifically addressed under this Agreement will be at the sole decision of AMI.

Exhibitor agrees that the Conference Rules and Regulations and the Exhibitors’ Manual, Schedules, or to any amendments to the same are integral to and incorporated by reference into the Exhibit Space Contract.

ENTIRE AGREEMENT: This Agreement, all Conference Rules and Regulations, all Appendices, and Schedules referred to or attached to this Agreement constitute the final, complete, and exclusive statement of the terms of the Agreement between the Parties pertaining to the Conference and supersedes all prior and contemporaneous understandings or agreements of the Parties. All waivers of any provision of this Agreement must be made in writing and signed by AMI. If any portion of this Agreement will be determined to be invalid, then that portion will be considered severed from the Agreement in that jurisdiction and all remaining portions will remain in full force and effect. Paragraph headings have been inserted for convenience of reference only, and are in no way intended to describe, interpret, define, or limit the scope or intent of any part of this Agreement.

EXHIBITOR COMPLIANCE AND ACCEPTANCE: Exhibitor agrees that the person executing this agreement has the requisite authority to enter into this Agreement and bind the company or party for whom I sign, and to abide and be bound by all of the terms, conditions, all Conference Rules and Regulations stated under this Agreement, the Exhibitors’ Manual, Schedules, or to any amendments to the same, all of which are integral to and incorporated by reference into this Agreement. Further, Exhibitor agrees that AMI will have full power in a matter of interpretation, amendment and enforcement of all Conference Rules and Regulations. In all instances AMI’s rulings will be final. All rights and privileges granted to Exhibitor under this Agreement and any subsequent addendums are subject to and subordinate to the master lease between the AMI and the Facility.

BOOTH USAGE: Exhibits must only be used for the purpose of promoting Exhibitor’s products or services and are not be used for other business purposes. Exhibitor may only display, offer for sale, or advertise merchandise manufactured, or sold by Exhibitor or services performed by Exhibitor in the normal course of business. The only exception is when other items are required for the proper demonstration or operation of Exhibitor’s display, products or services. In which case, the supporting items must be identified by their regular nameplate, imprint, or other identification normally appearing on them. All non-exhibiting organizations and their representatives are strictly prohibited from exhibiting or conducting business in Exhibitor’s Exhibit space. Retail sales are absolutely prohibited during the Conference. No exhibit or advertising will be allowed to extend beyond Exhibitor’s allotted exhibit space or above the back and side rails. AMI will have full discretion and authority in the placement, arrangement, and appearance of all items displayed by Exhibitor. Exhibitor must conduct the distribution of samples, souvenirs, publications and all other promotional activities within its own Exhibit space only. Any promotional or distribution activities that interfere with the activities of, or obstructs access to neighboring Exhibits booths, is strictly prohibited. If AMI determines that any Exhibit or its contents require replacing, rearrangement or redecorating, the Exhibitor will be responsible for all costs incurred. AMI reserves the right to restrict any exhibit or actions within the Exhibit that AMI considers undesirable. This restriction includes property, conduct, dress of models, printed materials, or anything considered objectionable by AMI. AMI will have sole control over admission policies at all times.

EXHIBIT STAFFING: Exhibit Booth Personnel will be restricted to Exhibitor’s employees and their authorized representatives. Exhibit Booth Personnel must wear their “Exhibitor Badges” while in the Facility and when attending Conference functions. AMI may limit the number of booth representatives, as it deems necessary. Exhibit space must be staffed by Exhibitor at all times during the hours the Conference is open. AMI reserves the right to determine whether the character and/or attire of booth personnel is acceptable and in keeping with the best interests of other exhibitors and the Exhibition.

EXHIBIT INSTALLATION AND DISMANTLING: If Exhibitor has not commenced set-up of its Exhibit by 8:00 p.m. of the day before the opening day of the Conference, AMI reserves the right to have the Exhibit installed or removed at Exhibitor’s expense, and Exhibitor agrees that AMI will be released from any liability associated with the set-up or removal of the Exhibit or it contents. All exhibits will be ready by the opening hour of the Exhibition. Exhibitor may not apply paint, lacquer, adhesives, or other coating to any part of the Facility or to Exhibit booth equipment not owned by Exhibitor. Exhibitor will be liable for any damaged caused to the Facility or other persons or property by its officers, employees, agents, representatives, and contractors and subcontractors and agents or invitees.

