

Your Gateway to Generation-Y!



2010 Sponsor Packet

National Youth Involvement Board



**Preliminary Information for
Sponsors and Vendors**
2010 Annual Conference

July 26 – 29, 2010
Renaissance Grand Hotel
Saint Louis, Missouri

As the leading volunteer credit union organization devoted to “reaching, teaching and serving” credit union members under the age of 25, the National Youth Involvement Board would like to invite your support as a sponsor for our 2009 Annual Conference.

NYIB attendees are credit union and league staff who are responsible for teaching youth financial literacy and marketing to young members from kindergarten to college. Attendees create marketing to boost youth membership, deliver seminars about how to manage money, or develop credit union products especially for kids and young adults. They are looking for information, new ideas and creative products to help them serve the youth in their communities.

In our struggling economy, credit unions continue to recognize that personal finance education is key to building a healthy community. Last year the NYIB conference had roughly 100 participating attendees from organizations and credit unions in 29 states including the District of Columbia. It remains attractive to credit unions ranging in size from under \$5 million in assets to credit unions with over \$500 million in assets alike.

Join the best of the best at the leading national credit union youth conference!

If you have products or services that can help credit unions reach and teach the youth market, the NYIB Annual Conference is the place to be. You are cordially invited to register for the conference as a vendor attendee, of course. (Visit www.nyib.org for more information after January 15, 2010.) Plus, there are several exciting opportunities for you to have visibility with the movers and shakers of the youth financial literacy world.

Make plans to attend the **2010 National Youth Involvement Board Conference** at the Renaissance Grand Hotel in historic St. Louis, MO, July 26-29. This will be a tremendous opportunity to get the resources you need to teach young people good money management skills. You'll also take home valuable insights into marketing to young people. Submit a Sponsorship Application and/or Exhibit Agreement form today to secure your participation in this event. We're betting this is one conference you'll be glad you made time for.

Please contact me if you have questions. We look forward to working with you and sincerely thank you for your support. You are what makes this conference possible.

Sincerely,

A handwritten signature in black ink that reads 'Pamela E. Swope'.

Pam Swope, CUDE
Treasurer, North Central Regional Coordinator
National Youth Involvement Board
(989) 460-6225
pam@nyib.org

Sponsorship Opportunities

NYIB CONFERENCE SPONSORSHIP OPPORTUNITIES

All sponsorships include space on the NYIB website resource page for 1 year following conference.

CHAMPION Sponsorships:

\$5,000

Includes one (1) complimentary conference registration; a "live" opportunity to pitch your product or company at both the Welcome Reception and Vendor Reception Event (2 min. scripted); recognition of your company during the Awards Dinner and Annual Meeting Breakfast; print recognition on conference marketing components, literature and signage; optional booth space with complimentary electric and high speed internet in the Exhibit Hall. This year, all receptions and breaks are again scheduled to be hosted in the Exhibit Hall dramatically increasing visibility to attendees.

EDUCATOR Sponsorships:

\$2,500

Includes print recognition on conference event signage and literature and recognition of your company during the Awards Luncheon.

MENTOR Sponsorships:

\$1,000

Includes print recognition on conference event signage and literature.

ADVOCATE Sponsorships:

\$500

Includes recognition of your company during the Awards Luncheon.

Conference Goodie Bags:

All sponsors are encouraged to contribute to the conference goodie bags. For detailed conference sponsorship information and registration please contact: Pam Swope at 989-460-6225 or by email at: pam@nyib.org

FOOD AND BEVERAGE SPONSORSHIPS

All Food & Beverage Sponsorships include signage at sponsored event and print recognition in program or conference booklet and space on NYIB website resource page for 1 year following conference.

Opening Gen. Session & Welcome Reception, Monday, July 26th:	\$2,500
Continental Breakfast, Tuesday, July 27th:	\$1,500
Vendor Reception & Awards Recognition Dinner, Tuesday, July 27th:	\$5,000
Continental Breakfast, Wednesday, July 28th:	\$1,500
Regional Meeting Box Lunch, Wednesday, July 28th:	\$1,500
NYIB Annual Meeting Breakfast, Thursday, July 29th:	\$3,000

SOLD

SESSION SPONSORSHIPS

All Session Sponsorships include signage at sponsored event, print recognition in conference booklet and where noted (*) the opportunity to introduce the session and give a 30 second scripted description of your company and the products/services that you offer and space on the NYIB website resource page for 1 year following conference.

