



Las Vegas

FlightBridgeED Air and Surface Transport Symposium
Exhibitor & Sponsor Prospectus



FlightBridgeED.



Life Link III

Official Media Sponsor



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FAST Symposium Exhibitor & Sponsor Prospectus



FAST22 is proudly hosted by

CAESARS ENTERTAINMENT® AT THE FABULOUS PLANET HOLLYWOOD RESORT & CASINO

3667 South Las Vegas Blvd Las Vegas, Nevada 89109

// ABOUT THE FAST SYMPOSIUM

FAST stands for FlightBridgeED Air & Surface Transport and the FAST Symposium is the fastest-growing conference in the nation. We are excited to bring you the latest in critical care medical education all in one place. Join the FlightBridgeED team, other experts in the industry and our incredible exhibitors and sponsors for 3 days of fun, education, and networking opportunities. All conference topics and pre-conference workshops will be awarded CE hours through the Commission on Accreditation for Pre-Hospital Continuing Education (CAPCE) and the Kentucky Board of Nursing. All hours can be used for recertification purposes for FP-C, CCP-C, CTRN, CEN, CCRN, and CFRN advanced certifications; along with national registry (NREMT), state-level EMS and boards of nursing throughout the United States.

// WHAT TO EXPECT

20-Minute "Ted Talks" from industry educators, leaders, FOAMed community experts and professionals, and featured presentations and lectures from world-class pre-hospital, critical care, and emergency medicine speakers. Plus, put learning into practice in breakout sessions and hands-on workshops taught by industry-leading experts.





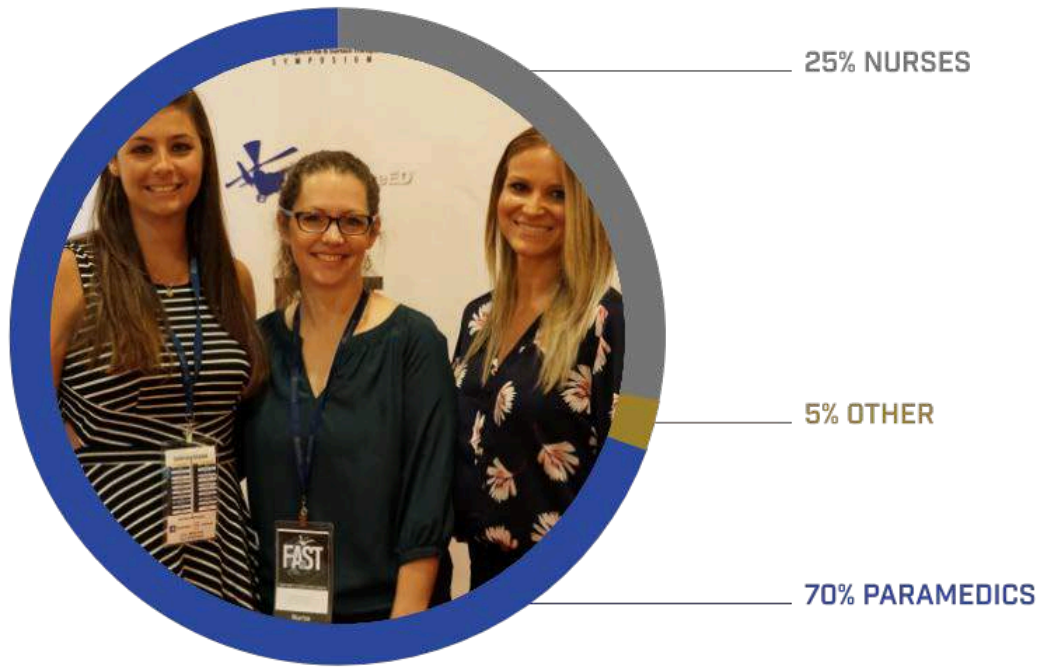
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Past FAST Attendee, Speaker and Session Data



