

## Exhibitor / Sponsor Prospectus & Year-Round Media Kit

# Restoration Industry Association

Advocacy. Unity. Progress.

### CONTACT

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# Exhibitor & Sponsor Opportunities



The **Restoration Industry Association** is the oldest and largest non-profit, professional trade association dedicated to providing leadership and promoting best practices through advocacy, standards & professional qualifications for the restoration industry.

Representing over 20,000 cleaning and restoration professionals from over 1,000 member firms, RIA provides credibility, education and business improvement events to maximize industry exposure and advance knowledge in the cleaning and restoration industry. With an extensive network of professionals working towards similar goals, RIA has become a trusted resource of knowledge for those involved in cleaning and restoration.

## **RIA International Restoration Convention & Industry Expo**

RIA's International Restoration Convention & Industry Expo is the premier event for those engaged in the restoration industry. With over 500 attendees and 50+ exhibitors, the expo provides our industry with the latest in restoration technology, trends, developments, and best practices through training sessions, speaker presentations and our robust exhibit hall.

Come network with the  
only conference that unites  
**ALL** segments of the  
restoration industry!

## **? Should You Be Marketing to RIA Attendees?**

If your company has a product or service that aligns with any of the following market verticals - the answer is YES!

- Asbestos Abatement
- Bio/Hazmat Remediation
- Content Restoration
- Construction
- Emergency Restoration
- Indoor Environmental/Air Quality
- Lead Abatement
- Mold Remediation
- Smoke/Fire Restoration
- Water Damage Restoration

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## BASIC EXHIBIT PACKAGE

### 10 x 10 EXHIBIT BOOTH

**INLINE: \$3,400 ea**

**CORNER: \$3,600 ea**

- Includes (2) Exhibit Hall only registrations
- 10' x 10' exhibit space with signage
- 50-word description in Mobile App

The **RIA Industry Expo** is designed to maximize opportunities to network and share information. The exhibit area will host all breaks, breakfasts, and receptions and provide your company with designated space to engage with attendees.

### RIA VENDOR MEMBERS GET MORE!

**(\$875 upgrade includes benefits listed below)**

- Includes (3) Exhibit Hall only registrations
- 10 x 10 exhibit booth with signage
- Attendee mailing list
- Priority Placement on the show floor
- Logo and 50-word description in Mobile App
- Quarterly RIA Membership list
- Recognition on Restoration Products & Services page on the RIA website
- Email promotion of the Products & Services webpage to our members
- Access to AGA Resources including RIA Industry Briefings, Position Statements, Face the Advocate, TPA Scorecard Report
- Use of RIA Vendor Member Logo
- RIA Vendor member recognition
- Subscription to RIA Industry Insights monthly e-newsletter

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THE INTERNATIONAL RESTORATION  
BLUEPRINT FOR OUR  
**FUTURE**  
CONVENTION & INDUSTRY EXPO

## INDUSTRY PARTNER PACKAGE

**(TRAVEL RESTRICTED Friendly)**

**\$2,500.00**

- 15-day retargeting digital ad campaign sent on behalf of Sponsor  
~ Sponsor to provide ad content in the following sizes: 160x600, 300x250, 300x600, 728x90, 1200x625, 600x600, and 970x250. GIF, PNG or JPG formats are all accepted.  
~ Stats will be provided at the end of each campaign
- INDUSTRY PARTNER Sponsor recognition in Industry Resource Guide, Event Website and On-Site Signage
- Full-Page Digital Industry Resource Guide Ad
- Post attendee list (opt-ins only)

## BRONZE SPONSOR PACKAGE

**\$4,000.00**

- **One (1) 10x10 CORNER EXHIBIT BOOTH & Associated Benefits**
- BRONZE Sponsor recognition in Industry Resource Guide, Event Website and On-Site Signage
- Full-Page Digital Industry Resource Guide Ad
- Pre & Post attendee list (opt-ins only)
- One (1) Mobile App Push Notification to Attendees
- Sponsor Recognition Ribbons



THE INTERNATIONAL RESTORATION

RENO, NV  
APRIL 11-13, 2022

[convention.restoration.org](http://convention.restoration.org)

