

PAST PRESENT FUTURE

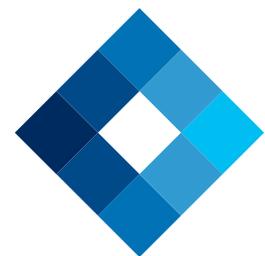
AIMSE 43rd Annual Marketing & Sales Conference

May 3–5, 2020

The Boca Raton Resort & Club

Boca Raton, Florida

**SPONSOR & EXHIBITOR
PROSPECTUS**



AIMSE

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Hotel Information

The Boca Raton Resort & Club

501 E Camino Real

Boca Raton, FL 33432

Phone 561.955.6600

Reservations 888.557.6375 • [Online Reservations](#)

ROOM RATES & RESERVATIONS

AIMSE has contracted a discounted room rate of \$299.00 per night for the conference. All reservations must be made directly with the Boca Raton Resort & Club. Sales agents are available by phone at 888-557-6375. Be sure to indicate that you are attending the AIMSE conference when making your reservation. [You may also book online.](#)

Rooms are reserved on a first come, first served basis. Reserve your room as early as possible to take advantage of the AIMSE group rate.

The cut-off date to receive the AIMSE group rate is March 31, 2020.

About AIMSE

The Association of Investment Management Sales Executives (AIMSE) is the only professional organization dedicated to serving the needs of investment management sales and marketing professionals. Founded in 1977 with a total of 125 members, AIMSE today has more than 800 members nationally.

The AIMSE mission is to provide an educational forum for those employed in the investment management sales and marketing services profession worldwide. AIMSE fosters high ethical and professional standards among our members regarding representation of investment products and services, with an educational emphasis on improving skills, enabling members to adapt to the changing needs of the marketplace.

ATTENDEE DEMOGRAPHICS

Positions at Respective Firms

Partners, Managing Directors, Vice Presidents, Associates

Responsibilities

Institutional Sales, Investor Relations, Consultant Relations, Marketing Executives, Global Heads of Distribution

Types of Investment Firms

Every size and shape firm in the institutional investment industry

Global, national and regional firms

Single strategy boutiques

Multi-faceted, broad investment platforms

Traditional long-only equity and fixed-income firms

Alternatives firms with hedge funds, private equity and real estate investment strategies

Geography

US, Canada



What is the AIMSE Annual Marketing & Sales Conference and Who Attends?

The AIMSE Annual Marketing & Sales Conference is the preeminent educational conference for sales, marketing, and client service professionals in the institutional investment industry. This multi-day event offers AIMSE members the opportunity to participate in discussions and educational workshops on timely topics with leading institutional investors, investment consultants, and industry experts. Attendees will benefit from the skills training sessions and the collegial atmosphere of peer-to-peer networking.

If you are in the institutional sales or client service business, this is the conference you cannot miss.

Conference Sponsor and Exhibitor Benefits

ACCESS:

Direct access to 300-370 of AIMSE's total membership that attend the Annual Conference

SPOTLIGHT:

Each vendor is provided time on the main stage to introduce their company to the entire audience

NETWORKING:

Two full days of networking opportunities including: welcome reception, breakfast, lunch & dinner with the attendees, cocktail party, refreshment breaks, access to all conference sessions, and outings* (i.e. golf, tennis)

VISIBILITY:

8x10 booth in the main exhibit hall (surrounding the dining area)

Signage throughout the conference and description of your firm and contact information in the conference program

Mobile App provides exhibitors additional visibility with attendees

ATTENDEE INFO:

Electronic file of the pre & post-conference attendee roster

ONGOING ACCESS:

Four AIMSE Associate one-year memberships for each exhibitor representative

Year-round listing on the AIMSE website

**Outings require registration and additional fees. See conference program for details.*





Corporate Sponsor Program

AIMSE recognizes that the support of our sponsors is critical to the success of our organization. We have created a Corporate Sponsor Program that offers a variety of opportunities to enhance your participation at our conferences and to provide promotional exposure throughout the year with AIMSE members. This sponsorship program is your opportunity to become a partner with AIMSE.