HEIGHT RESTRICTIONS AND EXPOSED SURFACES: All exposed surfaces of Exhibitor’s Exhibit and separation dividers must be of finished grade quality. If exposed surfaces remain unfinished at 8:00 p.m. of the day before the opening day of the Exhibition, AMI will authorize the official decorator to finish grade covering to the exposed surfaces, at Exhibitor’s expense. Exhibit separation dividers may not be unsightly to exhibitors in adjoining booths and must be free of logos and graphics. No exhibit may exceed the height limitations stated in the Exhibitors’ Manual. If Exhibitor’s Exhibit exceeds the Conference’s height limitation, it must be altered to conform to the Conference’s height regulations, at Exhibitors own expense. All Exhibitors releasing island type Exhibit space must present drawings of their Exhibit to AMI, at least 120 days before the Conference’s opening day to receive AMI’s written approval.

OBSTRUCTION OF AISLES OR BOOTHS: Exhibits may not block or visually obstruct aisles, fire exits, fire extinguishing equipment, sprinkler or emergency lighting systems, stairwells, elevators, escalators, utilities panels and the like, at any time. No demonstration or activity in the Exhibit will be permitted to block or obstruct access to aisles, elevators, stairways, emergency exits, or prevent ready access to nearby exhibitors’ booths. If any crowding occurs, it is the responsibility of Exhibitor to immediately disperse such crowds.

SOUND LEVELS: Loud, annoying, offensive or distracting noises emanating from Exhibits will not be permitted. Mechanical or electrical devices which

Company: ___________________________ Sponsor’s/Exhibitor’s Initial: ________________
produce sound must be operated so as not to disturb other exhibitors. AMI’s reserves the right to determine the placement of all sound equipment, and whether sounds are emanating at an acceptable sound level, or are annoying, offensive or distracting. supply these utility services. The Exhibitor will be responsible for payment of any services ordered.

CARE OF EXHIBITS: AMI’s will maintain the cleanliness of all aisles. Exhibitor, at its own expense, must keep its Exhibit clean, and in good order at all times. All Exhibits must remain fully intact until the Conference has officially closed. Disturbing or tearing down the Exhibit before the official close of the Conference can result in AMI’s refusal to accept or process Exhibitor’s Exhibit space applications for subsequent Conferences or other AMI’s events. Exhibitor’s Exhibits and its contents must be removed from the Facility no later than the time specified in the Exhibitors’ Manual. If Exhibitor’s Exhibit is not removed within the allotted time, AMI’s reserves the right to ship the Exhibit and its contents via a carrier of AMI’s choosing, or to place the Exhibit and its contents in a storage warehouse, or to make such other disposition of the Exhibit as AMI’s may deem desirable, at Exhibitor’s expense and without liability to AMI’s.

RECEIPT OF GOODS AND EXHIBITS: All arriving goods and exhibits will be received at receiving areas designated by AMI’s. All incoming goods and exhibits must be plainly marked and all shipping charges prepaid. If Exhibitor’s Exhibit fails to arrive in a timely manner, Exhibitor will nevertheless be responsible for Exhibit space cost.

CONTRACTED SERVICES: Exhibitor will be responsible for payment of any improvement to its Exhibit space, such as installation, dismantling, construction, lighting, electrical power, utilities, hauling, furnishings, decorations, carpeting, and all other services or items used by Exhibitor. No Exhibitor may contract for use of services with contractors other than the with AMI’s official Conference contractors, unless otherwise stated in the AMI’s Exhibitor Manual or if permission has been secured in writing from AMI’s, thirty days prior to the Conference. Each Exhibitor will receive the AMI’s Exhibitor Manual from AMI’s authorized General Services Contractor. All items are optional and will only be furnished upon written order signed by the Exhibitor and received by the Contractor.

EXHIBITOR-APPOINTED CONTRACTORS: Exhibitors are required to use the AMI’s official contractor. Should an outside contractor “Exhibitor-Appointed Contractor” be used, Exhibitors must secure, in advance, written authorization from AMI’s at least 45 days prior to the opening of the Conference. Exhibitor-Appointed Contractor will notify the official contractor and AMI’s of the names and/or number of regular employees who will be working in the exhibit area during the move-in and move-out period 45 days prior to the opening of the Conference. Certificates of insurance for Liability and Workmen’s Compensation Insurance are required for Exhibitor-Appointed Contractor working in the exhibit area, as required by AMI’s and the Facility. The Exhibitor is responsible for notifying his Exhibitor-Appointed Contractor of the provisions of the Rules and Regulations, copy of which are to be provided by the Exhibitor to the Exhibitor-Appointed Contractor. Rules, Regulations and insurance requirements specific to Exhibitor-Appointed Contractors are detailed in the Exhibitor Manual. Exhibitor agrees that any Exhibitor-Appointed Contractor not fulfilling the requirements will be prohibited from operating in the Facility.