// PAST PARTICIPATION BY PERCENTAGE

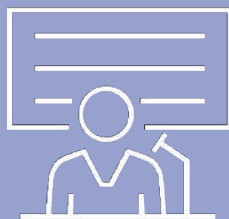


// BY THE NUMBERS

350+
Average
Attendees



30+
World-class
Speakers



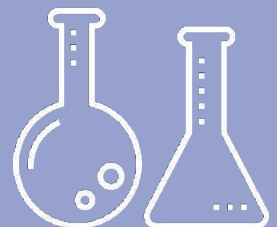
12
CE HOURS



25
Exhibitors



6
Pre-Conference
Experiences



GENERAL INFORMATION



WHEN

Research Academy at FAST22
powered by LifeLink III
May 8 - 9, 2022

Pre-Conference Experiences
May 9, 2022

FAST Symposium
May 10 - 11, 2022

WHERE

Planet Hollywood Resort & Casino
3667 South Las Vegas Blvd
Las Vegas, Nevada 89109



// IMPORTANT DATES

Install Exhibits
May 9th, 2022
5:00pm - 9:00pm pst

Exhibit Hours
We have a unique approach to exhibitor engagement at FAST. There is unopposed exhibit time throughout the conference. Exhibitors are setup inside the conference room.
May 10th, 2022 8:00am - 5:00pm pst May 11th, 2022 8:00am - 5:00pm pst

Dismantle Exhibits
May 11th, 2022 after 5:00pm pst

// HOTEL ACCOMODATIONS

The FlightBridgeED Air & Surface Transport Symposium offers special discounted rates for attendees, speakers and partners. Rooms are available on a first-come, first-served basis and there is no guarantee that a room in a discounted block will be available. We recommend that you book as soon as possible.

Discounted Rate - \$129 / Night

All room rates are quoted exclusive of applicable taxes and fees.

CLICK HERE TO BOOK NOW

You can also make a reservation by calling the Reservation Center at **1-866-317-1829** to secure a reservation *[subject to processing fees - using the link above, however, is free]*.
If you use the Reservation Center, be sure to mention the group code SMFBE2.

// LOCATIONS

Main Stage
Celebrity Ballroom 4-8

Pre-Conference Experiences
Melrose

// HOURS

Main Conference
Daily 8:00am - 5:00pm pst

Pre-Conference Experiences
Vary by experience

IS YOUR COMPANY LAUNCHING NEW PRODUCTS OR SERVICES?

FAST can offer the exposure you are looking for to our diverse community of pre-hospital, critical care and emergency medicine leaders and influencers

CONFERENCE SCHEDULE



// MAY 8-9, 2022

Research Academy at FAST22

8:00am - 6:00pm pst

FightBridgeED, LLC, UCLA: Prehospital Care Research Forum (PCRF), and ESO are proud to announce that we will be hosting the first Research Academy at The FlightBridgeED Air and Surface Transport Symposium 2022 (FAST22). The Research Academy at FAST22 will involve an intensive 2-day workshop at FAST22 with ongoing education throughout the year via the FlightBridgeED University Learning Management System. Participants will learn to be active researchers involved in a project that will be presented to the attendees of the FAST23 conference and submitted to a peer-reviewed journal for potential publishing. Data for this project will be supplied by ESO. The goal of the Research Academy at FAST22 is to teach participants how to understand research and how to apply it.

Powered By



// MAY 9, 2022

Pre-Conference Experiences

Morning Experiences

8:00am - 12:00pm pst

What if? (Critical Care Edition)

Hosted by Eric Bauer & Jeff Jarvis

Big SALAD Las Vegas with IntubatiEM

Hosted by FOAMfrat

Handtevy

Pre-Hospital Pediatric Provider Course

Hosted by Brett Cross

Afternoon Experiences

1:00pm - 5:00pm pst

Let's Get Messy...

Hands-On Pediatric Anatomy & Emergency Procedures Review

Hosted by Scott DeBoer & Lisa DeBoer

Scan Artist

Prehospital Application of Ultrasound

Hosted by FOAMfrat

Mechanical Ventilation Workshop

Hosted by Eric Bauer

// MAY 10, 2022

DAY 1 - Main Stage Schedule

Scheduling in progress

// MAY 11, 2022

DAY 1 - Main Stage Schedule

Scheduling in progress

Schedule is subject to change with or without notice.

