



EXHIBITOR AND SPONSORSHIP PROSPECTUS

Reach Your
Target Audience
at **#SSP2019!**

41st ANNUAL MEETING

May 29 – May 31, 2019

**MARRIOTT MARQUIS SAN DIEGO MARINA
SAN DIEGO, CA**

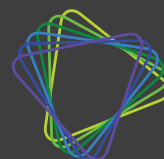
FOR MORE INFORMATION, CONTACT:

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**Society
for Scholarly
Publishing**

Dear Exhibitors and Sponsors:

We are excited to invite you to sponsor and exhibit at the 41st SSP Annual Meeting at the Marriott Marquis San Diego Marina, May 29 – May 31, 2019. The SSP Annual Meeting typically has 850-950 attendees. Exhibitors and sponsors can make valuable contacts with our highly engaged membership.

This brochure outlines the many opportunities you have to reach this important market, including exhibits, sponsorships, advertising, and media distributions.

Sponsor or Exhibit at the SSP 41st Annual Meeting

- Share your latest products and services in an energized and focused setting.
- Take advantage of traffic builders, including advertising in the onsite program and having your brochure included in the attendee's registration packets. (Separate fees apply.)
- Network with your colleagues and industry professionals.
- Enjoy multimedia exposure through the printed program, SSP website and promotional materials.

Whether your company sells products or a service, the SSP 41st Annual Meeting is the place to be!

We hope to see you in San Diego!

About the SSP Annual Meeting

The SSP Annual Meeting is the focal point for those engaged in scholarly communication. By bringing professionals together in an open exchange of new ideas in scholarship, skills and technology, the meeting provides the highest standard in professional communication. The Annual Meeting offers the exhibitor the opportunity to showcase their products and services to a key market.

Our Attendees

Attendees at the SSP Annual Meeting include professionals in the various sectors concerned with scholarly publishing. All sectors, including publishers, technology providers, scholars, librarians, database producers and other stakeholders are represented. Each attendee comes to the meeting seeking new innovations in product and service development.

Accommodations

The meeting will be held at the Marriott Marquis San Diego Marina. A special rate of \$265 single/double (plus applicable taxes) has been arranged. Reserve your room by calling +1-800-228-9290 and reference SSP to receive the discounted rate. The reservation cut-off date is **May 6 at 5 pm ET**; thereafter the hotel will accept reservations on a space available basis. Exhibitors are encouraged to stay at the conference hotel.



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Exhibit at SSP

The Exhibitors Marketplace will be located in the Pacific Ballroom at the Marriott Marquis San Diego Marina. The Exhibitors Marketplace will host all breaks, breakfasts, and the receptions. Each exhibit booth and table top includes one exhibitor registration which includes access to all sessions (excluding pre-meeting seminars). Additional booth representative registration fees are \$450 per person (includes access to all sessions except pre-meeting seminars). Limit three additional registrations per booth or table top space.

Exhibit Booth includes (8'x10'):

- 8' high back wall and 3' high side drape
- One 6' x 30" draped table
- Two side chairs
- One waste basket
- One 7" x 44" booth identification sign
- Early access to mobile app to set appointments with meeting attendees
- Lead retrieval capability through the mobile app
- One full meeting registration (excludes pre-meeting seminars)

Table Top Includes:

- One 6'x30" draped table
- Two Side chairs
- One waste basket
- One 7" x 44" booth identification sign
- Early access to mobile app to set appointments with meeting attendees
- Lead retrieval capability through the mobile app
- One full meeting registration (excludes pre-meeting seminars)

The exhibit hall is carpeted. The show colors will be indicated in the decorator kit that will be sent to you at a later date.

PLEASE NOTE: To maintain uniformity and to prevent obstruction of the view of adjoining booths, displays must NOT be higher than 8' in the back and 4' high along dividers and aisles.