# BLUEPRINT FOR OUR FUTURE

CONVENTION & INDUSTRY EXPO

## SILVER SPONSOR PACKAGE

**\$5,000.00**

**CHOICE OF: Hydration Station Sponsor, Branded Hand Sanitizer Station,  
or Sponsored Session (logo and 60-sec promo video)**

- **One (1) 10x10 CORNER EXHIBIT BOOTH & Associated Benefits**
- SILVER Sponsor recognition in Industry Resource Guide, Event Website and On-Site Signage
- Full-Page Digital Industry Resource Guide Ad
- Pre & Post attendee list (opt-ins only)
- One (1) Mobile App Push Notification to Attendees
- Sponsor Recognition Ribbons

## GOLD SPONSOR PACKAGE

**\$6,500.00**

**CHOICE OF: Lunch Sponsor, Phoenix Award Sponsor,  
or Live Stream Sponsor**

- **One (1) 10x10 CORNER EXHIBIT BOOTH & Associated Benefits**
- GOLD Sponsor recognition in Industry Resource Guide, Event Website and On-Site Signage
- Full-Page Digital Industry Resource Guide Ad
- Pre & Post attendee list (opt-ins only)
- One (1) Mobile App Push Notification to Attendees
- Sponsor Recognition Ribbons

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# BLUEPRINT FOR OUR FUTURE

CONVENTION & INDUSTRY EXPO

## PLATINUM SPONSOR PACKAGE

**\$8,000.00**

**CHOICE OF: Welcome Reception Sponsor, Sponsored Registration Stations, or Mobile App Sponsor**

- **Two (2) 10x10 EXHIBIT BOOTHS & Associated Benefits**
- PLATINUM Sponsor recognition in Industry Resource Guide, Event Website and On-Site Signage
- Full-Page Digital Industry Resource Guide Ad
- Pre & Post attendee list (opt-ins only)
- One (1) Mobile App Push Notification to attendees
- Sponsor Recognition Ribbons

## ADVERTISING ADD-ONS

### **CONTRACTOR'S CHOICE AWARD – RESTORATION PRODUCT OR SERVICE OF THE YEAR**

Voted on by the Restoration Industry and honored at the RIA Industry Expo! Submit your application to be considered for this prestigious award in either the Product or Service category. **\$500 application fee applies.**

- Full-Page Digital Industry Resource Guide Ad - \$750
- Mobile App Push Notification to Attendees - \$250

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# Year-Round Advertising & Marketing Opportunities

## Digital Media

### RIA WEBSITE

The RIA website is the go-to resource for those in the restoration industry. With up-to-the-minute information and easy-to-navigate Web pages and 500+ daily unique visitors, your company's marketing can be in front of restorers 24/7!

AD POSITIONS	SIZE CREATIVE	FORMATS ACCEPTED	3-MONTH CAMPAIGN	6-MONTH CAMPAIGN	12-MONTH CAMPAIGN
Banner Ad (Run of Site)	728 x 90 Pixels	JPG, PNG, GIF	\$2,000	\$3,500	\$6,500
Tower Ad (Interior Pages)	260 x 650 Pixels	JPG, PNG, GIF	\$1,500	\$2,700	\$5,000
Button Ad (Interior Pages)	250 x 325 Pixels	JPG, PNG, GIF	\$1,000	\$1,800	\$3,200

[www.restorationindustry.org](http://www.restorationindustry.org)



## Retargeting Ads

NEW!

LOOKING TO MAXIMIZE IMPRESSIONS AND PACK A PUNCH IN A SHORT AMOUNT OF TIME? Consider our all-new, innovative programmatic retargeting ads! Offered in 15-day or 30-day campaigns, these digital ads deliver your message to a wider audience in a condensed period of time - dramatically increasing impressions and click-throughs. The perfect tool to help promote sales, special offers, webinars, product launches and BEYOND!