For Schedule Updates, Please Visit Our Website

FASTSymposium.com

SPONSORSHIP LEVELS AND ADVERTISING OPPORTUNITIES



// Conference Sponsorship

Sponsorship Level

Sponsor Benefits

PLATINUM SPONSORSHIP

\$9,995

1 digital advertising display in both the main hall and exhibit hall (digital signage)
Company logo and link to website within the sponsorship section of the FAST Symposium website
Recognition during opening events
16' x 8' booth space
2 Logo Floor Graphics (3' x 3') placed in both the main hall and exhibit hall
E-Blast - opening ceremony emails to all guests
Show Bag inserts (content to be provided by sponsor and limited to 2 items - e.g. flyer, stickers, etc.)
Recognition as a Platinum Partner on advertising and conference materials
Complimentary 1 Full-Page Advertisement in the Post-Conference Newsletter with Links to Website (or as requested)

GOLD SPONSORSHIP

\$7,995

1 digital advertising display in both the main hall and exhibit hall (digital signage)
Company logo and link to website within the sponsorship section of the FAST Symposium website
Recognition during opening events
8' x 8' booth space
1 Logo Floor Graphic (3' x 3') placed in the main hall
Show Bag insert (content to be provided by sponsor and limited to 1 item - e.g. flyer, stickers, etc.)
Recognition as a Gold Sponsor on advertising and conference materials
Complimentary 1 Half-Page Advertisement in the Post-Conference Newsletter with Links to Website (or as requested)

SILVER SPONSORSHIP

\$5,995

1 digital advertising display in the exhibit hall (digital signage)
Company logo within the sponsorship section of the FAST Symposium website
8' x 8' booth space
1 Logo Floor Graphic (3' x 3') placed in the main hall
Recognition as a Silver Sponsor

BRONZE SPONSORSHIP

\$2,995

Company logo within the sponsorship section of the FAST Symposium website
8' x 8' booth space
1 Logo Floor Graphic (3' x 3') placed in the main hall
Recognition as a Bronze Sponsor

SPONSORSHIP LEVELS AND ADVERTISING OPPORTUNITIES



// Specialty Sponsorship Opportunities

Specialty Sponsorship

Sponsorship Benefits

REPLAY SPONSOR

\$7,995

Not everyone will get the chance to make it out to Las Vegas, but we want to provide a way for our community to watch the event replay after it ends. As the official replay sponsor, your company will reap the benefits of providing this incredible opportunity for an entire year to hundreds of "replay" attendees.

PANEL PASS SPONSOR

\$1,495

NEW THIS YEAR, we will be hosting a pre-conference evening panel with FlightBridgeED educators, staff, personalities and more. With topics at the ready, this brave group of industry giants are willing to take on ANY questions from the audience. Be the sponsor that launches 1000 conversations. This is sure to be an evening of learning and good fun!

PRE-CONFERENCE SPONSOR

\$1,495

Can't wait to get your products and services out there? Neither can we. In fact, we are always so excited that we schedule at least a day of fantastic events a day ahead of time - moreover, it appears that our attendees can't wait either!

LUNCH SPONSOR (2 AVAILABLE)

\$2,995

This is a STRICTLY LIMITED Sponsorship Opportunity - (2 Spots Available)
The FAST-est way to a First-Responder's heart is through their stomach. Sponsor food and beverage for all attendees; your company logo and custom messaging displayed on all screens during the lunch event and signage noting your lunch sponsorship on the day you sponsor on both the registration tables.

SNACK SPONSOR (4 AVAILABLE)

\$1,795

This is a STRICTLY LIMITED Sponsorship Opportunity - (4 Spots Available)
You're not yourself when you're hungry! Sponsor a snack for all attendees; your company logo and custom messaging will be displayed on all screens during snack time and signage noting your snack sponsorship on the day you sponsor will be prominently displayed on the registration / check-in tables.

