

2027 INTERNATIONAL PERSONALIZATION EXPO BOOTH SPACE & PROMOTIONAL OPPORTUNITIES



February 23–26, 2027 | Horseshoe Las Vegas, Las Vegas, NV | PersonalizationPros.org

COMPANY INFORMATION: (The company name, city, state/province, email, and URL listed below will be published in the printed expo guide and online listing.)

Company Name: _____
 Mailing Address: _____
 City, State/Province, ZIP/Postal Code, Country: _____
 Phone: _____ Toll-free: _____ Website: _____
 E-mail Address for Publication: _____

SHOW CONTACT INFORMATION: (This information is used for exhibitor correspondence only and will NOT be published.)

Contact Name: _____ Title: _____
 E-mail: _____ Phone: _____ Mobile Phone: _____

INVOICE/ACCOUNTING CONTACT INFORMATION: (if different than show contact)

Contact Name: _____ Phone: _____ E-mail: _____
 Address: _____
 City, State/Province, ZIP/Postal Code, Country: _____

EXHIBIT SPACE

To qualify for member rates, exhibitor must be a member in good standing from the date of signed contract through the 2027 exhibit dates of February 23–26, 2027; see statement under "Read before Signing."

Each carpeted 10' by 10' booth includes a 6-ft draped table, two chairs, a wastebasket, and company ID.

Member Rates (per 10' by 10' booth)		Nonmember Rates (per 10' by 10' booth)	
1–4 booths	\$3,200	1–4 booths	\$5,350
5–9 booths	\$3,150	5–9 booths	\$5,300
10+ booths	\$3,100	10+ booths	\$5,250

- Corner booth requested—add \$300 for each in-line corner booth
 Island booth requested—add \$3,000 fee for island booth (includes corners).

Space Draw Discount: \$100 per booth off above rates, with nonrefundable deposit (deposit: \$750 for 1-2 booths; \$1,000 for 5-9 booths; \$2,000 for 10+ booths). Credit card required. _____

- APA Membership Number _____
 Nonmember, applying for membership. Application and dues must accompany this contract to be billed at member rate.
 Nonmember, to be billed at nonmember rate

No. of Booths _____ X Booth Rate \$ _____ + Corner/Island Fee \$ _____ = Total Booth Cost \$ _____

Payment Schedule: Companies reserving booth space must provide 50% of the total booth(s) and sponsorship fees. Full payment for booth(s) and sponsorship fees is due by October 2, 2026. Applications will be accepted as long as space is available. See the cancellation and downsizing fees noted in this contract's Terms and Conditions, including a tiered fee for the cancellation or reduction of reserved booth space prior to August 1, 2026.

Preferred Booth Number

1st Choice _____
 2nd Choice _____
 3rd Choice _____
 4th Choice _____

Location Priorities

Not adjacent to or across from the following companies (list names):

Near (list amenity you'd prefer your booth to be near):

ANNUAL SUPPLIER MEMBERSHIP DUES

- Sales under \$1M—\$650 per year Sales \$5M–\$10M—\$1,100 per year Affiliate or Associate—\$655 per year
 Sales \$1M–\$4.9M—\$775 per year Sales over \$10M—\$1,475 per year

2027 PROMOTIONAL OPPORTUNITIES

Sponsorship Opportunities

We invite you to be recognized as a supporter of the International Personalization Expo. Supporting APA is an excellent way to enhance your company's visibility and show your commitment to increasing the professionalism of the personalization industry.

Non-Exclusive Sponsorships

- Special Event Sponsor \$2,800
 Official Show Sponsor \$1,500
 Education Program Sponsor \$800

Exclusive Sponsorships (available to Official Show Sponsors only)

- Totebags (you provide) \$4,500 Pens \$3,000
 Awards Celebration \$5,000 Breakfast \$5,000
 Lanyards \$4,000

2026 exclusive sponsorship holders have first right of renewal for the 2027 expo. Contact APA to learn which sponsorship opportunities are available. Sponsorship is available exclusively to exhibiting companies.

Marketing and Advertising Opportunities

Make this your most successful expo by inviting attendees to your booth through these marketing and advertising opportunities.