- 15-day campaign \$1,800
- 30-day campaign \$3,000



Member visits  
website



Member added  
to tageting pool



Member is shown  
your ad on other  
websites



Member clicks  
ad and is  
directed to  
YOUR WEBSITE

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# Year-Round Advertising & Marketing Opportunities

## CUSTOM E-BLAST TO RIA DATABASE – **\$1,500**

Get your message in the hands of restoration and remediation professionals! Choose a custom e-blast to broadcast a targeted, informative message about a new technology, product or service to the entire RIA database. With the prospect of recipients forwarding emails, your audience has the potential to expand far beyond the 1,300 on our list. You craft the email, up to *up to 500 words, subject to RIA approval, and any graphic elements*. Provide the HTML code – we'll do the rest!

Dedicated emails are limited to 2 per month, available on a first-come, first served basis.

*(All content subject to RIA approval)*

## INDUSTRY RESOURCES BLOG POST – **\$500/post**

Be seen as an industry thought leader! Submit sponsored content to the C&R Industry Resources Hub, featured on the RIA website. The Hub is an online resource for all RIA- related content, promoted both online and through social media. Content is available to both member and non-members, and provides access to thought-provoking industry articles, info graphics, updates and research.

*(All content is subject to RIA approval)*

## VENDOR-LED WEBINAR – **\$1,500/each**

Use the RIA platform to host an educational webinar about your product, service or technology. Free for RIA members to attend, the association handles all the marketing and registration details. Attendance averages between 20-40 registrants and varies by topic Interact with RIA members and promote your company at the same time!

### **Sponsors receive:**

- E-Marketing provided by RIA via email and social media
- FREE access for your current and potential clients with access code (provided by RIA)
- Webinar hosting will be accessible on the RIA
- Website for up to a year for on-demand viewing
- Registrant list will be shared with sponsor for follow-up
- All-content is subject to RIA approval

## INDUSTRY BRIEF SPONSOR – **\$1,500/year**

Join the movement! Show your support for advocacy and information critical to our industry by sponsoring RIA's Industry Briefings. Briefings take place 10-15 times per year and include panel discussions around industry hot topics. All sessions are recorded and recapped for RIA members for on-demand viewing.

### **Sponsor benefits include:**

- Hyperlinked logo on Industry Briefing sponsor banner featured on emails/recaps
- A custom PowerPoint slide with your unique message featured on screen while attendees wait for the discussions begin/resume
- Sponsor Acknowledgement during the RIA Annual Convention & Industry Expo
- All-content is subject to RIA approval



# RIA 2022 Industry EXPO Exhibitor/Sponsor Agreement & Advertising Insertion Order

ADVERTISER \_\_\_\_\_

ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_

ZIP \_\_\_\_\_ COUNTRY \_\_\_\_\_ MAIN PHONE \_\_\_\_\_ WEBSITE \_\_\_\_\_

PRIMARY CONTACT \_\_\_\_\_ TITLE \_\_\_\_\_

CONTACT EMAIL \_\_\_\_\_ CONTACT OFFICE PHONE \_\_\_\_\_ CONTACT MOBILE PHONE \_\_\_\_\_

**EXHIBIT**

10x10 Booth \$3,400 \_\_\_\_\_ Qty. ☐

Corner Upgrade \$200 ☐

Vendor Member Upgrade \$875 ☐

**SPONSOR PACKAGES**

INDUSTRY PARTNER \$2,500 ☐

BRONZE SPONSOR \$4,000 ☐

SILVER SPONSOR \$5,000 ☐

*Choose one of the following:*

Hydration Station Sponsor ☐

Sanitizer Station ☐

Sponsored Session ☐

GOLD SPONSOR \$6,500 ☐

*Choose one of the following:*

Lunch Sponsor ☐

Phoenix Award Sponsor ☐

Live Stream Sponsor ☐

PLATINUM SPONSOR \$8,000 ☐

*Choose one of the following:*

Welcome Reception Sponsor ☐

Sponsored Registration Stations ☐

Mobile App Sponsor ☐

**ADVERTISING ADD-ONS**

Full-Page Ad \$750 ☐

Contractors' Choice Awards \$500 ☐

Push Notification \$250 ☐

## DIGITAL YEAR-ROUND ADVERTISING - RIA WEBSITE

AD POSITIONS	SIZE CREATIVE	3-MONTH CAMPAIGN	6-MONTH CAMPAIGN	12-MONTH CAMPAIGN	TARGET RUN DATES
<b>Banner Ad</b> (Run of Site)	728 x 90 Pixels	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$3,500	<input type="checkbox"/> \$6,500	_____
<b>Tower Ad</b> (Interior Pages)	260 x 650 Pixels	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$2,700	<input type="checkbox"/> \$5,000	_____
<b>Button Ad</b> (Interior Pages)	250 x 325 Pixels	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$1,800	<input type="checkbox"/> \$3,200	_____