KEYNOTE SPONSOR (4 AVAILABLE)

\$2,495

This is a STRICTLY LIMITED Sponsorship Opportunity - (4 Spots Available)
Each of the main conference sessions are bookended by recognizable, industry-leading speakers either launching the events of the day, or closing it out. Place your company logo into the keynote slide presentation(s), and display your sponsorship of keynote speaker on the schedule and in announcements.

WiFi SPONSORSHIP

\$4,995

Everyone needs WiFi! Be the HERO that provides it to EVERYONE at the conference! Any time someone logs onto the WiFi they will see your logo on the WiFi landing page. WiFi information will be displayed on a small table-top sign on attendee tables. Your sponsorship will be displayed there as well.

PODCAST SPONSOR (2 AVAILABLE)

\$3,995

This is a STRICTLY LIMITED Sponsorship Opportunity - (2 Spots Available)
Sponsor a podcast episode recorded, or streamed live from FAST22! Choose either The FlightBridgeED Podcast, or EMS Lighthouse Project Podcast. Our hosts will let listeners know who made the episode possible and your logo will be displayed with the episode (on all compatible platforms). This is a rare and valuable opportunity!

SPONSORSHIP LEVELS AND ADVERTISING OPPORTUNITIES



// Advertising Opportunities

PRINTED LANYARDS \$4,995

This is a great place to maximize exposure for your company or brand with high visibility during the entire conference. Your logo will be draped around the necks of all our attendees.



CONFERENCE BADGES \$2,995

All attendees are required to wear their conference badges in order to gain access to all areas of the FAST Symposium. Showcase your company logo on everyone's badge.

CONFERENCE / SWAG BAGS \$4,995

These beauties are designed to hold all the goodies and merchandise from exhibitors and conference vendors. These will, no doubt, be used well after the conference is over as a fantastic option to haul extra uniforms, scrubs and flight suits. Your logo will be visible at the conference and beyond.

NOTEPADS \$2,495

With so many presenters shaping the industry with their talks, we certainly hope our attendees take notes. Your company logo will be printed on notepads made available to all attendees.

INK PENS \$1,195

Perhaps as important as the notepads, your company logo will be printed on ink pens distributed with the notepads. We suggest sponsoring both, or tag team with a partner.



SPONSORSHIP LEVELS AND ADVERTISING OPPORTUNITIES



// Advertising Opportunities



FREE-STANDING BANNERS \$1,995

Free-Standing Banners are a fantastic way to show off your company logo and custom messaging in many areas of the conference. These banners are placed at the entrance, near the stage and at other key locations around the conference space. Purchase one, or multiple banners to maximize visibility in many locations at once.

LOBBY BANNERS \$3,995

A front-and-center opportunity to display your company logo and custom messaging in the main lobby of Planet Hollywood. All attendees will pass by your banner as they come and go during each day of the conference.

COLUMN WRAPS \$5,995

The tall columns that support the roof of Planet Hollywood are large and visible from 365 degrees. Your company logo and custom messaging can be placed around these columns for all to see as they come and go each day for the conference.

SPONSORSHIP LEVELS AND ADVERTISING OPPORTUNITIES



// Advertising Opportunities



3' x 3' FLOOR DECAL \$2,995

We take your company logo and create a large 3' x 3' vinyl decal that we apply to the floor in front of your booth.

These very handsomely made reproductions of your company logo are highly visible and draw the eye of attendees very well. This has been a requested favorite of our exhibitors year-after-year.

4' x 4' FLOOR DECAL \$3,995

We take your company logo and create a large 4' x 4' vinyl decal that we apply to the floor in the main walkways

These are the same type of vinyl decal as the 3' x 3' Floor Decals, just bigger and more visible as they are placed in the main walkways for everyone to see. In fact, they appear surprisingly larger! This is a great way to attract attendees to your booth.

PHOTO BOOTH BACKDROP \$1,995

The photo booth has been a FAST favorite since the beginning. Attendees capture the moment and share with their friends, colleagues and sometimes on their social media feeds. What better way to put your company in front of the masses than by putting your logo on the photo booth backdrop?

* Your logo will be placed on the backdrop in conjunction with the FAST22 logo.

