



**Narrowcasting Chicago 2003**  
*Opportunities for Advertisers and Retailers*  
Networked Displays, In-Store TV, and Out-of-Home Media

**Sponsorship and Exhibit Information**

March 19, 2003  
Hyatt Regency McCormick Place  
Chicago, IL



## Introduction

CAP Ventures, Inc. is pleased to present its third **Forum on Narrowcasting Opportunities for Advertisers and Retailers – Networked Displays, In-Store TV, and Out-of-Home Media**, specifically designed to address a new advertising medium in the form of networked digital display systems and in-store TV for visual merchandising and point-of-purchase advertising.

CAP Ventures, Inc. has been praised for its ability to create a forum that allows attendees to share knowledge and gain validation from industry peers. Once again, we will be offering this full one-day event following GlobalShop in Chicago.

In keeping with our past events, we are offering marketing executives the opportunity to sponsor and exhibit at this forum. Exposure will be given to all sponsoring companies for the duration of the one day Forum, and we will work closely with you to identify a sponsorship package that is appropriate for your organization. This may be one of your best opportunities to form one-on-one relationships with key decision-makers in the New York area. We recognize that you have other forums to choose from, but the program structure, the agenda, and the reasonable attendee fees will distinguish this program from other offerings. CAP Ventures has brought this media niche to a unified industry source, and the value of a networking forum such as this cannot be underestimated. Read on for further details.....

## Past Forums

- **Narrowcasting – A New Medium for Retail and Out-of-Home Advertising**  
**April 17, 2002, Chicago, IL**  
Theme: The Future of Digital Displays and In-Store TV Networks  
Sponsoring Companies: 15      Attendees: 225 attendees
- **Narrowcasting New York 2002 – Opportunities for Advertisers and Retailers**  
**November 21, 2002**  
Theme: Networked Displays, In-Store TV, and Out-of-Home Media  
Sponsoring Companies: 8      Attendees: 150 attendees

## About CAP Ventures, Inc.

CAP Ventures is a strategic consulting firm for providers and users of business communication technologies and services. We deliver the key research, analysis, forecasting, benchmarking, and strategy recommendations to make a competitive difference in our clients' businesses. Additional information about CAP Ventures is available on the Web at: [www.capv.com](http://www.capv.com)

## Our Audience

Our audience will consist of:

- Brand Marketers
- Advertising Agencies
- Visual Merchandising Directors/Mgrs.
- Retail Marketing Managers
- POP Managers
- Directors of Merchandising
- Creative Managers
- Purchasing Agents/Managers
- Art Directors
- Store Planners

Here's just a small sampling of companies that attended our Forums:

3M	Electrograph Display	Point of Purchase Magazine
5iMedia	Technology Solutions	POP Times
ActiveLight, Inc.	ETV	POP-TV
Ad Media Displays	Fusion Arts	PowerSpace
AIM	Harbor Industries	Premier Retail Networks
AlivePromo, Inc.	i-Open, Inc.	Promo2go
Allure Fusion	idealab!	Reuters
Alpha Video	IdeaNet	RJ Reynolds
Arena Design	InterBroadcast	Scala Broadcast Media
B2B New Media	iport Media	ScreenPlay
Bank One	J&B Signs	ShopCast TV
Bell Canada	JesterTek	SHOWTECH Presentation
Blue Water Technologies	KDS Pixel Touch	Systems
Buzz Interactive	Macy's West	Si-CV
Channel Design Group	Marine Corps	Signature Technologies
Channel M	MarketForward	Signs of the Times Magazine
Cisco Systems	Marketing Support Inc.	Source Marketing Solutions
Clarity Visual Systems	McDonald's	Sourcelight Technologies
ConvenientTV	Media Imaging	SPACE Engineering &
Convergent Media Systems	Media Productions	Environmental Services
CoolSign by AdSpace	Media SideStreet	Sprint PCS
Networks, Inc.	MediaPull	TargetVision
Corporate Graphics	Meisel Visual Imaging	The U.S. Postal Service
Creative Productions	Moviead	Timeline
Crows Nest Entertainment	Multi-Media Solutions, Inc.	Universal Digital
Data Display Systems	Nassau Broadcasting	Communications
Digital Video	NEC Technologies	Video Visions, Inc.
Communications	NewGround Multimedia	Visual Circuits
Display and Design Ideas	Next Generation Network	Visual Merchandising &
Divergent Network	Nielsen Media Research	Store Design Magazine
DreamTales	Omnivex Corporation	Visual Productions
Duocom	On Target Media	Warwick Products
Dynamic Digital Depth	P.O.S. Media	Webpavement
EK3 Technologies	Peerless Industries	Xerox