No walls, partitions, decorations or any other obstructions may be erected which in any way interfere with the view of any other exhibit. Exhibitors desiring to use materials other than standard booth equipment or any signs, decorations, or arrangements of display materials conflicting in any way with these above regulations must submit a detailed sketch or a proposed layout by email at least 60 days prior to the opening of the exhibit, and must receive written approval from the meeting manager.

Exhibit Booth and Table Top Fees:

(Please see exhibit hall map for Tier A/B and table top locations)

EARLY BIRD RATES ON OR BEFORE JANUARY 11, 2019:

Organizational Member Rate:	Non-Organizational Member Rate:
Tier A:.....\$2,295	Tier A:.....\$2,720
Tier B:\$2,095	Tier B:\$2,490
Tabletop:\$1,275	Tabletop:\$1,500

RATES AFTER JANUARY 11, 2019:

Organizational Member Rate:	Non-Organizational Member Rate:
Tier A:.....\$2,395	Tier A:.....\$2,825
Tier B:\$2,195	Tier B:\$2,595
Tabletop:\$1,375	Tabletop:\$1,600

Early Bird Deadline and Payment Information

The exhibitor early bird deadline is **January 11, 2019**. We anticipate selling out. Reserve your booth early, so your company information can be included in all the marketing materials! No applications will be accepted or processed before the early bird deadline without receipt of payment in full. All booths and table tops secured after the early bird deadline require payment in full.

Payments by check should be made payable to SSP and forwarded to SSP, Attn: Exhibits, 1120 Route 73, Suite 200, Mount Laurel, NJ 08054.

Exhibit Hours

Wednesday, May 29

Set Up.....Noon to 5:00 pm
Exhibitors Marketplace Opens.....5:30 pm
Exclusive Exhibit Hours /Reception 5:30 to 7:00 pm

Thursday, May 30

Exhibits Open.....7:30 am to 7:00 pm
Exclusive Exhibit Hours 7:30 to 8:45 am and 10:15 to 10:45 am
Awards Luncheon (Exhibits Open)12:15 to 2:00 pm
Exclusive Exhibit Hours3:30 to 4:00 pm and 6:00 to 7:30 pm

Friday, May 31

Exhibits Open.....7:30 am to 1:30 pm
Exclusive Exhibit Hours7:30 to 8:45 am and 10:30 to 11:15 am
Prize Drawing 10:30 am
Networking Luncheon and
Exclusive Exhibit Hours.....12:15 to 1:45 pm
Dismantle 1:30 to 3:00 pm

*This schedule is preliminary and subject to change.
Exhibitors will be notified of changes by email.*

Sponsorship Opportunities

Make the most of your visibility at the SSP 41st Annual Meeting. SSP offers support opportunities designed to showcase your company in a single event or on a single item, and multiple opportunities at different levels of support. We have something for every participating company to support and make the most of their marketing dollars.

SSP Sponsor Recognition Package *(available to all sponsors):*

- Recognition in online and printed marketing/PR promotions
- Company logo and 50-word company description in the meeting program
- Listing on SSP's Annual Meeting website with hyperlink
- Company logo on onsite conference signage
- Announcement of your participation in the *RE:member* e-newsletter
- Press release announcing your sponsorship of the SSP AM
- Listing in the meeting app
- Sponsor ribbons for badges

Diamond Package

\$8,500 — *Three Options Available*

- **Wifi:** Sponsor's choice of password will be displayed on signage, in the program book, and in the pocket program (password is subject to availability with the venue)
- **Keynote:** Includes opportunity to introduce the keynote and sponsor's organization and prominent on-screen signage (two available).
- **Awards Luncheon:** Includes pre-approved marketing material placed on attendee chairs and prominent signage

Sponsorship includes:

- Two complimentary registrations to the 2018 Annual Meeting
- Pre-approved marketing material placed in attendee registration packets
- Inside half-page color ad in the onsite program
- Banner ad on SSP's Annual Meeting website home page
- Use of "SSP Diamond Sponsor" on all corporate signage, signatures, and logos immediately before, during, and after the Annual Meeting
- Additional Benefits listed above