Platinum Sponsor \$29,000

As an AIMSE PLATINUM Sponsor you will receive the following benefits:

- One complimentary exhibit booth at **each** of the following AIMSE conferences:
2020 Annual Conference
2020 Fall Conference
2021 Canadian Conference
- Welcome Reception at the Annual Conference
- Prominent exposure of corporate logo in all promotional literature for each conference as well as year-round listing on the AIMSE website
- Splash Screen advertisement within AIMSE Mobile App
- Highlighted Exhibitor within AIMSE Mobile App
- Full page advertisement in the final program book for each conference
- Pre- and Post-conference attendee roster
- Four complimentary guest passes to each conference
- AIMSE Associate Memberships for booth representatives for one year
- Prominent signage at each conference
- Company introduction at opening address
- Opportunity to work with the AIMSE Vendor Relations Committee to produce a co-branded webinar for the membership



Gold Sponsor \$24,000

As an AIMSE GOLD Sponsor you will receive the following benefits:

- One complimentary exhibit booth at **TWO** of the following AIMSE conferences:
2020 Annual Conference
2020 Fall Conference
2021 Canadian Conference
- Prominent exposure of corporate logo in all promotional literature for each conference as well as year-round listing on the AIMSE website
- Full page advertisement in the final program book for each conference
- Pre- and Post-conference attendee roster
- Three complimentary guest passes to each conference
- AIMSE Associate Memberships for booth representatives for one year
- Prominent signage at each conference
- Company introduction at opening address
- Main Banner advertisement within AIMSE Mobile App
- Highlighted Exhibitor within AIMSE Mobile App
- Opportunity to work with the AIMSE Vendor Relations Committee to produce a co-branded webinar for the membership

Silver Sponsor \$18,500

As an AIMSE SILVER Sponsor you will receive the following benefits:

- One complimentary exhibit booth at **TWO** of the following AIMSE conferences:
2020 Annual Conference
2020 Fall Conference
2021 Canadian Conference
- Prominent exposure of corporate logo in all promotional literature for each conference as well as year-round listing on the AIMSE website
- Half page advertisement in the final program book for each conference
- Pre- and Post-conference attendee roster
- Two complimentary guest passes to each of the conferences
- AIMSE Associate Memberships for booth representatives for one year
- Prominent signage at each conference
- Company introduction at opening address
- Main Banner advertisement within AIMSE Mobile App
- Highlighted Exhibitor within AIMSE Mobile App
- Opportunity to work with the AIMSE Vendor Relations Committee to produce a co-branded webinar for the membership



Corporate Sponsor Form

SELECT SPONSORSHIP LEVEL

- Platinum Sponsor **\$29,000**
- Gold Sponsor **\$24,000**
- Silver Sponsor **\$18,500**

NAME OF COMPANY _____
(please complete as you wish to appear in promotional materials)

Address _____

CITY _____ STATE _____ ZIP _____

Phone _____ FAX _____

EMAIL _____

NAME OF Contact person _____

Total payment _____

All payments must be received by no later than 7 business days prior to the start of the conference.

METHOD OF PAYMENT

(Payments MUST be made in US Dollars)

- Check enclosed (payable to AIMSE)
- Credit card (please charge) Mastercard Visa American Express

CARD NUMBER EXP DATE CSC
Card Number _____ Exp date _____ csc _____

Signature _____

RETURN WITH PAYMENT TO:

Caitlin McAuslin
AIMSE

11130 Sunrise Valley Drive, Suite 350
Reston, VA 20191

E-Mail: cmcauslin@virtualinc.com
Secure E-Fax: 1-781-658-2664



Conference Sponsorship Opportunities

Keynote Speaker **\$10,000**

- Includes one complimentary guest pass to attend conference
- Your company representative may introduce the keynote speaker
- Full page advertisement in the final conference program