## Topics to Be Addressed

This highly focused forum will allow you to deliver your message to a targeted group of decision-makers in the industry. It is critical to educate the market and create a demand for this unique medium. The non-trade show environment is perfect for networking, and the cost of sponsorship is kept reasonable to ensure satisfaction and maximum return on investment. Customer satisfaction ratings were highest among those that made education the focus of their presentations. Among those topics to be addressed are:

- Understanding and implementing new products and services
- Effectiveness of narrowcasting vs. other media
- Structure of the narrowcasting market and its components
- Critical market segments for narrowcasting technology and services
- Key business drivers for rapid adoption of narrowcast media
- Technology and content management
- Real world case studies

## Sponsorship Opportunities

CAP Ventures is pleased to offer the following sponsorship opportunities for this event:

- Featured Presentation – **(5 SOLD as of 10/02)**
- Technology Showcase w/panel discussion
- Technology Showcase w/o panel discussion
- Reception (1 Available)
- Luncheon (1 Available)
- Coffee Break (2 Available)
- Audio/Visual Sponsor
- Attendee E-Mail Confirmation
- Show Bags
- Badge Lanyards
- Banner Space
- Registration Area
- Web Site Banner Advertisement
- Advertisement in Guide Book

## Featured Presentation

The Featured Presentation sponsorship is the highest level of sponsorship associated with this event. The Featured Presentation level sponsor receives the following:

- Forum presentation (30 minutes)
- Tabletop exhibit in the exhibit area for literature/product demonstration
- Logo on the cover of the brochure\*
- Logo on the CAP Ventures' web site with a link to your home page. A complete online marketing program enhances the power of the Internet through targeted electronic mail, prominent exposure on the CAP Ventures' web site, links to your web site as well as other top industry sites.
- Company profile (200 word description) on the CAP Ventures' web site
- Company name to appear in over 40,000 pieces, our multiple mailings are targeted to the best prospects from our proprietary industry databases as well as top industry association and publication lists\*
- Opportunity for a promotional mailing, supported by CAP Ventures, to your prospects/clients (maximum of 300 pieces)
- One full-page advertisement in the Forum Attendee Guide Book (ad provided by sponsor)
- Three (3) Forum passes (**\$1,197 value**)
- Ten (10) registration vouchers for your prospects/clients at a \$50 discount
- Recognition on all event signage
- General acknowledgement during the general session
- One-time use of the attendee mailing list

*\*(Assuming you confirm before the print date of the brochure)*

## Technology Showcase with Panel

Each sponsor will receive a draped 6' tabletop with 2 chairs at the forum for product demonstration and/or displaying literature. Sponsors bring their own equipment, and power may be ordered in advance of the Forum through CAP Ventures. Tabletop browsing will take place during the breaks and networking events. Exhibitors receive the following:

- Participation on a session panel (brief company overview followed by an hour long in-depth discussion)
- Tabletop exhibit in the exhibit area for literature/product demonstration
- Recognition as an exhibitor in the conference brochure\*
- Logo on the CAP Ventures' web site. A complete online marketing program enhances the power of the Internet through targeted electronic mail, prominent exposure on the CAP Ventures' web site, as well as other top industry sites.
- Recognition as an exhibitor to appear in over 40,000 pieces, our multiple mailings are targeted to the best prospects from our proprietary industry databases as well as top industry association and publication lists\*
- Company listing in Forum Attendee Guide Book
- One (1) Forum pass (**\$399 value**)
- Ten (10) registration vouchers for your prospects/clients at a \$50 discount

*\*(Assuming you confirm before the print date of the brochure)*

## Technology Showcase

Each sponsor will receive a draped 6' tabletop with 2 chairs at the forum for product demonstration and/or displaying literature. Sponsors bring their own equipment, and power may be ordered in advance of the Forum through CAP Ventures. Tabletop browsing will take place during the breaks and networking events. Exhibitors receive the following:

- Tabletop exhibit in the exhibit area for literature/product demonstration
- Recognition as an exhibitor in the conference brochure\*
- Logo on the CAP Ventures' web site. A complete online marketing program enhances the power of the Internet through targeted electronic mail, prominent exposure on the CAP Ventures' web site, as well as other top industry sites.
- Recognition as an exhibitor to appear in over 40,000 pieces, our multiple mailings are targeted to the best prospects from our proprietary industry databases as well as top industry association and publication lists\*
- Company listing in Forum Attendee Guide Book
- One (1) Forum pass (**\$399 value**)
- Ten (10) registration vouchers for your prospects/clients at a \$50 discount



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*\*(Assuming you confirm before the print date of the brochure)*

## Networking Reception (1 Available)

The Networking Reception Sponsorship is only available to one company. The networking cocktail is typically a very popular sponsorship option. Marketers often find value in networking with influential market leaders in a relaxed, after-hours setting. Our cocktail reception will be held immediately following the conclusion of day 1 of the conference. The Networking Reception Sponsor will receive the following:

- Tabletop exhibit in the exhibit area for literature/product demonstration
- Recognition as a sponsor in the conference brochure\*
- Signage welcoming attendees to the cocktail reception, featuring your corporate logo
- Time to give attendees a brief, 5-minute welcome to the cocktail reception
- Logo on the CAP Ventures' web site. A complete online marketing program enhances the power of the Internet through targeted electronic mail, prominent exposure on the CAP Ventures' web site, as well as other top industry sites.
- Company name to appear in over 40,000 pieces, our multiple mailings are targeted to the best prospects from our proprietary industry databases as well as top industry association and publication lists\*
- One full-page advertisement in the Forum Attendee Guide Book (ad provided by sponsor)
- Two (2) Forum passes (**\$798 value**)
- Ten (10) registration vouchers for your prospects/clients at a \$50 discount
- Recognition on all event signage
- One-time use of the attendee mailing list

*\*(Assuming you confirm before the print date of the brochure)*

## Luncheon (1 Available)

The Luncheon Sponsorship is only available to one company. The luncheon sponsorship is also a high-visibility sponsorship option. The luncheon sponsor receives the following:

- Tabletop exhibit in the exhibit area for literature/product demonstration
- Recognition as a sponsor in the conference brochure\*
- Signage welcoming attendees to the luncheon, featuring your corporate logo
- Logo on the CAP Ventures' web site. A complete online marketing program enhances the power of the Internet through targeted electronic mail, prominent exposure on the CAP Ventures' web site, as well as other top industry sites.

*(Luncheon Sponsorship continued)*

- Company name to appear in over 40,000 pieces, our multiple mailings are targeted to the best prospects from our proprietary industry databases as well as top industry association and publication lists\*
- One full-page advertisement in the Forum Attendee Guide Book (ad provided by sponsor)
- Two (2) Forum passes (**\$798 value**)
- Ten (10) registration vouchers for your prospects/clients at a \$50 discount
- Recognition on all event signage
- One-time use of the attendee mailing list

*\*(Assuming you confirm before the print date of the brochure)*

## Coffee Breaks (2 Available)

Two (2) refreshment breaks will be offered during the Forum. Forum attendees typically meet informally during the breaks to discuss topics of the day and to learn about their peers in attendance. Coffee Break Sponsors receive the following:

- Tabletop exhibit in the exhibit area for literature/product demonstration
- Recognition as a sponsor in the conference brochure\*
- Signage displayed during the break, featuring your corporate logo
- Logo on the CAP Ventures' web site. A complete online marketing program enhances the power of the Internet through targeted electronic mail, prominent exposure on the CAP Ventures' web site, as well as other top industry sites.
- Company name to appear in over 40,000 pieces, our multiple mailings are targeted to the best prospects from our proprietary industry databases as well as top industry association and publication lists\*
- One full-page advertisement in the Forum Attendee Guide Book (advertisement provided by sponsor)
- Five (5) registration vouchers for your prospects/clients at a \$50 discount
- Recognition on all event signage

*\*(Assuming you confirm before the print date of the brochure)*

## Audio/Visual

The Audio/Visual Sponsorship is only available to one company. The audio/visual sponsorship is also a high-visibility sponsorship option. The audio/visual sponsor receives the following:

- Tabletop exhibit in the exhibit area for literature/product demonstration
- Recognition as a sponsor in the conference brochure\*
- Signage on the staging area where presentations are given, featuring your corporate logo
- Logo on the CAP Ventures' web site. A complete online marketing program enhances the power of the Internet through targeted electronic mail, prominent exposure on the CAP Ventures' web site, as well as other top industry sites.
- Company name to appear in over 40,000 pieces, our multiple mailings are targeted to the best prospects from our proprietary industry databases as well as top industry association and publication lists\*
- One full-page advertisement in the Forum Attendee Guide Book (advertisement provided by sponsor)
- Two (2) Forum passes (**\$798 value**)
- Ten (10) registration vouchers for your prospects/clients at a \$50 discount
- Recognition on all event signage
- One-time use of the attendee mailing list

*\*(Assuming you confirm before the print date of the brochure)*

## Attendee E-Mail Confirmation

This sponsorship opportunity is only available to one company. It represents a great opportunity for a company trying to build brand recognition among all market players. Your company logo will be placed on each e-mail confirmation of registered attendees along with a link to your web site. Registrations are typically printed out and retained by attendees which will provide you with long term exposure. The Attendee E-Mail Confirmation Sponsor receives the following:

- Tabletop exhibit in the exhibit area for literature/product demonstration
- Recognition as a sponsor in all e-mail confirmations to registered attendees with a link to your web site
- Recognition as a sponsor in the conference brochure\*
- Signage displayed during the break, featuring your corporate logo
- Logo on the CAP Ventures' web site. A complete online marketing program enhances the power of the Internet through targeted electronic mail, prominent exposure on the CAP Ventures' web site, as well as other top industry sites.
- Company name to appear in over 40,000 pieces, our multiple mailings are targeted to the best prospects from our proprietary industry databases as well as top industry association and publication lists\*



- Recognition on all event signage

*\*(Assuming you confirm before the print date of the brochure)*

## Other Sponsorships

If your looking for additional sponsorships other than those previously mentioned, please ask more about the following opportunities:

- Show Bags .....\$2,500
- Badge Lanyards.....\$2,000
- Banner Space.....\$500
- Registration Area Sponsorship.....\$500
- Web Site Banner Advertisement .....\$500
- Ad in Attendee Guide Book .....\$350

## Cost

### Chicago 2003

- Featured Presentation -- \$9,500
- Technology Showcase w/panel -- \$4,500
- Technology Showcase w/o panel -- \$3,000
- Reception -- \$7,500
- Luncheon -- \$5,000
- Coffee Break -- \$3,500
- Audio/Visual Sponsorship -- \$5,000
- Attendee E-mail Confirmation -- \$2,000
- Show Bags -- \$2,500
- Badge Lanyards -- \$2,000
- Banner Space -- \$500
- Registration Area Sponsorship -- \$500
- Web Site Banner Advertisement -- \$500
- Ad in Attendee Guide Book -- \$350

## How Do I Sign Up?



CAP VENTURES

If you wish to participate, please fill out and fax back the completed contract with arrangements for payment. If you have any questions, please call or email Ronda Kelly, Conference Operations Manager, at 781-871-9000 x125; ronda\_kelly@capv.com

# Contract

## Forum on Narrowcasting Sponsorship Contract

March 19, 2003

Please fill out the following two pages and fax back to 781-871-3861

<b>To:</b>	Ronda Kelly, Conference Operations Manager	<b>Fax:</b>	781-871-3861
<b>Tel:</b>	781-871-9000 ext. 125	<b>Email:</b>	ronda_kelly@capv.com

Yes, my company would like to participate as a sponsor at this event in the following capacity:

### Chicago 2003

- Featured Presentation -- \$9,500
- Technology Showcase w/panel -- \$4,500
- Technology Showcase w/o panel -- \$3,000
- Reception -- \$7,500
- Luncheon -- \$5,000
- Coffee Break -- \$3,500
- Audio/Visual Sponsorship -- \$5,000
- Attendee E-mail Confirmation -- \$2,000
- Show Bags -- \$2,500
- Badge Lanyards -- \$2,000
- Banner Space -- \$500
- Registration Area Sponsorship -- \$500
- Web Site Banner Advertisement -- \$500
- Ad in Attendee Guide Book -- \$350

What company/product name would you like used on signage and in promotional materials?