UNION LABOR: Exhibitor will employ only union labor, as made available by official contractors in the installation and dismantling of its Exhibit, and in its operation when required by union agreements. Resolution of Disputes: If a dispute arises between Exhibitor and an official contractor, or Exhibitor and a Labor Union and their representative, or two or more Exhibitors, or Exhibitor and one or more attendees, AMI’s will have the sole authority to make any decisions it deems necessary to resolve the dispute and that decision will be binding on all parties for the duration of the Conference.

PHOTOGRAPHS, PUBLICITY MATERIAL, RADIO AND TELEVISION AND PRINT MEDIA: AMI’s reserves the sole right to use any photographs, recordings, electronic images or publicity material received by or obtained by AMI’s in the course of the Exhibition, for whatever use deemed proper by AMI’s. AMI’s has the exclusive right to include photographic, video and other visual portrayals of attendees, Exhibitors and their Exhibits including its contents, in any pictorial medium 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 AMI’s sole property, free of any claims of Exhibitor or any persons deriving any rights or interest from the Exhibitor.

PHOTOGRAPHY AND VIDEOTAPE DURING THE CONFERENCE: If desired, AMI’s Official Photographers can do photography of the Exhibitor’s Exhibit for a moderate price. Alternatively, Exhibitors wishing to make their own arrangements for photographing their Exhibits need to obtain AMI’s prior written consent, which will not be unreasonably withheld.

ADA COMPLIANCE: Exhibitor will fully comply with all public accommodations requirements of the Americans with Disabilities Act (ADA) not otherwise allocated to AMI’s or the Facility under law. Electrical Safety: All wiring, fixtures, apparatus, equipment and products used on or displayed on Exhibitor’s exhibits must meet all applicable Federal State and local laws, ordinances and codes, as well as the rules and regulations of the Facility. All Electrical fixtures and fittings must be UL listed and marked accordingly.

SAFETY AND FIRE LAWS: Exhibitors must strictly comply with all pertinent fire codes, laws, ordinances and regulations pertaining to health, fire prevention and public safety in the City, County and the State of where the Facility is located, including the Facility’s Rules and Regulations. No combustible decorations such as paper products, leafy decorations or tree branches, or nonflammable retardant materials of any nature will be allowed. Only flameproof materials, or materials treated with an approved flame proofing solution can be used in the construction, preparation and decoration of your Exhibit. Acetate and most rayon materials treated with an approved flame proofing solution can be used in the construction, preparation and decoration of your Exhibit. Acetate and most rayon are not flameproof and are strictly prohibited. Smoking in the Exhibition Hall and Exhibits is strictly forbidden. All packing containers, excelsior, wrapping materials are to be removed from the Exhibit floor and must not be stored under tables or behind Exhibits. Exhibitors may not use helium balloons, compressed gas, heaters or heating devices or motorized vehicles without the prior written consent of the Facility and AMI’s. Volatile, explosive or other combustible materials or any other substances prohibited by law, the Facility, or insurance carriers are not permitted within the Facility.

PERMITS: Exhibitor is required to have any and all and any business licenses, and other permits that are needed for their operation. It is the sole responsibility of the Exhibitor to collect the sales tax, or any other applicable taxes and remit it to the State of where the Facility is located for any sales transactions made during the Conference.

SECURITY: AMI’s will provide the services of a reputable security agency within the Facility during the period of installation, Conference, and dismantling for general safety and security purposes only. The services provided by AMI’s are not intended, nor are they to be interpreted by Exhibitor in any form whatsoever, as a guarantee by AMI’s or the Facility against any loss, theft or damage to Exhibitor or any of Exhibitor’s property. All items brought into the Facility are done so at Exhibitor’s own risk. Exhibitor is solely responsible for safeguarding its Exhibit and its contents at all times. Exhibitors may furnish additional guards at their own cost and expense after obtaining prior written approval by AMI’s.