Banner Advertisement in AIMSE Mobile App **\$1,500**

- Posted at top of the screen, displays for 5 seconds

Wifi **\$3,000**

- Includes wifi access for all conference attendees throughout the AIMSE meeting space

Monday Morning Refreshment Break **\$3,000**

Monday Afternoon Refreshment Break **\$3,000**

Tuesday Morning Refreshment Break **\$3,000**

Golf Package (Sunday) **\$9,000**

- Includes golf tournament, clinic, and luncheon

Volleyball Tournament (Monday) **\$3,000**

Tennis Tournament (Monday) **\$2,500**

Branded Napkins x500 (Opening Reception) **\$500**

- Sponsorship deadline: April 10, 2020

Branded Napkins x500 (Lothrop Dinner Reception) .. **\$500**

- Sponsorship deadline: April 10, 2020

Aluminum Branded Water Bottles **\$3,000**

- Sponsorship deadline: April 10, 2020

Conference Sponsor Form

Name of Company _____

(please complete as you wish to appear in promotional materials)

Address _____

City _____ State _____ ZIP _____

Phone _____ Fax _____

Email _____

Name of Contact person _____

Sponsorship Selection _____

Total payment _____

All payments must be received by no later than 7 business days prior to the start of the conference.

METHOD OF PAYMENT

(Payments MUST be made in US Dollars)

Check enclosed (payable to AIMSE)

Credit card (please charge)

Mastercard

Visa

American Express

Card Number _____ Exp date _____ CSC _____

Signature _____

RETURN WITH PAYMENT TO:

Caitlin McAuslin
AIMSE

11130 Sunrise Valley Drive, Suite 350
Reston, VA 20191

E-Mail: cmcauslin@virtualinc.com
Secure E-Fax: 1-781-658-2664

Exhibit Hall Information

LOCATION

The Boca Raton Resort & Club
501 E Camino Real
Boca Raton, FL 33432

EXHIBIT FEE

\$8,750 per 8' x 10' booth

Fee includes conference registration and membership for up to four staff members

EXHIBIT SHOW DATES

Sunday, May 3 – Tuesday, May 5

Set-Up • Sunday, May 3
12:00 pm – 4:00 pm

Dismantle • Tuesday, May 5
2:30 pm-3:30 pm

EXHIBIT HALL HOURS

Sunday, May 3 • 6:30 pm – 9:30 pm

Monday, May 4 • 7:00 am – 2:45 pm

Tuesday, May 5 • 7:00 am – 2:30 pm

BOOTH DESCRIPTION

Booth size is 8' X 10'

Side rails are 3' high

Furnishings Provided:

One 6' Draped Table

Four Chairs

One Wastebasket

One 7" by 44" ID Sign

Please note that ALL other items needed MUST be ordered directly through the AIMSE service contractor **Show Management**.

OFFICIAL SERVICE CONTRACTOR

Upon acceptance of this contract, **Show Management** will send you a service kit. They may provide additional rental equipment at the discretion of AIMSE. Audio-visual equipment and electrical power must be ordered in advance. Please use the order forms provided in your service kit by **Show Management**.

UTILITY REQUIREMENTS

Exhibitors will be provided with one (1) 500-watt electrical outlet and power (if needed) for the duration of the conference on a 24-hour basis. Electrical power must be ordered in advance from the Official Service Contractor. All extension cords must be grounded 3 prong lines, 3-wire SJ cord or other approved type and not more than 20 ft. long. Exhibitors with special

requirements should consult with the Official Service Contractor to assure the availability of needed utilities in their location.

PHONES

Phones will not be provided at the exhibit booths.

ASSOCIATE MEMBERSHIPS

The four representatives that attend the conference to staff the exhibit booth will each be given AIMSE Associate Membership for 2020.