☐ 15-Day Retargeting Ad: \$1,800 — Target Run Date(s): \_\_\_\_\_

☐ 30-Day Retargeting Ad: \$3,000 — Target Run Date(s): \_\_\_\_\_

☐ Vendor-Led Webinar: \$1,500/ea — Target Run Date(s): \_\_\_\_\_

☐ Custom E-Blast: \$1,500/ea — Target Run Date(s): \_\_\_\_\_

☐ Industry Resources Blog Post: \$500/ea — Target Run Date(s): \_\_\_\_\_

☐ RIA Industry Brief Sponsor: \$1,500/mo — Target Run Date(s): \_\_\_\_\_

### TERMS OF PAYMENT

The signatory above agrees to all terms set in the RIA Rules & Regulations following this application. We understand that upon approval by RIA, this serves as a binding agreement between our company and RIA. We understand that all sponsorships must be paid in full in accordance with the NET Terms set forth on the invoice sent to the primary contact indicated on this application. Any company requesting to pay later than NET 30 days after receipt of invoice agrees to pay a deposit of 50% the total amount due. RIA reserves the right to approve or deny any sponsor.

### CANCELLATION POLICY

Cancellations must be submitted to RIA in writing. The date of receipt of supporter's written notice of cancellation will be the official cancellation date. If support is cancelled on or before January 15, 2022, 50% of all monies paid to date will be returned to the supporter. Any supporter who cancels after January 15, 2022, will be responsible for the total cost. No refunds after January 15, 2022.

### ADVERTISING TERMS AND CONDITIONS

1. Ads will not run without up-front payment in full.
2. The undersigned agrees to pay 100% of all fees per the terms of this application made payable to RIA.
3. Any company requesting to pay later than net 90 days after the receipt of invoice, agrees to pay a deposit in the amount of 10% the total fee.
4. All cancellations must be submitted to RIA in writing. 10% of total fee will be retained as a cancellation fee.
5. Cancellations will not be accepted once ad is run.
6. RIA reserves the right to approve any advertising content.
7. Advertisers are responsible for ensuring the accuracy of all advertising content. RIA is not responsible for grammatical, spelling, or other errors appearing in the content of published advertising.
8. Advertisers assume liability for the content of published advertising and assume responsibility for all claims against RIA resulting from their advertising.

## Payment Information

RIA TAX ID: 52:2256239

TOTAL TO INVOICE \$ \_\_\_\_\_

☐ PLEASE SEND INVOICE PAYMENT

RIA CHARGES A FLAT FEE OF \$25.00 USD FOR ALL PAYMENTS BEING MADE BY ACH/ WIRE TRANSFER TO COVER ASSOCIATED FEES.

☐ PLEASE CHARGE MY CREDIT CARD

☐ VISA ☐ MASTER CARD ☐ AMERICAN EXPRESS

Please return the completed application, with full payment to: EMAIL: [exhibits.ria@ahint.com](mailto:exhibits.ria@ahint.com)  
MAIL: Christina DeRose, Industry Relations  
Restoration Industry Association (RIA)  
1120 Rt. 73, Suite 200, Mount Laurel, NJ 08054

CARDHOLDER \_\_\_\_\_

CREDIT CARD NUMBER \_\_\_\_\_

EXP DATE \_\_\_\_\_

SECURITY CODE \_\_\_\_\_

BY SIGNING, I AGREE TO THE TERMS AND CONDITIONS OUTLINED.