Platinum Package

\$6,500 — *Five Options Available*

- **Mobile App:** Includes exclusive branding on mobile app
- **Professional Headshot Studio:** Includes signage near photo studio and mentions in related push-notifications
- **Evening Reception:** Includes prominently displayed company logo at the sponsored reception and branded cocktail napkins.
- **Refresh and Recharge Lounge:** Includes signage near charging station lounge and mentions in related push-notifications
- **SSP Virtual Assistant:** Includes (2) interactive stations (one on each floor of the conference) which will include a custom designed meter board and pre-programmed Alexa device. Voice activated, the SSP Virtual Assistant helps attendees navigate the meeting and provides answers to the most commonly asked questions about the annual meeting, SSP, and our exclusive sponsor!

Sponsorship includes:

- One complimentary registration to the 2018 Annual Meeting
- 50 percent discount on an ad in the onsite program
- Use of "SSP Platinum Sponsor" on all corporate signage, signatures, and logos immediately before, during, and after the Annual Meeting
- Additional benefits listed above

Gold Package

\$4,500 — *Three Options Available:*

- Coffee break on Thursday morning, May 31
- Coffee break on Thursday afternoon, May 31
- Coffee break on Friday morning, June 1

Package includes:

- Company logo on napkins at coffee break
- Company logo on signage at the break
- 50 percent discount on an ad in the onsite program
- Use of "SSP Gold Sponsor" on all corporate signage, signatures, and logos immediately before, during, and after the Annual Meeting
- Additional benefits listed above

SSP Fellowship Partner

\$2,500

Each year, the SSP awards fellowships to early career professionals and students of publishing, librarianship and information science. The program provides annual membership to fellows, educational seminars, mentoring, and travel and attendance at the SSP Annual Meeting. Please consider a sponsorship to support this important program.

Package includes:

- Company logo with SSP Awards Fellowship Sponsor attribute on signage at meeting
- Recognition in printed and online materials as SSP Fellowship Sponsor
- Additional benefits listed above

Industry Partner

Up to \$2,000

Package includes:

- Company logo with SSP Industry Partner attribute on signage at meeting
- Additional benefits listed above

Sponsorship Opportunities continued

Branded Items

Put your brand or logo in all attendees hands at the Annual Meeting by sponsoring a branded item.

- Lanyard **\$5,000**
- Tote Bag..... **\$4,000**
- Key Cards **\$3,500**
- Water Bottle..... **\$2,500**
- Hangover Kit..... **\$1,500**
- Notepad or Padfolio **\$1,500**
- USB Drives **\$1,000**
- Portable Chargers **\$1,000**
- Pen..... **\$1,000**

**All branded items will be produced and delivered by the sponsor to the meeting location. SSP reserves the right for final approval prior to production.*

Contact partnerships@sspnet.org for further details.

Custom Support Opportunities are Available!

Work directly with SSP to create a customized sponsorship opportunity. Email partnerships@sspnet.org to design a sponsorship package that meets your organization's unique needs. Examples of past custom sponsorships include: step and repeat banners, a fun run and photo booths.

**Sponsorship and advertising packages
must be secured by **February 1, 2019**
in order to earn Priority Points toward
your 2019 booth assignment.**



Annual Meeting Advertising

SSP offers a number of opportunities to expand your presence at the Annual Meeting. To place an ad in the SSP Annual Meeting onsite program, a web banner ad on the meeting website or a mobile app push notification, please complete the ad order section on the advertising form.

Onsite Program Advertising

SSP offers four-color advertising in the meeting program given to every attendee at the Annual Meeting. SSP reserves the right to accept, reject, delete or reword advertising. The deadline to submit ad materials for the meeting program is **April 2, 2019**. We can accept your ad as an electronic file, TIFF or PDF. Print ads must be at least 300 dpi high-resolution files. Please call if your ad is in a different format than listed above. **DEADLINE:** We must receive your ad materials no later than **April 2, 2019**.