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Please provide the URL we can use to obtain a digital image of your company logo:

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## Sponsorship Terms and Conditions

- Sponsor recognizes that the benefits of sponsorship are limited to what is outlined in our sponsorship invitation.
- Sponsorships are limited and granted on a first-come, first-served basis.
- The sponsor fee is for the promotion and occupancy of assigned option space only. The schedule of payment is the following:
  1. 50% of the total sponsorship fee is due upon signing agreement.
  2. Remaining 50% of the total sponsorship fee is due no later than February 14, 2003.
  3. Cancellations must be made in writing. Sponsors are responsible for the full amount due in accordance with the payment schedule.

We accept sponsorship opportunity and the Terms and Conditions of the Application and Contract as stipulated on the reverse side and will pay the total sum of \_\_\_\_\_ as the sponsorship fee.

The person signing this document expressly represents and warrants CAP Ventures (CAPV) that he/she is authorized by their company to bind it to the rules and terms governing the conference hereof. We have read the Forum Rules and Regulations. We understand that this contract shall be legally binding between CAPV and the sponsor only upon acceptance in writing by CAPV. We also understand that any changes in the information in the contract must be made in writing.

Authorized  
Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Printed Name: \_\_\_\_\_

(Continued)

**Payment Information**

<b>Authorized Signature</b>	➔	
<b>Primary Contact</b>		<b>Title</b>
Division		
Company		
Address		
City, State, Zip Code		Country
Telephone Number		Fax
Email Address		
Event Contact's Name, Phone and Email (if different from above)		
Purchase Order # (if applicable)		
<b>Marketing Contact</b>		<b>Title</b>
Email Address		

Credit Card Number		Exp. Date
Credit Card Company	<input type="checkbox"/> AMEX <input type="checkbox"/> VISA <input type="checkbox"/> MASTERCARD	
Credit Card Type	<input type="checkbox"/> CORP. CARD <input type="checkbox"/> CORP. PURCHASING CARD <input type="checkbox"/> PERSONAL CARD	
Cardholder's Name		Title
Cardholder's Billing Address		
City, State, Zip Code		

***Please make all checks payable to CAP Ventures, Inc. Return to:***  
CAP Ventures, Inc. - Attn: Ronda Kelly - 600 Cordwainer Drive - Norwell, MA 02061  
Tel: 781-871-9000 - Fax: 781-871-3861

**Application and Contract for Sponsorship/Exhibit Space**  
**Forum on Narrowcasting – A New Media for Retail & Out-of-Home Advertising**  
**November 21, 2002**  
**Hilton New York**

**Rules and Regulations**

**1. Terms of Payment**

The application period begins upon signing the contract. One-half payment is due with the signed contract. Second payment is due February 14, 2003. Exhibitors/Sponsors signing contract after February 14, 2003 must make payment in full with the application. All checks must be payable to CAP Ventures (CAPV) and all payments are to be mailed to CAPV. Cancellations must be made in writing. Exhibitors/Sponsors are responsible for the full amount due in accordance with the payment schedule.

**2. Featured Presentation Sponsorship Choices**

CAPV shall assign the presentation speaking slot and exhibit space to the Exhibitor/Sponsor for the Forum on Narrowcasting, such assignment to be made within a reasonable time after receipt of this contract by CAPV. Every effort will be made to accommodate the Exhibitor/Sponsor's choices wherever possible on a "first-come, first-served" basis, but location assignments will be made solely at the discretion of CAPV. CAPV reserves the right to withdraw its acceptance of this application if it determines that the Exhibitor/Sponsor is not eligible to participate or the Exhibitor's/Sponsor's product is not eligible to be displayed at the Forum on Narrowcasting or if the Exhibitor/Sponsor or its representatives fail to conduct themselves in accordance with normal standards of decorum and good taste.

**3. Exhibit Space Amendments**

This application/contract indicates your original exhibit space assignment. Any changes to your assignment will be indicated to you on a contract addendum form. CAPV further reserves the right to reallocate exhibit space in the interest of a better showing of exhibits or for any other reasons.

**4. Violation of Regulation**

The Exhibitor/Sponsor shall agree not to engage in any exchange of equipment, product or services in the display area or within other areas of the Hilton New York provided for the Forum on Narrowcasting. Sponsors may take orders and accept credit card imprints but may not deliver products to their customers at the forum. In the event that the Exhibitor/Sponsor violates this prohibition on sales, CAPV's remedies shall include, but not be limited to, removal of the exhibit from the Forum on Narrowcasting event. The Exhibitor/Sponsor will not receive a refund or damage compensation from CAPV.