FAST22 Sponsor / Exhibitor Application



// FAST22 Sponsor / Exhibitor Application

Company Name

Contact Email

Mailing Address

City

State

Zip / Country

Authorized Representative Contact

Name Authorized Representative

Authorized Representative Email

Contact Phone On-Site Contact Name

On-Site Contact Phone

Authorized Representative Contact- person authorized to apply and submit payment for sponsorship, or vendor space.

On-Site Contact- person who will physically be present at FAST22 representing the company, or entity applying.

For Sponsors and Vendors outside of the United States, please contact one of our FlightBridgeED associates after you have submitted this form at service@flightbridgeed.com to ensure that your mailing address and contact information are correctly submitted. Thank you!

FAST21 Sponsor / Exhibitor Application



// FAST22 Sponsor / Exhibitor Application

Limited Opportunities are available on a first-come, first-served basis.

Sponsorship Opportunities

- Platinum Sponsor \$9,995
- Gold Sponsor \$7,995
- Silver Sponsor \$5,995
- Bronze Sponsor \$2,995

Exhibitor Booth Space

- 8' x 8' Booth \$995
- 16' x 8' \$1,795

Specialty Sponsorship Opportunities

- Replay Sponsor \$7,995
- Panel Sponsor \$1,495
- Pre-Conference Sponsor \$1,495
- Lunch Sponsor (2 Available) \$2,995
- Snack Sponsor (4 Available) \$1,795
- Keynote Sponsor (4 Available) \$2,495
- WiFi Sponsor \$4,995
- Podcast Episode Sponsor \$3,995

Advertising Opportunities

- Lanyards \$4,995
- Conference Badges \$2,995
- Conference Bags \$4,995
- Notebooks \$2,495
- Ink Pens \$1,195
- Floor-standing Banners \$1,995
- Lobby Banners \$3,995
- Column Wraps \$5,995
- Photo Booth Backdrop \$1,995
- 3' x 3' Floor Decal \$2,995
- 4' x 4' Floor Decal \$3,995

PLEASE NOTE:

Licensed booth space is included with Platinum, Gold, Silver and Bronze sponsorships and cannot be modified.

Total Fees

Important Notice

A 50% Deposit is Required Immediately with the Remaining Balance Due 60 Days After Submission of This Application.



TERMS AND CONDITIONS



Terms and Conditions

1. This Exhibitor Application is subject to the License and Exhibition Agreement, which is incorporated by reference herein.
2. 50% of the balance of this application must be paid on submission of this application. Payment may be submitted to FlightBNridgeED by check, or credit card payment. For assistance please contact customer service at service@flightbridgeed.com, or by phone at 1-800-991-3160. FlightBridgeED will not hold / guarantee sponsorship, or vendor space under any circumstance without this deposit.
3. Final payment of all fees are due 60 days after this application is submitted. All sponsorship and / or exhibitor fees are non-refundable (unless the organizer cancels the conference. Excludes the transition to a virtual delivery). Person(s) transacting this application expressly warrants that he, or she is authorized by the company, or entity they represent to execute this agreement in conjunction with these terms and conditions, as well as the rules and regulations set forth in the License and Exhibition Agreement.

Confirmation of Authorized Representation

I expressly warrant that I am authorized to execute this agreement and that I have read and understand these terms and conditions as well as the License and Exhibition Agreement. I further understand that 100% of the fees owed to license sponsorship, or vendor space must be paid before this agreement is executable. Lastly, I agree that my typed name constitutes a digital signature and carries with it the same authority as a signature penned by my own hand.

Sponsor and Exhibitor Photo Release Agreement

I expressly warrant that I am authorized to execute this photo release agreement. I hereby grant and authorize FlightBridgeED, LLC. the right to take, edit, alter, copy, exhibit, publish, distribute and make use of any and all pictures or video taken of our representatives, products, logos and other intellectual properties to be used in and/or for any lawful promotional purposes. This authorization extends to all languages, media, formats and markets now known or later discovered. This authorization shall continue indefinitely, unless otherwise revoked in writing. I also waive the right to inspect or approve any finished product. I agree that I will not be compensated for any photographs and I waive any right to royalties or other compensation arising or related to their use. I understand and agree that these materials shall become the property of FlightBridgeED, LLC. and will not be returned hereby hold FlightBridgeED, LLC. harmless and released from all liability, petitions, and causes of action.