Four-Color Print Ads

PREMIUM POSITIONS

Inside Front Cover	\$900	Full Page	\$725
5" wide x 8" tall (no bleed)		5" wide x 8" tall (no bleed)	
<u>OR</u> 6" wide x 9" tall plus 1/4" bleed added on all sides (full bleed)		<u>OR</u> 6" wide x 9" tall plus 1/4" bleed added on all sides (full bleed)	
Inside Back Cover	\$900	Half Page	\$575
5" wide x 8" tall (no bleed)		5" wide x 3.75" tall (no bleed)	
<u>OR</u> 6" wide x 9" tall plus 1/4" bleed added on all sides (full bleed)			

Media Insert

SSP will place your brochure, pamphlet or flyer in each registration packet. All materials must be pre-approved by SSP. Exhibitors are responsible for any shipping and handling charges associated with these pieces. Unused materials cannot be returned.

Media Insert Fees	\$500 per insert
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Web Banner Ads and Mobile

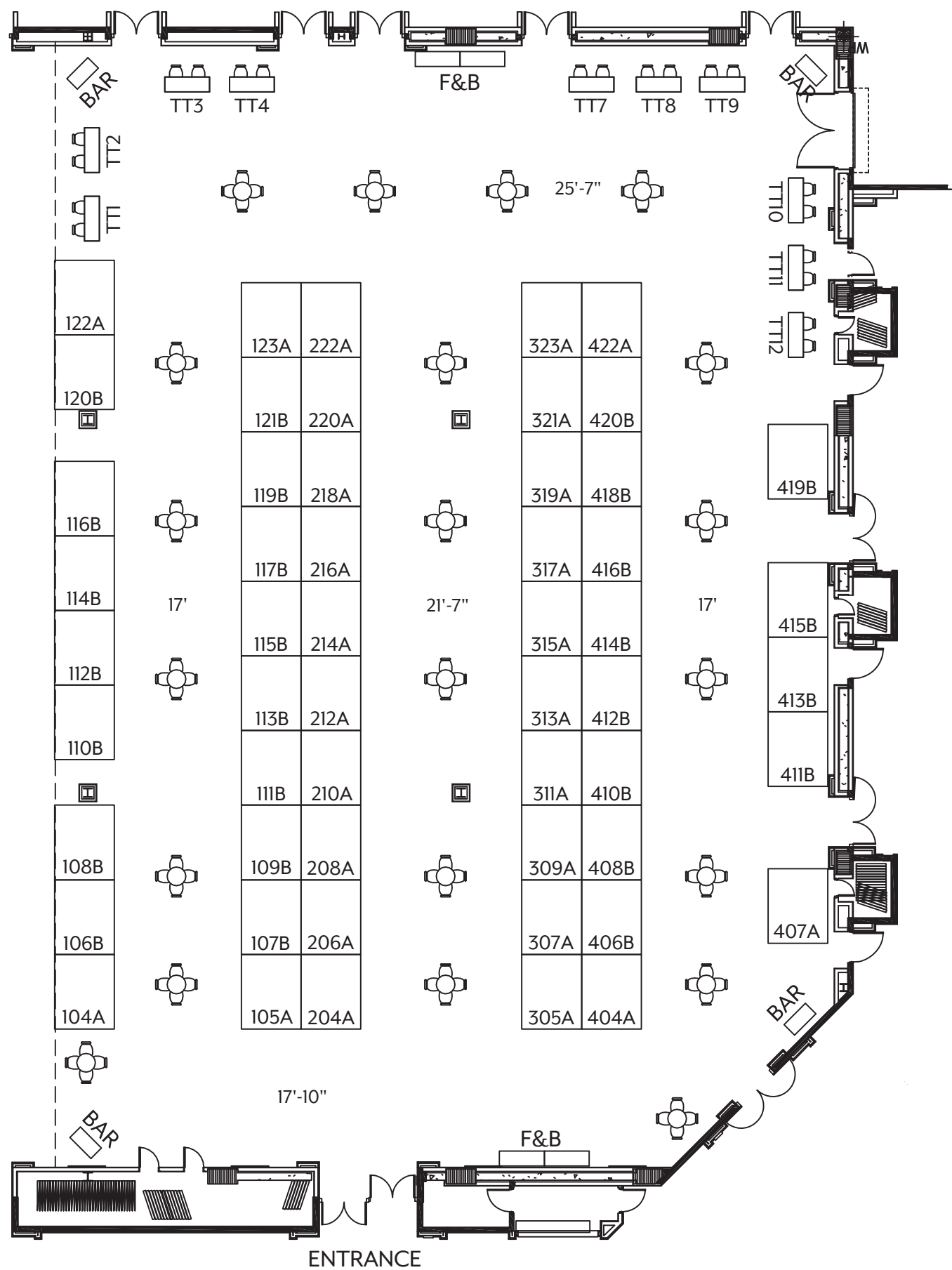
Banner ad for 1 month on the Annual Meeting landing page	\$500
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Please provide your banner ad in all 3 of the following sizes for optimum viewing on all devices: 300x250, 468x60 and 728x90