SIGNATURE \_\_\_\_\_

TITLE \_\_\_\_\_

PRINT \_\_\_\_\_

DATE \_\_\_\_\_

## RIA Industry Expo Rules and Regulations

Following its submission by Exhibitor/Sponsor, the Contract shall become binding upon acceptance by the management (hereinafter referred to as "RIA") of the International Convention and Industry Expo (hereinafter referred to as the "Show"). References to RIA herein shall be deemed to include any duly authorized representative, agent or employee of RIA.

1. No one other than the official contractor (hereinafter referred to as "Show Contractor"), as designated by the RIA, or such contractors as have been approved in writing by RIA or the Show Contractor, shall connect or disconnect utility service(s), install wiring, spotlights or do other electrical or carpentry work, and all such work shall be at the Exhibitor/Sponsor's expense. No Exhibitor/Sponsor shall exhibit or permit to be exhibited in the space allotted to him any merchandise, product or service other than that which relates to the businesses of cleaning, restoration, or environmental remediation and as specified by the Exhibitor/Sponsor in the contract. Space shall not be sublet without the written permission of RIA and the sharing of space by the Exhibitor/Sponsor or use of the space by persons or in a manner not authorized by RIA is prohibited. Neither shall Exhibitor/Sponsor market, advertise or promote any product or service which may directly compete with those of RIA without prior written permission from RIA.
- 2.

3. RIA shall have the right to adopt such rules and regulations as to the conduct of parties prior to, during and after the Show which in its discretion it deems to be in the best interest of the Show, and the Exhibitor/Sponsor agrees to abide by and be bound by all rules and regulations adopted by RIA as well as all rules and regulations of general application that may be issued by the Show venue and all laws and regulations of municipal, county and state authorities as may apply to the Show. The Exhibitor/Sponsor's property shall be placed on display and exhibited at its own risk and neither RIA, Show Contractor nor Show Venue shall be responsible for any loss suffered by Exhibitor/Sponsor for any reason; and neither RIA nor Show venue shall be responsible for the death or injury to any person or for damage, including consequential damages, or loss of property of the Exhibitor/Sponsor, its officers, agents, employees, or invitees resulting from any cause whatsoever and the Exhibitor/Sponsor hereby indemnifies and holds RIA and/or the Show venue harmless for any suit, action or claim arising out of any act of commission or omission by the Exhibitor/Sponsor; and the Exhibitor/Sponsor shall secure and furnish upon demand evidence of comprehensive general liability coverage adequate, therefore. If the Exhibitor/Sponsor fails to comply in any respect with the terms, conditions, rules or regulations of this contract, all rights of the Exhibitor/Sponsor hereunder shall cease and terminate. Any payment made by the Exhibitor/Sponsor on account hereof will be retained by RIA as liquidated damages for breach of this contract and RIA may thereupon rent the space. Once the contract has been signed by both parties, the entire rental for the space becomes payable under terms as stated herein or elsewhere in
- 4.
- 5.

6. Show documents. All and any moneys paid are non-refundable. Should any contingency interrupt or prevent the holding of the Show including but not limited to acts of God, pandemics, labor disputes, individual or civil disturbances, acts of terror, failure to secure materials or labor, fire, lightning, tempest, flood, explosion, government order impacting the Show either directly or indirectly, or any other cause, then RIA shall in no way whatsoever be liable to the Exhibitor/Sponsor, other than to return such portion of any amounts paid as may be determined to be equitable by RIA, in its sole opinion, after deduction of such amounts as may be necessary in RIA's sole opinion, to cover all expenses incurred by RIA in connection with the Show and/or promotion and publicity. Exhibitor/Sponsor agrees that RIA may make any changes deemed, in RIA's sole and unfettered discretion, necessary to the best interests of the Show, including reassignment of contracted exhibit space, changes of show hours, or such other changes as exigencies may demand and that in such cases the contract remains in full force and effect. If for any reason RIA determines that the location of the Show should be changed, or the dates of the Show postponed or changed, no refund will be made but RIA shall assign to the Exhibitor/Sponsor, in lieu of the original space, such other space as RIA deems appropriate and the Exhibitor/Sponsor hereby agrees to use such space under the same rules and regulations. Exhibitor/Sponsor further agrees that RIA shall not be liable for unforeseen expenses incurred by Exhibitor/Sponsor due to terms of RIA's contract with Show Venue. Exhibitor/Sponsor will exhibit in a proper manner and will keep the Exhibit Space open and staffed at all times during the
- 7.
- 8.
- 9.