**5. ASCAP/BMI/SESAC**

Exhibitor/Sponsor agrees to pay, when due, all royalties, license fees, other charges accruing or becoming due to any firm, person or corporation by reason of any music either live or recorded, or other entertainment of any kind or nature, played, staged or produced by the Exhibitor/Sponsor, owners, agents, employees or subtenants within the premises covered by this License Agreement including, but not limited to, royalties of licensing fees due to BMI, ASCAP or SESAC. Exhibitor/Sponsor must have rights for mechanical and public performance with the appropriate music licensing agency or Exhibitor/Sponsor cannot play music in any form at the show. Exhibitor/Sponsor agrees to hold harmless CAPV, its agents and employees against any and all such claims and charges, and to defend, at its own expense, any and all such claims and charges. Exhibitor/Sponsor shall have the right, however, to protest and, if desired, to litigate and adjudicate any and all such claims.

**6. Liability and Insurance**

It is understood and agreed that neither CAPV nor the owners lessors of the property which serves as the exhibit space, nor the managements of these properties, can or will be responsible for the safety of exhibits, Exhibitors/Sponsors or their employees, against robbery, burglary, theft or damage by fire or any other cause. Exhibitor/Sponsor should insure its property against damage or

loss, and insure itself against public liability at its own expense. The Exhibitor/Sponsor waives all claims of any kind against CAPV, committee members or employees, arising from the conduct of the forum and agrees that none of the parties referred to above shall be liable for any loss, damage or destruction of property belonging to the Exhibitor/Sponsor, its agents or its employees while on the premises, nor for any other loss or damage whatsoever, including, without limiting the foregoing, any loss or damage to the Exhibitor's/Sponsor's business by reason of failure to hold the forum, or failure to provide space for an exhibit or the removal of an exhibit, for any action of CAPV or their employees in relation to the exhibit or Exhibitor/Sponsor. Exhibitor/Sponsor further agrees to indemnify and hold CAPV, their agents and employees, and the owners and lessors of the exhibit areas of the Hilton New York from any and all claims, demands, suits, liabilities or losses arising out of any action or omission connected with the Exhibitor's/ Sponsor's participation in the forum, whether negligent or not.

**7. Exhibitor/Sponsor Set-up**

If the Exhibitor/Sponsor fails to set up its display in its assigned space or fails to remit payment at the times specified, CAPV shall have the right to take possession of the space. Exhibitor/Sponsor will not receive a refund or compensation from CAPV. The Exhibitor/Sponsor shall install and dismantle the display at times set aside for such activities as established by CAPV.

**8. Contractors**

CAPV will select firms to serve as official contractors to provide necessary support and facilities services. All Exhibitors/Sponsors will be required to use these firms for such services. The Exhibitor/Sponsor shall abide by all applicable federal, state and local laws, rules and regulations, including those of the Hilton New York.

**9. Regulations**

All Exhibitors/Sponsors are responsible for having read and understood all rules and regulations of the Forum on Narrowcasting and making the knowledge of said rules and regulations known to all exhibit personnel, outside contractors, EACs or whomever they may involve in the exhibit space. All information contained in the Exhibitor/Sponsor Manual, Display Rules, and any additional updates and bulletins are considered part of the rules and regulations of the exhibit space and adherence is the responsibility of the Exhibitor/Sponsor.

The Exhibitor/Sponsor understands and agrees that all expenses for trucking and handling equipment and materials into and out of the forum area, and for all other costs incidental to operation, are not part of the exhibit/sponsor fee and are to be paid by the Exhibitor/Sponsor.

**10. Termination of Exhibition/Sponsorship**

If for any reason beyond its reasonable control including fire, strike, earthquake, public catastrophe, damage, construction or renovation of the Hotel, act of God, act of war, or any other similar reason that results in CAPV's determination that the Forum on Narrowcasting should not be held, CAPV may cancel the forum or any part thereof. In that event, CAPV shall refund to the Exhibitor/Sponsor its proportionate share of the balance of the aggregate space fees after deducting all expenses incurred by CAPV.

**11. Amendments**

This contract represents the entire agreement between the Exhibitor/Sponsor and CAPV concerning the subject matter of this agreement. CAPV is not making any warranties except those, which may be set forth above. The rights of CAPV under this agreement shall not be deemed waived except as specifically stated in writing and signed by an officer of CAPV. CAPV shall have full power to make or amend the regulations set forth in this agreement.