Push notifications through the mobile app	\$100
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Conference Floorplan



Exhibitor, Sponsor & Advertising Contract

Society for Scholarly Publishing | 41st Annual Conference

Marriott Marquis San Diego Marina | May 29 – May 31, 2019 | Early Bird Deadline: January 11, 2019

Company Name: _____

Primary Contact: _____ Title: _____

Address: _____

City, State, Zip: _____

Phone: _____

Email: _____ Website/URL: _____

Please list your company name, address, phone, and website as you wish them to appear in official programs and on the SSP website.

This exhibit contract includes one exhibitor pass for each paid booth. Badges for additional representatives may be purchased in advance or onsite at registration for \$450 per person. Meals and access to the conference are included in this price. Limit three additional reps per booth. You will be sent a link to register your exhibit representatives online after booth assignments are complete.

AGREEMENT: In signing this application, I agree to conform to the Society for Scholarly Publishing's exhibit regulations for the 2019 Annual Meeting, which are hereby made a part of this application. I also agree that I understand the SSP point system and booth placement policy and that SSP reserves the right to assign booths in the best interest of the 2019 Annual Meeting.

Signature _____

APPLICATION DEADLINE: To reserve your exhibit space and/or sponsorship, please submit application and payment no later than **February 27, 2019**. In the event of two or more exhibitors requesting same preference for booth location the exhibitor with the most Priority Points accumulated will receive their preference. Please see point system as detailed on page 10.

Booth Selection:

☐ Member ☐ Non-Member | ☐ Tier A ☐ Tier B ☐ Tabletop

Booth Location Request:

_____ # of exhibit spaces ordered 1st choice _____ 2nd choice _____ 3rd choice _____ 4th choice _____

Please locate us near...

We prefer to be located NEAR one of the following organizations (specific names, not type of businesses):

1. _____
2. _____
3. _____

Do not locate us near...

"Located away" means not directly next to or across the aisle. We prefer to be located away from the following competing organizations (specific names, not type of businesses):

1. _____
2. _____
3. _____

☐ **YES**, we will participate in the prize drawing. Please provide a brief description of the item (10 words) to be included in the promotional emails and the onsite program: _____

Exhibitor, Sponsor & Advertising Contract continued

Mail or email completed form and payment to: SSP, 1120 Route 73, Suite 200, Mount Laurel, NJ 08054

Email: partnerships@sspnet.org

Sponsorship Opportunities

DIAMOND SPONSOR

- ☐ Wifi \$8,500
- ☐ Keynote \$8,500
- ☐ Awards Luncheon \$8,500

PLATINUM SPONSOR

- ☐ Mobile App \$6,500
- ☐ Professional Headshot Studio \$6,500
- ☐ Evening Reception \$6,500
- ☐ Refresh and Recharge Lounge \$6,500
- ☐ SSP Virtual Assistant \$6,500