INSURANCE: In order to protect Exhibitor, AMI’s, the City, and the Facility and your 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, will carry the following Insurance 1) Comprehensive General Liability Insurance (including contractual and copyright infringement coverage), with limits not less than $1,000,000 with respect to injuries to any one person in any one occurrence, $2,000,000 with respect to injuries to more than one person in any one occurrence, and $5,000,000 with respect to damage of property; 2) Comprehensive Automobile Insurance covering owned and non-owned vehicles, as well as loading and unloading hazards with minimum limits of $1,000,000 per occurrence for bodily injury and $500,000 for property damage; 3) Worker’s Compensation and Employer’s Liability Insurance to statutory...
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limits; and 4) all other necessary insurance policies, for the duration of the Conference, including all moving-in and move-out days. Further, Exhibitor agrees to add AMIfs, the City, and the Facility as “additional insured” on their insurance policy for the dates of the Conference. AMIfs must receive written certificates of insurance at least thirty (30) days prior to the Conference.

MUSIC LICENSING AND USE OF COPYRIGHTED WORKS: The Exhibitor will be responsible for securing any and all necessary licenses or consents for (a) any performances, displays or other uses of copyrighted works, trademarks or patented inventions or designs and (b) any use of any name, likeness, signature, voice or other impression, or other intellectual property owned by others at the Conference. The Exhibitor or its agent(s) agree not to allow any musical work protected by copyright to be staged, produced or otherwise performed, via either “live” or mechanical means, by or on behalf of the Exhibitor at any AMIfs event unless the Exhibitor or agent(s) has previously obtained written permission from the copyright owner, or the copyright owner’s designee (e.g., ASCAP, BMI or SESAC) for this use. The Exhibitor accepts full and complete responsibility for the performance of all obligations under any agreement permitting the use of the music, including but not limited to, all obligations to report data and to pay royalty fees.

INDEMNIFICATION FOR USE OF COPYRIGHT MATERIAL: The Exhibitor agrees to indemnify, defend and hold harmless AMIfs, the City, and the Facility and their respective directors, officers, employees, agents, and representatives from and against any claim of liability and any incident or resulting loss, cost or damage, including but not limited to, reasonable attorney and expert witness fees, and all other associated costs of lawsuits, for failure or alleged failure to obtain these licenses or consents or for infringements of copyright, patent or the unauthorized use of a registered trademark or service mark or other violations of the property or proprietary rights, or the rights of privacy or publicity of any third party. AMIfs EXHIBITOR DIRECTORY AND ATTENDANCE: AMIfs will not be liable for any errors or omissions in AMIfs’s Exhibitor’s Directory, attendee lists, Web sites or in any promotional materials. AMIfs makes no representations or warranties with respect to the number of Conference attendees or the demographic nature of the attendees.

MEETINGS AND HOSPITALITY FUNCTIONS: Exhibitor agrees that it will not, nor will its employees or representatives conduct any type of Exhibitor function in the Facility or any participating hotel’s meeting rooms, public areas, hospitality suites or suites during Conference hours without the prior written consent of AMIfs.

LOTTERIES AND CONTESTS: The operation of games of chance, or lottery devices, or the actual or simulated pursuit of any recreational pastime is permitted only to the extent permitted by applicable federal, state and local laws and ordinances, and thereafter only upon obtaining prior written approval from AMIfs. Exhibitor agrees to accept full and complete responsibility for complying with and adhering to all applicable federal, state and local laws, ordinances and regulations pertaining to lotteries and contests. Further, Exhibitor agrees to indemnify, defend and hold harmless AMIfs, the City, the Facility, and Sponsors and their respective directors, officers, employees, agents, and representatives from and against any claim of liability, any incident or resulting loss, cost or damage arising from or due to any of Exhibitor’s lotteries or contests according to the Indemnification provisions stated under this Agreement.

INTEREST AND COLLECTION FEES: Exhibitor agrees to pay interest at a rate of 1.5% per month (18% per annum), or the maximum allowable by law on all past due balances to AMIfs. Additionally, Exhibitor agrees to pay any collection costs, including but not limited to court costs, collection fees, and reasonable attorney’s fees, incurred by AMIfs in enforcing this Agreement.

OFFSET: AMIfs will have the right to set off against any amount which may be due to AMIfs from Exhibitor under this Agreement or otherwise in connection with the Conference, any amounts owed to AMIfs or its affiliates by Exhibitor or its affiliates for any reason. In addition, AMIfs will have the right to apply any amounts received from Exhibitor under this Agreement to any other amounts due to AMIfs from Exhibitor or its affiliates.