Marketing Opportunities

- New Product Showcase \$600
 Number of showcases: x _____
 Total: \$ _____
 Vinyl billboard sign (approx. 90" by 30") \$1,000
 Number of billboards: x _____
 Total: \$ _____

- Learning Lounge session \$800
 Number of Learning Lounge sessions: x _____
 Total: \$ _____
 Expo Guide Advertising (color)
 Full page (8.5" x 11" with .125" bleed) \$950
 Half page horizontal (7.5" x 4.75") \$750
Promotional Opportunities total cost: \$ _____

Calculate the Contract Total

Exhibit Space Cost: \$ _____
 Membership Dues Cost: \$ _____
 Promotional Opportunities Cost: \$ _____
 Contract Total (due Oct. 2): \$ _____
50% Booth Deposit (due by Oct. 2): \$ _____

Payment Information

I am paying by credit card.
 Credit Card No. _____
 Exp. Date _____ Amount \$ _____

To pay by credit card: Send a PDF of this completed form to dpomeroy@PersonalizationPros.org.

- I am paying by check made payable to the Awards and Personalization Association.

Check No. _____
 Date _____ Amount \$ _____

To pay by check: Send a PDF of this completed form to dpomeroy@PersonalizationPros.org. Send the original completed form and payment to: APA, PO Box 88019, Chicago, IL 60680-1019.

READ BEFORE SIGNING

The Exhibitor's signature on this contract indicates acceptance of the Terms and Conditions provided with this contract and is an agreement to pay the total amount due. The person signing this contract on behalf of the Exhibitor has the authority to do so and is responsible for employees' adherence to the Terms and Conditions. To qualify for member booth rates, exhibitor company must be a member in good standing from date of signed contract through the 2027 expo exhibit dates. Should exhibiting company not pay their membership dues by the due date, the exhibiting companies agrees that APA is authorized to charge the membership dues to the credit card listed above.

Signature of Authorized Representative

x

Printed Name of Authorized Representative

Date Signed _____

Questions? Contact info@personalizationpros.org.

FOR STAFF USE ONLY

TERMS AND CONDITIONS

- APPLICATION AND ELIGIBILITY.** Application for booth space must be made on the printed form provided by the Awards and Personalization Association (hereinafter "APA"), contain the information as requested, and be executed by an individual who has authority to act for the applicant. This exhibition is designed for the display and demonstration of products and services relating to the awards and personalization industry of those individuals attending APA's 2027 expo. APA shall determine the eligibility of any company, product, or service. APA may reject the application of any company whose display of goods or services is not compatible, in the sole opinion of APA, with the educational character and objectives of the exhibition. In the event an application is not accepted, any paid space rental fees or deposits will be returned. Upon receipt and acceptance of application by APA, this application shall constitute a contract. Acceptance constitutes one or more of the following: applicant's receipt of APA confirmation letter or e-mail message, shared conference information to exhibitor, receipt of decorator kit or information.
- MEMBERSHIP REQUIREMENT.** To qualify for member booth rates, exhibitor company must be a member in good standing from date of signed contract through the 2027 exhibit dates. Should exhibiting company not pay their membership dues by the due date, the exhibiting company agrees that APA is authorized to charge the membership dues to the credit card listed on the Booth Space & Promotional Opportunities Contract.
- PAYMENT DATES.** No booths will be guaranteed until APA receives full payment of the total booth fee, along with a signed application and such application is accepted by APA. If 50% payment is not received by May 26, 2025, and full payment by October 3, 2026, APA will have the right to resell the assigned booth space and the cancellation terms outlined below shall apply. The exhibitor expressly understands and agrees that all amounts paid hereunder will be applied first to any outstanding obligations due APA by the exhibitor, and then to the amounts due in accordance with this paragraph hereof, that any resulting arrearages must be paid within the time limits specified herein, and that APA will have the right to cancel this contract if the exhibitor is or becomes in arrears with respect to any outstanding obligation due APA.
- CANCELLATION OR REDUCTION OF BOOTH SPACE.** The exhibitor must notify APA in writing of the intent to cancel the contract or reduce the booth space contracted. Refund policies are based on the date the exhibitor requests the cancellation or reduction.
 - After contract acceptance and prior to August 1, 2026: The exhibitor is entitled to a full refund of monies, minus your tiered nonrefundable deposit.
 - Between August 1, 2026, and October 2, 2026: The exhibitor will be liable for 50% of the full price of said exhibitor's cancelled booth space.
 - After October 2, 2026: The exhibitor is responsible for the full price of the cancelled booth space.In the event of cancellation or reduction by an exhibitor, at no time can the money paid be considered a donation or be recognized as support of APA.