GOLD SPONSOR

- ☐ Morning Coffee Break on
Thursday \$4,500
- ☐ Afternoon Coffee Break on
Thursday \$4,500
- ☐ Morning Coffee Break on
Friday \$4,500
- ☐ FELLOWSHIP PROGRAM
PARTNER \$2,500
- ☐ INDUSTRY PARTNER Up to \$2,000

BRANDED ITEMS

- ☐ Lanyard \$5,000
- ☐ Tote Bag \$4,000
- ☐ Key Cards \$3,500
- ☐ Water Bottle \$2,500
- ☐ Hangover Kit \$1,500
- ☐ Notepad or Padfolio \$1,500
- ☐ USB Drive \$1,000
- ☐ Portable Charger \$1,000
- ☐ Pen \$1,000

Advertising Opportunities

Ad materials deadline is **April 2, 2019**. SSP reserves the right to accept, reject, delete or reword advertising.

FOUR-COLOR PRINT ADS

- ☐ Inside Front Cover \$900
5" wide x 8" tall (no bleed) OR 6" wide x 9" tall
plus 1/4" bleed added on all sides (full bleed)
- ☐ Inside Back Cover \$900
5" wide x 8" tall (no bleed) OR 6" wide x 9" tall
plus 1/4" bleed added on all sides (full bleed)
- ☐ Full Page \$725
5" wide x 8" tall (no bleed) OR 6" wide x 9" tall
plus 1/4" bleed added on all sides (full bleed)
- ☐ Inside One-Half Page \$575
5" wide x 3.75" tall (no bleed)

WEBSITE/MOBILE

- ☐ Web Banner \$500
- ☐ Push Notifications \$100

MEDIA DISTRIBUTION

- ☐ Registration Packet Insert \$500

SSP reserves the right to accept or reject materials and issue a refund of the sample if rejected.

Fee Summary

Exhibit Booth(s): \$ _____
Additional exhibitor passes can be purchased after exhibit space assignment for \$450 each, limit to three additional rep passes.)

Sponsorship: \$ _____

Advertising: \$ _____

Media Distribution: \$ _____

Total Enclosed: \$ _____

Total Amount Due: \$ _____

Payment Summary

Company Name _____

Name of Cardholder _____

☐ Visa ☐ Master Card ☐ AMEX ☐ Discover

Credit Card # _____

Exp. Date: ____ / ____

CVV Code (number on back of card) _____

Signature _____

☐ Check Enclosed

Please make check payable to: **Society for Scholarly Publishing**
Mail or email completed form and payment to:

Society for Scholarly Publishing
1120 Route 73, Suite 200
Mount Laurel, NJ 08054
Email: partnerships@sspnet.org

Important Deadlines:

Early-Bird Deadline January 11

Final Payments February 27

Website and Onsite Program Listings* April 2

Ad Deadline April 2

*Company logo/profile for sponsors, company listing/profile for exhibitors

Exhibitor, Sponsor & Advertising Contract continued

General Sponsorship Terms

This contract, properly executed by sponsor, shall upon written acceptance and notification of sponsorship assigned by meeting management, constitute a valid and binding contract. The Society for Scholarly Publishing (SSP), reserves the exclusive and total right to control all aspects of the conduct of this event; and specifically, it reserves the right to determine the eligibility of any sponsor for inclusion in the meeting sponsorship. Requests for sponsorship may be refused or restricted for any reason determined by SSP. SSP also reserves the right to render all interpretations and decisions, should questions arise, and to establish further regulations as may be deemed necessary to the general success and well being of the sponsorships and meetings. Meeting management's decisions and interpretations shall be accepted as final in all cases. The acceptance of this contract does not carry nor imply endorsement of the product or service by SSP.

SSP reserves the right to restrict any sponsorship because of method of operation, or any behavior that is judged objectionable; and also to prohibit or to that which is considered to detract from the general character of the sponsorships as a whole. This general restriction includes persons, things, conduct, printed matter, or anything deemed objectionable by SSP. In the event of such restriction, SSP is not liable for any refund or other sponsor expenses.