ADDITIONAL STAFF

Additional exhibit staff members must be current AIMSE members and must pay the discounted group conference registration fee plus any optional event fees.

ACTIVE VS. ASSOCIATE MEMBERSHIP

AIMSE Active Membership is open ONLY to those who devote all or a major portion of their time to the marketing or selling of investment management products/services. **Membership is by individual only.**

AIMSE Associate Membership is open ONLY to those who are regularly engaged in and devote a significant portion of his/her time to business activities directly relating to or involving the provision of goods and educational information and services to further enhance and promote the profession of investment management marketing and sales. **Membership is by individual only.** *NOTE: Consultants, representatives of executive search firms, and members of the "working press" are not eligible for AIMSE Membership.*

ATTENDEE ROSTER

AIMSE provides conference attendee lists for informational purposes only. AIMSE respects our members and conference attendees and must protect the integrity and effectiveness of our organization's messages by minimizing unsolicited, mass-delivered messaging. **Exhibiting and sponsoring companies may not utilize conference attendee lists to conduct mass phone, e-mail, or mail communication. This is a non-negotiable AIMSE policy.**

REGISTRATION INFORMATION

The four exhibit booth representatives listed on the Exhibitor Contract will each receive the AIMSE associate membership and will be registered for the conference. Registration for sporting events is not included.

GUEST FEES

Guest fees are applicable only for those individuals who are not eligible for membership. Typically, these individuals are spouses of attendees. No individual who is employed by an exhibiting company is eligible to pay the guest fee rate.



Exhibitor Contract

Please complete all information as you wish to appear in promotional materials

Name of company _____

(please complete as you wish to appear in promotional materials)

Address _____

City _____ STATE _____ ZIP _____

Phone _____ Fax _____

Email _____

Name of Contact Person _____

REQUESTED EXHIBIT LOCATION:

1st Choice _____ 2nd Choice _____

Every attempt will be made to give you your preferred location, but space is assigned on a first come, first served basis.

Please list any competing companies that may participate whose booth you would prefer not to be located adjacent to:

Note: Because most exhibitors are competitors, it is not always possible to honor all requests. AIMSE makes all space assignments and will have final say in all space assignments.

EXHIBIT STAFF PERSONNEL

Up to four staff members are included in exhibit price. Please include full name, title, and email address.

1 Name _____

Job Title _____

E-Mail _____

Phone _____

3 Name _____

Job Title _____

E-Mail _____

Phone _____

2 Name _____

Job Title _____

E-Mail _____

Phone _____

4 Name _____

Job Title _____

E-Mail _____

Phone _____

Disclaimer: Exhibitor assumes responsibility and agrees to indemnify and defend AIMSE and the Boca Raton Resort & Club and their respective employees and agents against Payment Information any claims of expenses arising out of the use of the exhibition premises. The Exhibitor understands that neither AIMSE nor the Boca Raton Resort & Club maintains insurance covering the Exhibitor's property, and it is the sole responsibility of the Exhibitor to obtain such insurance. I shall be bound by the terms and conditions printed above and recited in the Exhibitor information material

PAYMENT

I enclose the amount of \$8,750 per 8'x10' exhibit booth. I understand that AIMSE will not accept deposits or partial payments. All payments must be received by no later than 7 business days prior to the start of the conference.

Total payment \$ _____

Check enclosed (payable to AIMSE)

Credit card (please charge) Mastercard Visa American Express

Card Number _____ Exp date _____ CSC _____

Signature _____

RETURN WITH PAYMENT TO:

Caitlin McAuslin
 AIMSE

11130 Sunrise Valley Drive, Suite 350
 Reston, VA 20191

E-Mail: cmcauslin@virtualinc.com
 Secure E-Fax: 1-781-658-2664

AIMSE Media Guidelines Policy & Agreement

The AIMSE mission is to provide an educational forum for those employed in the institutional investment management sales and marketing services profession worldwide. AIMSE fosters high ethical and professional standards among our members regarding representation of investment products and services, with an educational emphasis on improving skills and enabling members to adapt to the changing needs of the marketplace.