If for any cause beyond the control of APA—such as, but not limited to, the destruction of the exhibit facilities by an act of God, the public enemy, authority of the law, fire, or other force majeure—APA is unable to comply with the terms of this contract and deliver the space allotted hereunder, this contract shall be considered terminated and any payments made hereunder by the exhibitor shall be refunded to the exhibitor, less expenses incurred by APA to the date of the termination allocable to the exhibitor after proration thereof among all exhibitors.
- ASSIGNMENT OF BOOTH SPACE.** Space will be assigned beginning February 26, 2026, according to the date on which the contract and deposit are received, points earned, the availability of the requested area, amount of space requested, special needs, and compatibility of the exhibitor's products with APA's aims and purposes.

Points earned by the exhibitors are calculated using the company's current accumulated points plus any points earned based on the new priority points policy that took effect September 24, 2019. APA reserves the right to assign space other than the choice requested, if necessary, and the right to rearrange the floor plan and/or relocate any exhibit.
- SHARING OF BOOTHS.** An additional \$150 is charged to association member exhibitors opting to share booth space with another association member exhibitor. This fee provides for the insertion of the exhibitor's name in the show program guide, for a separate exhibit sign, and for a registration report. Both member companies sharing the space must complete an exhibit contract. Nonmember exhibitors are not eligible to share booth space.
- BOOTH, FURNISHINGS, EQUIPMENT, AND SERVICE.** A uniformly styled exhibit booth will be furnished that consists of draped material on aluminum framework with a back wall that is 8 ft. high (unless noted on floor plan), side rails that are 36 in. high, and an identification sign that is 7 in. x 44 in. Also, each 10 x 10 booth includes a 6-ft draped table, two chairs, and a wastebasket. Exhibit displays must not project so as to obstruct the view of the adjacent booths. In the rear 4 ft. of all booths, display material or equipment can be placed to a height not exceeding 8 ft. (unless noted on floor plan). In the remainder of the booth, all display material or equipment shall not exceed 42 in. in height without written approval from APA.
- CONDUCT OF EXHIBITS.** The advertisement or display of goods or services other than those manufactured, distributed, or sold by the exhibitor in the regular course of business and identified in this contract is prohibited. An exhibitor may not assign, sublet, or apportion all or any part of the contracted booth space, nor may an exhibitor permit the display, promotion, sales, or marketing of nonexhibitor products or services. Interviews, demonstrations, and distribution of literature or samples must be made within the booth area assigned to the exhibitor. Canvassing or distributing of advertising outside the exhibitor's own booth will not be permitted. There is no restriction on selling on the exhibit floor provided that sales transactions may be conducted only within the exhibitor's own booth. Exhibitors are responsible for compliance with local, state and federal tax regulations for sales which occur on the exhibit floor. Exhibitors may not serve or dispense food or beverages of any type from their booths or in the exhibit area without consent of APA. Helium balloons are not allowed in the exhibit facility. No part of the display, including products, is permitted outside the exhibit space. Products and furnishings should be arranged with the safety of the exhibitors and attendees in mind.

APA reserves the right to restrict the operation of, or evict completely, any exhibit which, in the sole opinion of APA, detracts from the general character of the exhibition as a whole. This applies to displays, literature, advertising novelties, souvenirs, conduct of persons, etc. No exhibits will be permitted which interfere with the use of, or impede access to, other exhibits or impede free use of the aisle. Photography is restricted to the confinement of your exhibit space.
- INSTALLATION/DISMANTLING.**

Installation. All exhibits must be set up by 8 pm Tuesday, February 23, 2027, without exception. Assembly of exhibits during regular scheduled exhibit hours will not be permitted. At 8 pm, an inspection will be made, and exhibits that obviously are not being worked on and have no representative present will be assigned to the labor contrac-

tor for uncrating and erecting to facilitate the removal of crates and the initial cleaning prior to the opening. Charges will be billed to the exhibitor. Exhibit aisles must be clear by 8 pm. Exhibitors who are not set up by the show opening lose one (1) full point in their seniority total for that show.

Dismantling. The official closing time of the exhibits is 12 pm (noon) February 26, 2027. All exhibit material must be packed and ready for removal from the exhibit area no later than 6 pm Friday, February 26, 2027. **No packing of equipment or literature or dismantling of the exhibits is permitted until closing time.** Any company violating this regulation will lose two (2) priority points for each show (a maximum of six (6) points), be fined \$200, and may be denied exhibit space at any future APA conferences.