Digital Signature

Date Signed



// **APPENDIX A:** Exhibition Agreement

APPENDIX A
Exhibition Agreement

This Exhibition Agreement (the "Agreement") is made by and between FlightBridgeED, LLC. (the "Organizer") and your company (the "Exhibitor") in regard to exhibitions at the FlightBridgeED Air and Surface Transport Symposium (also referred to as "FAST", or the "Conference") in the year of **2022**

The Exhibitor agrees to display their exhibition in accordance with the following terms and conditions:

I. The Exhibition

A. The exhibition presented by the Exhibitor should consist of Emergency Medical Services, Critical Care, or Air Medical (Medical Helicopter Operations) related goods and services. The Organizer reserves the right to remove, or deny the presentation of any good, service, or piece of advertising from the exhibition at any time if, in Organizer's judgment, it interferes with, distracts from, or directly competes with the mission of the Conference. This could also result in expulsion from the Conference and forfeiture of all monies paid to the Organizer.

B. Presentation of politically biased, or socially biased materials are grounds for immediate termination of this agreement at the sole discretion of the Organizer. It is the goal of the Conference and the Organizer to foster a sense of community without these biases.

C. Because of the unique nature of the proximity of Exhibitors within the main conference space, the Organizers may ask that lighting, or audio be turned off during certain portions of the Conference proceedings. In addition, Exhibitors may also be asked to lower their voices and / or discontinue their exhibition during certain portions of the Conference proceedings. These reasonable requests are intended to allow attendees to focus their attention on educational material, or other important presentations being made from the main stage. It is the responsibility of the Exhibitor to comply with these requests made by the Organizer.

D. There may be additional rules and regulations made by the Conference space provider which may result in the need to alter, or alter exhibits, or Exhibitor behaviors. Adherence to these rules and regulations is required of the Organizers as well as the Exhibitors.

II. Exhibition Schedule

Dates / Location

5/8-9/2022 / Planet Hollywood - Las Vegas, Nevada - Pre-Conference - Research Academy

5/9/2022 / Planet Hollywood - Las Vegas, Nevada - Pre-Conference - Multiple Events

5/10/2022 / Planet Hollywood - Las Vegas, Nevada - Main Conference Day 1

5/11/2022 / Planet Hollywood - Las Vegas, Nevada - Main Conference Day 2

Any proposed change in an Exhibition location or date of showing must be approved by the Organizer in writing at least 30 days before the Exhibition opens at that location.

III. Financial Arrangements

A. The Exhibitor agrees to pay the agreed upon fees to the Organizer for sponsorship, licensed booth space, specialty sponsorships and other advertising opportunities, of which one-half is payable upon signing this Agreement. The balance is payable 60 days after submission of this agreement. Payment shall be made to FlightBridgeED, LLC. by check or credit card payment.

Past due invoices will be subject to a late fee penalty of 40% of the balance due.

B. The Organizer is not responsible for shipping fees, transport costs of the exhibits, or transportation of persons attending the Conference related to the exhibition.

C. The Organizer is not responsible for accidents incurred while enroute to, or while on the Conference space providers premises. The Exhibitor expressly agrees to hold harmless the Organizer of the Conference.

D. The Organizer expressly denies obligation to provide any other goods, or services beyond the agreed upon benefits contained within the Sponsor / Exhibitor Application which has been fully executed and at least a 50% deposit having been received.

E. The Organizer expressly disclaims any guaranteed return on investment to the Exhibitor.

IV. Credits and Acknowledgments

A. The Organizer may add organizational credits to all printed or advertising materials related to the Conference to FlightBridgeED, LLC., Life Link III, and / or Conference sponsors. These appear at the sole discretion of the Organizer or as obligated and outlined in the latest version of the FAST22 Exhibitor & Sponsor Prospectus.