All sponsorship packages may not be altered or changed in anyway. All sponsorships are as initially agreed upon.

Branded Items

All branded items will be paid for, produced and delivered by the sponsor to the meeting location. All branded items must be approved by SSP prior to production.

Payment for Exhibit, Sponsorship and Advertising

Full payment must be received by **February 27, 2019**; otherwise the opportunity will be forfeited to a company on the waiting list. Sponsorship benefits will not be fulfilled until payment is received in full. SSP accepts payment via check, credit card and wire transfer.

Cancellation Policy

SSP must be notified in writing in the event of cancellation or space reduction. If cancellation of exhibit booth or sponsorship occurs prior to **February 27, 2019**, the exhibitor will be refunded 50% of the booth fee. After **February 27, 2019**, no refunds will be made.



Exhibitor Information

Assignment of Exhibit Space

Every effort will be made to assign the exhibitor the first choice of locations or as near the first choice as possible. In the event that two or more exhibitors request the same booth location, the exhibitor with the most Priority Points accumulated will receive their preference, if their request was submitted before the early bird deadline. Priority Points will be tallied for booth assignment **February 1, 2019**. Any points accumulated after **February 1** will count toward the 2020 Annual Meeting. All booth applications received after the early bird deadline will be assigned on a first come, first served basis. SSP reserves the right to assign space as necessary in the best interest of the Annual Meeting.

[Points are accumulated in a 5-year rolling window based on the following:](#)

- 250 points for being a Sustaining Member of SSP for the current year
- 100 points for being a Supporting Member of SSP for the current year
- 10 points per booth per year exhibiting
- 10 points for for applicants securing a booth by **August 1** for the following year's meeting
- 5 points for each \$100 contributed for any year-round Sponsorship or Digital Advertising initiative

Trade shows are one of the best opportunities for face-to-face marketing. Come be a part of this exciting event!

— SSP DEVELOPMENT COMMITTEE

Set Up/Dismantle of Exhibit Space

Exhibitors will have access to the marketplace **Wednesday, May 29**, from noon to 5:00 pm for set up. All exhibits must be installed by 5:00 pm for the exhibit hall opening and reception at 5:30 pm. Exhibits will be dismantled on **Friday, May 31**, 1:30 – 3:00 pm. Packing or dismantling of exhibit booths may not begin before 1:30 pm **Friday, May 31**. If an organization dismantles early it may jeopardize its eligibility to exhibit at future SSP Annual Meetings. All space occupied by an exhibitor must be surrendered in the same condition as originally leased at the commencement of occupation.

Exhibit Shipping Information

Exhibitors are responsible for any handling charges associated with their packages and it is recommended to use the decorator or a trackable service. The shipping address, dates and information will be located in your exhibitor kit sent directly to you from the SSP decorator. SSP, the decorator, its employees and agents are not responsible for the shipping of stored materials. The hotel will not accept any exhibit material shipments.

Conflicting Event Policy – Meetings, Entertainment and Social Functions

No entertainment, social functions or meetings may be scheduled to conflict with the official SSP Annual Meeting program, events, or specific exhibit hours. Offsite functions must start at least one hour after official programming, events or exhibit hours end. Exhibitors or sponsors violating this policy will not be eligible for a Tier A booth the following year and will forfeit all points accumulated for the year the violation occurred.

Requests for use of function space at the facility must be made in writing to SSP at partnerships@sspnet.org. Upon receipt of request for function space, SSP will put you in contact with the hotel directly. It is the responsibility of the exhibitor to finalize arrangements with the hotel.