- ADDITIONAL EXHIBITOR SERVICES.** All other services are available to exhibitors at normal charges through the official show contractor (hereinafter "Official Contractor"). An exhibitor's service kit will be e-mailed to all exhibitors approximately 60 days in advance with complete details and deadline order dates for rental displays, additional decorating, furniture, carpeting, signs, cleaning, photography, floral, electrical, telephone, audiovisual service, drayage, and labor.
- CONTRACTOR AND LABOR COORDINATION.** The Official Contractor will have control of all inbound and outbound freight to prevent congestion in the loading and unloading area, in the aisles, and in any freight traffic area. The Official Contractor will have complete control of all labor hired and scheduling and coordination of labor for the purpose of the orderly setup, management, and dismantling of the exposition. It is highly recommended that the labor services of the Official Contractor are used for setup and dismantling. If an outside contractor is used, the following steps must be taken:
 - A. APA and the Official Contractor must be notified, and proof of adequate liability insurance must be given, in an amount no less than the \$1,000,000 combined single limit for personal and property damage, at least 30 days prior to exhibition setup. The booth number, name of the exhibitor, and identification of the outside contractor must be included.
 - B. Check-in by all labor will be required at the labor service desk prior to the start of setup. No setup will be permitted without the authorization of the Official Contractor.
 - C. All outside contractor personnel shall confine their activities to the booth in which they are working and will not be permitted to solicit on the floor or elsewhere in the exhibit hall.
- HOSPITALITY AND ENTERTAINMENT.** Hospitality suites or events sponsored by the exhibitors must be approved by APA in writing. No entertainment may be scheduled to conflict with APA program hours, activity hours, or exhibit hours. APA has blocked suites at the hotel that will be available on a first-come, first-served basis. Firms that are not exhibiting are not permitted to have hospitality functions.
- EXHIBIT STAFF REGISTRATION.** Each exhibitor will receive complimentary registration of three (3) representatives (inclusive of spouses) per paid 10' x 10' booth. There will be a \$25 charge for the registration of each additional booth representative exceeding the three-per-booth allotment. Each exhibitor who registered in advance will have a printed exhibitor badge available at the exhibitor registration area at the exhibit facility. This badge will entitle registered exhibitors admission to the exhibit area only. Exhibitors must wear badges at all times—including during setup times, exhibit hours, and dismantling—in order to enter the exhibit area. Exhibitor staff, temporary help, and setup personnel must wear exhibitor badges or other badges designated by APA or the Official Contractor. Exhibitor badges are not transferable.
- GENERAL CONFERENCE REGISTRATION.** Some optional activities must be registered for separately through the APA website.
- SPECIAL VISUAL AND SOUND EFFECTS.** Audiovisual and other sound and attention-getting devices and effects will be permitted only in those locations and in such intensity as in the sole opinion of APA does not interfere with the activities of neighboring exhibitors. Operation of equipment being demonstrated may not create noise levels objectionable to neighboring exhibitors.
- WHEELED CONVEYANCES.** Only wheeled conveyances needed for disability reasons are allowed on the show floor—no strollers, luggage carts, etc., are permitted.
- UNACCEPTABLE EXHIBITS.** The exhibitor agrees not to use any displays that APA determines, in its absolute discretion, will unreasonably endanger the person or property of the attendees or of the exhibitors, are in bad taste, are liable to discredit or subject APA to criticism or legal liability, are inconsistent with the stated purposes of APA and the interest and welfare of its members, are inimical to the property rights of APA, or violate the booth regulations or any other provision of this contract. In the event APA determines at any time that any exhibit may or does violate this contract and the exhibitor is unable or unwilling to cure or correct such violation, APA may terminate this contract immediately and forbid erection of the exhibit or may remove or cause the exhibit to be removed at the exhibitor's expense, and the exhibitor hereby waives any claim for refund of the exhibit booth or other damages arising out of such termination and/or exhibit removal. Any exhibitor who is uncertain as to whether an exhibit is in compliance with all applicable regulations and requirements should contact APA.
- INSURING EXHIBITS.** Exhibitors shall insure their exhibits, merchandise, and display materials against theft, fire, etc. at their own expense. It is suggested by APA that the exhibitor contact the exhibitor's insurance broker and obtain all risk insurance covering exhibit property while absent from home premises for exhibit purposes, or a rider to the exhibitor's existing policy covering same. APA, the convention facility, and their employees and representatives shall not be responsible for any loss, damage or injury to person or property that may be suffered by the exhibitor, or the exhibitor's employees, from any cause whatsoever arising out of participation in the conference prior, during or subsequent to the period covered by this exhibit application, excluding that caused by or resulting from the negligence of APA or convention facility and their employees and representatives. Exhibitor shall indemnify, defend and hold harmless APA, its officers, directors, employees and agents against and from any and all losses, costs, damages, liability, or expenses (including attorneys' fees) arising from or by any reason of any accident, bodily injury, property damage or other claims or occurrences to any person, including exhibitor, its employees and agents, or any business invitees of or related to exhibitor's occupancy or use of the booth space and any other leased area(s) of the convention center. The terms of this provision shall survive the termination or expiration of this agreement. Exhibitor shall obtain, at its own expense, adequate insurance against any such injury, loss or damage. The exhibitor waives the right of subrogation by its insurance carrier(s) to recover losses sustained under exhibitor's insurance applications for real and personal property. If requested, the exhibitor, as a condition to participation in the conference, shall obtain from its insurer(s) a waiver of subrogation consistent with this provision.
- MUSIC LICENSING.** The exhibitor represents and warrants that it shall comply with all copyright restrictions applicable to exhibitors including, but not limited to, any music performance agreement between APA and ASCAP or BMI. Exhibitor further represents and warrants that it shall obtain any additional license or grant of authority required of exhibitors under the copyright laws and present APA with a copy of such license or grant no less than 30 days prior to the start of the exhibition.
- AMERICANS WITH DISABILITIES ACT.** The exhibitor shall ensure