B. Sponsorship endorsements, credit and acknowledgements will be executed as outlined in the latest version of the FAST22 Exhibitor & Sponsor Prospectus.

A. The Exhibition must be installed in accordance with the Organizer's specifications and under the direction of the Organizer, or an appointee of the Organizer.

B. Exhibitor booth assignments, banner, or other advertising material placement is made at the sole discretion of the Organizer. Any attempt to alter, or move booths, banners, or other advertising materials by the Exhibitor, or an appointee of the Exhibitor will result in expulsion from the Conference and forfeiture of all monies paid to the Organizer.

C. The Exhibitor will be responsible for ensuring that booths, banners and other advertising materials are placed in accordance with expectations outlined in the FAST22 Exhibitor & Sponsor Prospectus.

D. The Organizer may request the Exhibitor modify, or alter their exhibit at their sole discretion as long as this does not interfere with the overall presentation of the Exhibitor's goods, or services.

VI. Security and Safety

A. The Exhibitor will be responsible for the safety of their licensed exhibit space while they are on its premises. While not an exhaustive list, the following items are expressly prohibited as part of any exhibit: fire, combustible or noxious substances, smoke / fog machines, glitter / confetti cannons, electrical devices which produce sparks, and (etc.). For questions related to an element(s) that are part of an exhibit, please ask the Organizer prior to bringing the element(s) into the Conference space, or in advance by contacting customer service at service@flightbridgeed.com, or by calling 1-800-991-3160. Failure to comply will result in expulsion from the Conference and forfeiture of all monies paid to the Organizer and could potentially expose the Exhibitor to local and / or federal prosecution. The Organizer takes the safety of FlightBridgeED staff and partners, attendees, sponsors and exhibitors, Conference space providers and the general public very seriously.

B. The Organizer will make usual and customary attempts to secure the Conference space that includes Exhibitor property, however, the Organizer expressly disclaims any guarantee of security. It is the responsibility of the Exhibitor to secure their own properties regardless of value.

C. It is highly encouraged that all Exhibitors carry an insurance policy to cover loss of property or damage to their exhibits. The Organizer is not responsible for accidents incurred while enroute to, or while on the Conference space providers premises. The Exhibitor expressly agrees to hold harmless the Organizer of the Conference.

VII. Photography, Reproductions, and Publicity

A. The Exhibitor agrees to the Sponsor and Exhibitor Photo Release Agreement as outlined:

I (the "Exhibitor") expressly warrants that I am authorized to execute this photo release agreement. I hereby grant and authorize FlightBridgeED, LLC. the right to take, edit, alter, copy, exhibit, publish, distribute and make use of any and all pictures or video taken of our representatives, products, logos and other intellectual properties to be used in and/or for any lawful promotional purposes. This authorization extends to all languages, media, formats and markets now known or later discovered. This authorization shall continue indefinitely, unless otherwise revoked in writing. I also waive the right to inspect or approve any finished product. I agree that I will not be compensated for any photographs and I waive any right to royalties or other compensation arising or related to their use. I understand and agree that these materials shall become the property of FlightBridgeED, LLC. and will not be returned and hereby hold FlightBridgeED, LLC. harmless and released from all liability, petitions, and causes of action.

B. Except as expressly arranged prior in writing, the Organizer hereby prohibits the use of photography, video recording or audio recording by the Exhibitor for the purposes of advertising. These elements may be licensed from FlightBridgeED, LLC. and is considered the property of the Organizer unless otherwise provided for in writing.

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B. Except as expressly arranged prior in writing, the Organizer hereby prohibits the use of photography, video recording or audio recording by the Exhibitor for the purposes of advertising. These elements may be licensed from FlightBridgeED, LLC. and is considered the property of the Organizer unless otherwise provided for in writing.