AIMSE conference registration materials clearly state that executive recruiters, consultants and members of the “working press” are not eligible for AIMSE membership and therefore ineligible to attend AIMSE conferences. AIMSE conferences are not media events and therefore the organization does not issue media passes to any conference or event. AIMSE does recognize investment trade publications as useful tools to the investment management sales and marketing services profession and encourages participation by such organizations as associate members. In accordance with this stated policy, associate AIMSE members of these investment trade publications must comply with the statements of the policy to remain in good standing as members.

AIMSE conferences are off-the-record, to enable members and panelists to speak more candidly than they may when their comments might end up in print, possibly with their organizational affiliation listed as well. The presence of the press could impede open discussion during these educational sessions. AIMSE members as well as guest

speakers have expressed this concern. The free exchange of ideas is a vital part of AIMSE. The attendance of “working press” could have a dampening effect on open discussion. Members of the media are, of course, free to interview participants outside of AIMSE conference sessions, as long as they clearly identify themselves and indicate that the participant may be quoted in print.

Discussions occurring in AIMSE conference sessions are off the record out of respect for personal and corporate policies over public attribution. It is up to each attendee and/or speaker whether he or she wishes (his or her own) statements made in the course of a session to be quoted in the media.

In the course of the customary self-introductions at the outset of each conference session, the moderator will ask if any such person is in attendance, and if so, out of fairness, will insist on compliance with the off the record rule.

For More Information, please contact:

John Lessard

AIMSE Executive Director
(781) 876-8944 jlessard@virtualinc.com

Michael Gillis

AIMSE President
(416) 309-2182 michael.gillis@greystone.ca

AIMSE Media Guidelines Policy Agreement Form

I hereby certify that I, _____, *(name of booth representative)*
representing _____, *(name of exhibiting company)*

have read and agree to the above AIMSE Media Guideline Policy.

I will distribute this policy to _____, *(name of exhibiting company)*

colleagues attending the AIMSE conference and will make certain that all company representatives adhere to this policy while attending the conference.

Signature _____ Date _____

Rules & Regulations

Payment and Cancellation of Exhibit Space

Applications will not be processed without the required payment. If Exhibitor has made payment and notifies AIMSE 30 days prior to the opening of the Conference that it will be unable to exhibit for any reason, AIMSE will attempt to lease the space to another Exhibitor. If AIMSE is successful in leasing such previously contracted space and if AIMSE shall have leased and received payment for all exhibit space in the Conference, Exhibitor shall be refunded all monies paid for exhibit space, less \$3,000.00 which shall be retained by AIMSE as liquidated damages. AIMSE reserves the right to cancel any Exhibitor's right to exhibit for any violation of this Contract, any rules or regulations of the conference or for other due cause. In the event AIMSE shall cancel such rights, all monies paid by Exhibitor shall be retained by AIMSE as liquidated damages.

Applications for Assignments of Exhibit Space

AIMSE reserves the right to render interpretations and decisions and to establish further regulations as may be deemed necessary for the general success and well-being of the Conference. AIMSE's decisions and interpretations shall be accepted as final in all cases. AIMSE reserves the right to alter the floor plan to adjust for spaces not sold. AIMSE reserves the right to decline or prohibit any exhibit which in its judgment is out of keeping with the character of the Conference, this reservation being all-inclusive as to persons, things, printed matter, products and conduct. Space will be assigned in the order that fully executed applications, accompanied by the required fee, are received. No Exhibitor may assign sub-let or apportion its space in whole or in part, nor exhibit any products or services other than those manufactured or handled in the normal course of its business and described in the application, nor permit any agent of any non-exhibiting firm to solicit business or take orders in its space. Space will be assigned on a "First Come, First Served" basis and at management discretion. Previous years' exhibitors will be given priority.