Prize Drawings

Exhibitors can offer prize drawings for all attendees visiting the SSP Exhibitors Marketplace. Invite attendees to put their business cards in a bowl (you supply) at your booth. We will draw for the prize drawing during the Friday morning refreshment break. An SSP liaison will draw the winning business card from your bowl and announce the winner. Any exhibitor can participate, simply indicate on the registration form that you will be hosting a give-away. Let us know what prize you will be offering and we will advertise it in the onsite program. Attendees must be present to win. This is an opportunity for you to support the SSP Exhibitors Marketplace and to encourage attendees to visit and leave their information at your booth.

Exhibitor Rules & Regulations

Eligibility for Exhibiting

The Annual Meeting is SSP's premiere conference. Its purpose is to enhance the professional development of its members. Accordingly, SSP reserves the exclusive and total right to control all aspects of the conduct of the meeting and exhibits. SSP specifically reserves the right to determine the acceptability of applications for exhibit space. Applications must meet all of the following criteria:

- The products or services to be exhibited are of professional or educational interest or benefit to the registrants and are directly related to scholarly communication.
- The applicant is determined by SSP to be ethical and reputable, and the goods and services to be exhibited are reasonably believed by SSP not to be harmful, ineffective, or illegal.
- The applicant agrees to comply with SSP's rules and regulations governing exhibits.
- The application, fees, and any required documents are received prior to the established deadline.

Care of Exhibit Space

The exhibitor must, at its own expense, maintain and keep the booth and exhibit in clean and good order in accordance with these rules and regulations and all other applicable rules and ordinances.

Sub-Leasing

Subleasing of the exhibit space is NOT permitted, and two or more companies may not share a single leased space.

Utilities

Utilities (e.g., electrical, telephone, etc.) must be ordered directly from the designated vendors and are not included in the booth fee. Order forms will be provided by SSP staff.

Security

Each exhibiting company is responsible for safeguarding its goods, materials, equipment and exhibit booth at all times. SSP is not responsible for loss of or damage to any property.

Fire Regulations

All doors and openings must be kept clear. Exhibit signs, fire alarms and extinguishers must be visible at all times. Combustible decorations shall not be used. All packing containers, excelsior, wrapping paper, etc., are to be removed from the floor and must not be stored under tables or behind displays. All decorations must be able to stand a flameproof test.

Liability and Insurance

Exhibitor hereby assumes entire responsibility and hereby agrees to protect, defend, indemnify and save SSP, Marriott Marquis San Diego Marina, its owners, its operator, and each of their respective parent, subsidiaries, affiliates, employees, officers, directors, and agents harmless against all claims, losses or damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by its installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole gross negligence of SSP, Marriott Marquis San Diego Marina, and its employees and agents.

Exhibitors shall obtain and keep in force during the term of the installation and use of the exhibit premises, policies of Comprehensive General Liability Insurance and Contractual Liability Insurance, insuring and specifically referring to the contractual liability set forth in this Exhibit Agreement, in an amount not less than \$2,000,000 combined single limit for personal injury and property damage. SSP, Marriott Marquis San Diego Marina, its owners, its operator, shall be included in such policies as additional named insured's. In addition, exhibitor acknowledges that neither SSP, Marriott Marquis San Diego Marina, its owners, its operator, maintain insurance covering exhibitor's property and that it is the sole responsibility of exhibitor to obtain business interruption and property damage insurance insuring any losses by exhibitor.

Hotel Use

SSP reserves the right to control suite reservations at the hotel. No potential exhibitor will be allowed access to a hotel suite for the express purpose of circumventing the SSP Exhibitors Marketplace and its attendant costs.

Press Conferences

Press conferences by exhibitors on the exhibit floor during the exhibit hours are prohibited. All news conferences must be coordinated with the SSP meeting manager.

Interpretation and Enforcement

These rules and regulations become a part of the contract between the exhibitor and SSP. SSP has full power of interpretation and enforcement of these rules and its decision is final. All matters in question not covered by these rules are subject to the decisions of SSP and all decisions so made shall be binding on all parties affected by them as the original regulations. Exhibitors or their representatives who fail to observe these conditions, or contract or who, in the opinion of SSP, conduct themselves unethically, may be dismissed from the exhibition without refund or other appeal.