VIII. Force Majeure and Cancellation

A. Neither Party will be liable for any failure or delay in performing an obligation under this Agreement that is due to any of the following causes (which events and/or circumstances are hereinafter referred to as "Force Majeure"), to the extent beyond its reasonable control: acts of God, accident, riots, war, terrorist act, epidemic, pandemic, quarantine, civil commotion, breakdown of communication facilities, breakdown of web host, breakdown of internet service provider, natural catastrophes, governmental acts or omissions, changes in laws or regulations, national strikes, fire, explosion, generalized lack of availability of raw materials or energy; provided that the parties stipulate that *Force Majeure shall not include the novel coronavirus*.

For the avoidance of doubt, Force Majeure shall not include (a) financial distress nor the inability of either party to make a profit or avoid a financial loss, (b) changes in the market prices or conditions, or (c) a party's financial inability to perform its obligations hereunder.

B. Should COVID-19 force the Organizer to cancel the in-person Conference, an alternative Conference (hereinafter referred to as "Virtual Conference") in which the Exhibitor will be given the opportunity to present their goods and services to attendees.

C. Although Sponsorship and Exhibitor fees are non-refundable, the Organizer may, at their sole discretion, apply said fees to a conference at a later date.

IX. Disputes; Limitation of Liability and Indemnification

A. Both the Organizer and the Exhibitor agree to use their best efforts to resolve through discussion and negotiation to their mutual satisfaction any disagreement arising out of or under the terms of this Agreement. Failing a negotiated resolution between the parties, the Organizer and the Exhibitor agree to participate in voluntary mediation (selecting a mediator by mutual agreement of the parties), but if after 30 days from the date of the first request by a party for voluntary mediation, no resolution of the dispute has occurred, then the parties agree that the dispute shall be resolved in the city of Bowling Green, state of Kentucky, before a panel of 3 arbitrators, at least one (1) of whom shall be a lawyer in accordance with the Commercial Arbitration Rules of the American Arbitration Association in effect at the time this Agreement is signed.

B. Except to the extent that the Organizer or its representatives are negligent, the Exhibitor agrees to hold harmless, indemnify, and defend the Organizer from and against all claims, damages, losses, and expenses, including, but not limited to, reasonable attorneys' fees and disbursements, asserted against or suffered by the Organizer in connection with or arising out of this Agreement or the Conference.

C. The Exhibitor agrees that in no event shall any damages payable by the Organizer as a result of a breach by it of the terms of this Agreement exceed the amount of the participation fees actually paid to the Organizer and under no circumstances shall the Exhibitor be entitled to receive, in addition to its actual damages or the refunds described above, consequential, incidental, special or punitive damages, the parties agreeing that the remedy set forth above, together with actual damages as limited hereby, are fair and sufficient and shall be the only remedies of the Exhibitor hereunder.

X. Entire Agreement; Amendments

A. This Agreement, the Sponsor / Exhibitor Application, and the FAST22 Exhibitor and Sponsor Prospectus constitute the entire understanding between the Organizer and the Exhibitor with respect to the Exhibition (unless otherwise agreed upon by both the Organizer and Exhibitor in writing prior to signing and executing this agreement). This Agreement supersedes and replaces any previous documents, correspondence, conversations, and other written or oral understandings related to this Agreement.

B. This Agreement may not be amended or modified except by means of a written document, signed by both parties and no waiver of the terms hereof shall be in effect unless in writing and signed by the party making such waiver.

C. Due to the extensive time contemplated between signing of this Agreement and the Exhibitor's actual exhibition dates, the Organizer and the Exhibitor acknowledge that changes in representatives or staff may occur in the intervening time. Both the Organizer and the Exhibitor agree to promptly approve or disapprove any substitutions in representatives or staff and not to unreasonably withhold approval of such changes as long as the substituted representatives or staff are substantially as qualified to perform the tasks contemplated under this agreement as the original representatives or staff.

XI. Governing Law

This Agreement shall be governed by and construed, enforced, and performed in accordance with the laws of the State of Kentucky without regard to conflicts of law principles.

XVII. Legal Proceedings

If any legal actions or other legal proceedings are commenced that involve or relate to the Conference, and the Exhibitor or the Organizer is named as a defendant or respondent therein, the Exhibitor agrees to give prompt notice to the Organizer and to cooperate with the Organizer and / or its representatives or designees.