Exhibit Staff

Exhibitors will have a representative available to cover their booth throughout the Exhibition. The \$8,750 exhibit fee entitles each Exhibiting company to have four (4) representatives attend the Conference and participate in all activities except sports events at no additional cost. Exhibitors wishing to participate in sports events must preregister for these events and pay applicable fees. These four representatives will become Associate Members for one year.

Additional staff members wishing to attend the conference must pay the group discount registration fee. All exhibitors attending the Conference must complete registration forms and send them in together to receive conference materials, workshop tickets and name badges. AIMSE does not issue media passes to any conference or event and does not encourage members of the "working press" to attend the AIMSE Annual Conference since it is an educational meeting, not a "media event".

Installation and Removal of Exhibits

Exhibits must be set up between the hours of 12 pm and 4 pm on Sunday, May 3, 2020. All exhibit installations must be completed by 4:00 pm. Exhibitors must start dismantling at 2:30 pm on Tuesday, May 5, 2020 and have materials removed from exhibit area by 3:30 pm. Please note that no installing, dismantling, rearranging, repairing, servicing, removing or supplementing of exhibits will be permitted during conference hours without written permission of AIMSE.

Exhibit Limitations

Exhibitors shall not display or place any product, sign, partition, person, apparatus, shelving, or other construction which extends more than 10 feet above the floor or more than 8 feet forward from the back wall of the booth. All signage must be professionally done. Exhibits of a nature that obstruct the view and interfere with privilege of other Exhibitors or, which because of noise or any other reason become objectionable, may be required to be modified, moved or removed at the discretion of AIMSE. No interference with the light or view of other Exhibitors will be permitted. No cooking may take place in Exhibitor's space and no food and/or beverage products may be distributed by Exhibitor. No beer, wine or intoxicating liquor may be distributed by any Exhibitor. Exhibitor agrees that AIMSE may take whatever steps may be deemed necessary to control or reduce the noise level in the space so as not to interfere with the conference. Exhibitors shall not provide or permit the playing or reproduction of music in any form or at any time. The only public address system permitted at the conference will be maintained by AIMSE.

General Regulations

Interviews, distribution of literature, demonstrations and such will be permitted only within Exhibitor's space. Aisles must be kept clear of exhibit materials and personnel. Debris must be disposed of in building trash containers. No part of the Resort & Club shall be defaced in any manner nor shall signs, decals, stickers or other articles be posted, nailed or otherwise affixed to any part of the building. The use of flammable substances or decorative materials is prohibited. All decorative fabrics must be flameproof. Exhibitor accepts full responsibility for compliance with all local, state, and Federal safety regulations. Exhibitors are not allowed to conduct activities that could be considered an illegal lottery under the State of Florida laws when the event is to be held. The exchange of money or consummating the sale of goods or services on the exhibit floor is prohibited. AIMSE has full power to interpret and enforce all regulations of the show and the power to make amendments and/or the

offending Exhibitor at the expense of the Exhibitor. In addition, all Exhibitors agree to be bound by the terms of AIMSE's agreement with facility in which the conference is held. Failure to comply with all applicable rules may also result in forfeiture of all further rights to exhibit at future shows sponsored by AIMSE together with all fees paid. AIMSE may lease any space so forfeited to another Exhibitor and retain all revenues collected