Show hours. RIA reserves the right to restrict exhibits to a maximum noise level and to suitable methods of operation and display. RIA shall have the final decision as to what constitutes a proper exhibit and such decision shall be final and binding. If for any reason an exhibit or its contents are deemed objectionable by RIA, the exhibit will be removed without refund of any amounts paid. This provision includes persons, things, conduct, printed

10. matter or any item or attire that RIA might consider objectionable to the Show's intent. RIA further reserves the right to relocate exhibits or exhibitions when in its opinion such relocations are necessary to maintain the character and/or good order of the Show. Exhibitor/Sponsor agrees that 11. no display may be dismantled, or goods removed during the entire period of the Show by same. The booth display must remain intact until the closing hour of the last day of the Show. Exhibitor/Sponsor agrees also to remove its exhibit, equipment and appurtenances from the Show Building by the final move-out time limit, or, in the event of failure to do so, Exhibitor/Sponsor agrees to pay for such additional costs as may be incurred by RIA consequential to Exhibitor/Sponsor's failure to vacate in a timely fashion.

Exhibitor/Sponsor shall not insert nails, hooks or screws into 12. the Building and the Exhibitor/Sponsor shall be liable for any damage caused by same to the Building floors, walls, or columns or to the property of other Exhibitor/Sponsors.

Exhibitor/Sponsor may not apply paint, lacquer, adhesive or other coatings to Building components nor shall he use any flammable decorations or covering for display fixtures. All fabrics or other decorative or covering material used by Exhibitor/Sponsor for any purpose shall be flameproof and

shall meet all requirements of fire safety authorities.

13. Exhibitor/Sponsor shall abide by the terms and conditions of any agreements and/or contracts existing between RIA, the Show venue, the Show Contractor and such other parties as may be contractually bound or entitled to service the Show and any of the aforementioned entities.

14. The Exhibitor/Sponsor shall not:

A. Commit any nuisance. B. Cause any unusual or objectionable odor to emanate from its Space. C. Do anything which would interfere with the effectiveness of any utility, electrical, gas, heating, ventilating, air-conditioning, or conveyance systems in the Building or interfere with free access or passage to the public areas of the Building or areas adjoining thereto. D. Overload any floor, ceiling or wall. E. Do or permit to be done any act which might invalidate any insurance policy carried by RIA or the Show Venue. F. Sell, market, or solicit outside of Exhibitor/Sponsor's contracted space. G. Take up a collection or solicit on the premises of the Show, including within the Exhibitor/Sponsor's contracted space, without the written permission of RIA.

14. In the event the Exhibitor/Sponsor has failed to complete installation of its display prior to the time set out by RIA, then RIA has the sole and unfettered discretion to determine whether the Exhibitor/Sponsor may be deemed to be in breach of this contract and may be thereby prohibited from entering the Building and setting up its display. RIA may at its sole discretion retain the monies paid as liquidated damages.

15. The Exhibitor/Sponsor will confine its activities to the Exhibit Space that is defined as the lateral dimensions of the contracted space up to but not exceeding a height of 8 feet above the floor (inline/corner linear booths), 12 feet above the floor (perimeter booths) and 20 feet above the floor including signage (island booths); and will not solicit beyond the boundaries

thereof. No signs or advertising devices shall be displayed in areas of the Building other than those specifically assigned to Exhibitor/Sponsor or set aside for such purposes and all such signs shall be subject to the approval of RIA.

15. Exhibitor/Sponsor acknowledges receipt and understanding of Exhibitor/Sponsor Information, Rules and Policies, General Information, and Rental Agreement information and the inclusion of same by reference within the terms and conditions of the Exhibit Space Contract. No oral representations or statements have been made by of Management, nor shall any such be binding upon Management.

16. Exhibitor/Sponsor agrees to abide by all terms of this agreement as well as all Rule and Policies set forth by RIA and/or the Exhibit Decorator and facility.