that its booth and its promotional materials and activities comply with the Americans with Disabilities Act so as to allow persons with disabilities equal access to goods and services.

- LIABILITY FOR DAMAGES OR LOSS OF PROPERTY.** Guard service is provided by APA on a 24-hour basis from move-in through move-out. Notwithstanding the guard service provided by APA for purposes of general security in the exposition premises, the exhibitor shall protect, indemnify, and hold harmless APA, the exhibit facility, and the Official Contractor from any and all liability, loss, damage, or expense by reason of any injury or injuries sustained by any persons or property or loss of property or income that might be derived therefrom occurring in or about the exposition premises or entrances thereto or exits therefrom, including that caused by or resulting from the gross negligence of APA. APA and exhibit facility shall not be responsible or liable for any injury, loss, or damage to any property or person brought in by the exhibitor or otherwise located in the exposition premises. Exhibitor shall be solely responsible for the cost of any damage to the convention center, official hotels, property of others, and any other claims and cost arising out of exhibitor's use of the leased area(s), regardless of how or by whom such damage was caused. The terms of this provision shall survive the termination or expiration of this contract.
- INDEMNIFICATION.** The exhibitor agrees that it is responsible for the defense and payment of any and all claims, demands and suits on account of any alleged injuries, death or other loss by individuals, or damage to property or other loss, to any party occurring in the exhibit facility or elsewhere because of the acts or omissions of the exhibitor, its employees or agents, licensees, guests or contractors. The exhibitor agrees to defend, indemnify and hold harmless APA, the exhibit facility, and their respective owners, managers, officers or directors, agents, employees, independent contractors, subsidiaries and affiliates (collectively "Indemnitees"), from any and all claims, actions, causes of action, demands or liabilities of whatsoever kind and nature including judgments, interest, attorneys' fees, and all other costs, fees, expenses and charges which any Indemnitee, its officers, directors, employees, and agents, and each of them, may incur arising out of the negligence, gross negligence or willful or wanton misconduct of the exhibitor, its officers, directors, employees, agents, contractors, or any other person or organization hired by the exhibitor. The term of this section shall survive the termination or expiration of this contract.
- SHIPPING INSTRUCTIONS.** Information on shipping methods and rates will be sent to each exhibitor by the Official Contractor. The exhibitor will ship, at his own risk and expense, all articles to be exhibited. The Official Contractor will provide storage for incoming freight, delivery to the booth, and removal, storage, and return of empty crates, and removal and shipment of outbound freight. All charges are based on inbound weights. All shipments must be prepaid. The address on all crated shipments shall include the exhibitor's name and booth number(s). Exhibit material cannot be received at the exhibit facility prior to the exhibition setup dates. Such freight will be directed to and stored at APA's designated freight handling and storage firm at the exhibitor's expense. The exhibitor expressly agrees that any exhibit material remaining in the exhibit hall after the contracted move-out time has terminated or any damaged exhibits left behind may be removed and disposed of at the expense of the exhibitor and without liability to APA or the Official Contractor.