Liability and Insurance

Notwithstanding AIMSE's agreement to provide security, all property of the Exhibitor remains under his custody and control in transit to and from hotel, during installation and removal, and while it is within in the confines of the Hotel. Neither AIMSE, its service contractors, the management of the Hotel nor any of the officers, staff members, or directors of any of the same are responsible for the safety of the property of Exhibitors from theft, damage by fire, accident, vandalism or other causes, and the Exhibitor expressly waives and releases any claim or demand he may have against any of them by reason of any damage to or loss of any property of the Exhibitor, except where the damage or loss is due to the gross negligence or willful misconduct of AIMSE, its servants or employees, arising out of AIMSE's duties and responsibilities under the agreement. The Exhibitor expressly releases AIMSE, its directors, officers, agents, employees, and/or servants from any such loss, damage or injury. AIMSE shall not be liable for injury of any type from any cause to persons conducting or otherwise participating in the conduct of the Show or to invitees, guests, or employees of the Exhibitor. Exhibitor understands that AIMSE does not carry business interruption and property damage insurance coverage for loss or damage of Exhibitors property. The Exhibitor agrees to obtain the following insurance during the dates of the trade show, including move-in and move-out days and shall be prepared to furnish a certificate of insurance to AIMSE if requested: Comprehensive general liability insurance coverage including protective and contractual liability coverage of \$250,000/\$500,000 for bodily injury and \$50,000 property damage. AIMSE and the Exhibitor agree to waive the right of subrogation by their insurance carriers to recover loss sustained under the respective insurance contracts for real and personal property. AIMSE, its staff, employees, or agents assume no responsibility or liability whatsoever in matters relating to restrictions imposed on any Exhibitor by any governmental agency. AIMSE's general contracts shall not be liable for failure to perform their obligations under their contract due to strikes, riots, acts of God, or any other cause beyond their control.

Hold Harmless and Indemnification

This agreement shall not constitute or be considered a partnership, joint venture, or agency relationship between AIMSE Exhibitor or exhibition center. Exhibitor hereby agrees to indemnify, hold harmless and defend AIMSE and the Hotel, and their respective officers, directors, and employees (indemnities) from and against any and all liability, responsibility, loss, damage, cost or expense of any kind whatsoever as they arise (including but not limited to court costs, interest and attorney's fees) which the Indemnities may incur, suffer, be part to, or be required to pay, incident to or arising directly or indirectly from any intentional or negligent act or omission or breach of these terms, conditions, and rules, or violation of any ordinance or statute by Exhibitor or any of its employees, servants or agents. The Exhibitor assumes full responsibility and liability for the actions of its agents, employees, and independent contractors, whether acting within or without the scope of their authority, and agrees to indemnify, hold harmless, and defend the Indemnities as expenses arise, from responsibility or liability resulting directly or indirectly, or jointly, from other causes which arise because of the acts or omission of its agents, employees, relatives, or independent contractors whether acting within or without the scope of their authority.

Cancellation or Postponement of Show

In the event that any unforeseen occurrence shall render the fulfillment of this agreement impossible, the parties shall mutually amend or terminate the agreement at AIMSE's option. The Exhibitor hereby waives any claim against AIMSE for damages or compensation. AIMSE shall return a portion of the amount paid for space after deduction of any amounts necessary to cover expenses incurred in connection with the show. Such expenses shall include, but not be limited to all expenses incurred by AIMSE as a result of contracts with third parties for services or products incidental to the show including out of pocket expenses incidental to the show, and all overhead expenses attributable to the production of the show. No moneys will be returned should the dates or the location of the show be changed by AIMSE, but Exhibitor will be assigned space which the Exhibitor agrees to use under these same results and regulations. AIMSE shall not be financially liable in the event the show is interrupted, canceled, moved, or dates changed except as provided herein. The Exhibitor hereby agrees that the laws of Reston, Virginia shall control the construction and enforceability of this Agreement and hereby consents to the jurisdiction of Reston, Virginia and to the Federal District Courts within the State with respect to any right of action arising under this agreement.

Cancellation by Exhibitor

In the event an Exhibitor cancels their participation in the show after April 1, 2020, AIMSE will retain 50% of the Exhibitor Fee, or \$4,375.00



AIMSE

11130 Sunrise Valley Drive, Suite 350
Reston, VA 20191