- FAILURE TO OCCUPY SPACE.** Any space not occupied at the exhibit facility by 8 pm Tuesday, February 23, 2027, shall be forfeited by the exhibitor, and space may be resold, reassigned, or used by APA without refund, unless a request for delayed occupancy has received prior approval by APA in writing.
- FIRE REGULATIONS.** No exhibitor shall use any flammable decorations or coverings, and all fabrics or other materials used shall be flameproof.
- ADVERTISING MATERIAL.** The use or distribution of any souvenirs during the expo shall be subject to prior written approval by APA. Such material shall be submitted to APA for approval 60 days prior to the convention. Except as otherwise provided, APA will not endorse, support, or be liable for the claims made by the exhibitors as to the qualities or merits of their products or services, and no advertising or mention will indicate, claim, or suggest such endorsement or support. All handouts must be distributed within the exhibit booths.
- EXPO GUIDE.** One (1) copy of the expo guide will be available to each exhibiting company at the exhibitors' registration area.
- EXHIBIT SPACE FLOOR PLAN.** Every effort will be made to maintain the general configuration of the floor plan for this convention. However, APA reserves the right to modify the plan, if necessary, as determined solely by APA. APA shall reserve the right to change booth assignments at APA's discretion.
- PHOTOGRAPHY.** APA occasionally has photographs of exhibitors and their booth personnel taken during the exhibition and uses such photographs in its promotional materials. By virtue of the exhibitor's participation in the exhibition, the exhibitor, on behalf of its booth personnel, automatically agrees to usage of its booth personnel's likeness in such materials with no remuneration to exhibitor or to its booth personnel.
- MISCELLANEOUS.** APA shall have the sole authority to interpret and enforce all terms and conditions governing exhibitors and this exhibition. Any and all matters not specifically covered herein are subject to decision by APA and such decision shall be final. These terms and conditions may be amended at any time by APA upon written notice to all exhibitors. The exhibitor expressly agrees to be bound by the terms and conditions set forth herein and by any amendments thereto adopted by from time to time. This contract shall be interpreted under the laws of the United States and of the State of Illinois and any disputes shall be heard only in courts located in Cook County, Illinois.
- LIMITATION OF LIABILITY. IN NO EVENT SHALL ASSOCIATION, EXHIBIT FACILITY, AND THEIR RESPECTIVE OWNERS, MANAGERS, OFFICERS OR DIRECTORS, AGENTS, EMPLOYEES, INDEPENDENT CONTRACTORS, SUBSIDIARIES AND AFFILIATES (COLLECTIVELY "EXHIBITION PARTIES") BE LIABLE TO THE EXHIBITOR OR ANY THIRD PARTY HIRED BY OR OTHERWISE ENGAGED BY THE EXHIBITOR FOR ANY LOST PROFITS OR ANY OTHER INDIRECT, SPECIAL, PUNITIVE, EXEMPLARY, INCIDENTAL OR CONSEQUENTIAL DAMAGES, INCLUDING ATTORNEYS' FEES AND COSTS, ARISING OUT OF THIS APPLICATION AND CONTRACT OR CONNECTED IN ANY WAY WITH USE OF OR INABILITY TO USE THE SERVICES OUTLINED IN THIS APPLICATION OR FOR ANY CLAIM BY THE EXHIBITOR, EVEN IF ANY OF THE EXHIBITION PARTIES HAVE BEEN ADVISED, ARE ON NOTICE, AND/OR SHOULD HAVE BEEN AWARE OF THE POSSIBILITY OF SUCH DAMAGES. EXHIBITOR AGREES THAT EXHIBITION PARTIES' SOLE AND MAXIMUM LIABILITY TO THE EXHIBITOR REGARDLESS OF THE CIRCUMSTANCES SHALL BE THE REFUND OF THE EXHIBIT BOOTH FEE. THE EXHIBITOR AGREES TO INDEMNIFY AND DEFEND THE EXHIBITION PARTIES FROM ANY CLAIMS BROUGHT BY A THIRD PARTY HIRED BY OR ENGAGED BY THE EXHIBITOR FOR ANY AMOUNT BEYOND THE EXHIBIT BOOTH FEE. FURTHER, EXHIBITOR AGREES TO PAY ALL ATTORNEY'S FEES AND COSTS INCURRED BY EXHIBITION PARTIES ARISING OUT OF OR IN ANY WAY RELATED TO THIS CONTRACT. EXHIBITOR SHALL BE SOLELY RESPONSIBLE FOR ITS ATTORNEY'S FEES AND COSTS.**