Pre-conference Workshop, Monday, July 26th:*	\$1,000
Morning General Session, Tuesday, July 27th:	\$850
Breakout Sessions (3 to choose from), Tuesday, July 27th:*	\$500
Cafe Conversations (discussion style breakouts), Tuesday, July 27th:	\$500
Afternoon General Session, Tuesday, July 27th:	\$850
Morning General Session, Wednesday, July 28th:	\$850
General Session (Best Practices), Wednesday, July 28th:	\$850
Breakout Sessions (3 to choose from), Wednesday, July 28th:*	\$500
Afternoon General Session, Wednesday, July 28th:	\$850
Closing General Session, Thursday, July 29th:	\$850

Sponsorship Application

For the best return on your dollar and optimum amount of visibility, please return this form with full payment at your earliest convenience. Sponsorships are assigned on a first-come first-served basis.

Please note that marketing related materials for the conference are continually being produced. Inclusion of your organization's information in these materials will be added to all future pieces upon execution of sponsorship agreement.

Please select your sponsorship(s) of choice by checking the appropriate box(es) below.

- \$5,000 **CHAMPION** Sponsorship
- \$2,500 **EDUCATOR** Sponsorship
- \$1,000 **MENTOR** Sponsorship
- \$500 **ADVOCATE** Sponsorship

FOOD AND BEVERAGE SPONSORSHIPS

- ~~\$2,500 Welcome Reception, Mon~~ **SOLD**
- \$1,500 Continental Breakfast, Tue or Wed (*circle one*)
- \$5,000 Vendor Reception/Awards Dinner, Tue
- \$1,500 Regional Meeting Box Lunch, Wed
- \$3,000 NYIB Annual Meeting Breakfast, Thu

SESSION SPONSORSHIPS

- \$1,000 Pre-conference Workshop, Mon
- \$850 General Session, Tue
- \$500 Breakout Sessions (3), Tue
- \$500 Cafe Conversations Session, Tue
- \$850 General Session, Wed AM or PM (*circle one*)
- \$850 General Session (Best Practices), Wed
- \$500 Breakout Sessions (3), Wed
- \$850 Closing General Session, Thu

\$ Total Sponsorship Amount Due

By signing below, I acknowledge that I have read the NYIB Sponsorship Guidelines, Terms and Conditions on page 7, and accept the information contained therein.

Signature: _____

Print Name: _____

Date: _____

To secure a sponsorship, FULL PAYMENT **MUST ACCOMPANY THIS COMPLETED FORM.** Sponsorship Applications must be received on or before *March 1, 2010*. One half of payment will be forfeited after *March 1, 2010*, for sponsorship cancellations.

DEADLINE: MARCH 1, 2010

In order to process your application, ALL of the fields on this form must be completed. The information will be utilized in the official Conference Program.

PLEASE ALSO INCLUDE A CAMERA-READY VERSION OF YOUR COMPANY'S LOGO WITH THIS APPLICATION.

*Please see guidelines on page 7.

Company: _____

Address: _____

City: _____ St: _____ Zip: _____

Phone: _____ Fax: _____

Website: _____

Contact for Sponsorship Coordination:

Name: _____

Title: _____

Phone: _____ E-mail: _____

***REMEMBER TO FILL OUT REPRESENTATIVE REGISTRATION FORM ON PAGE 6.**

METHOD OF PAYMENT

Payment in full is required to secure sponsorship.

Check: Payable to NYIB

Return with payment to:

Pam Swope, Treasurer
NYIB
PO Box 446
Bay City, MI 48707-0446

Fax/Email completed form to:

(payment must be mailed):

Pam Swope, NYIB Treasurer
989.460.3194 pam@nyib.org

Exhibit & Networking Vendor Information

All receptions and breaks will be hosted in the Exhibit Hall dramatically increasing visibility to attendees. Additionally, the entrance into the General Session room will be located in the Exhibit Hall, requiring attendees to walk through the Exhibit Hall to attend sessions.

Exhibitors will be provided a skirted 6' table and will be able to use the immediate space behind the table for displays/booths, as well as up to two feet on either side of the table (not to exceed a total of ten feet in width). Location of exhibits within Exhibit Hall will be made on a first-come, first-served basis as the Exhibitor Agreement Form and payments are received. If space is unavailable at the time the contract and fee(s) are received, the exhibitor will be notified and will receive a full refund of Exhibit Hall payments made.

Networking Vendor Rates

Networking Vendor Package Includes

- One (1) representative registration
- Electronic list of conference attendees
- Welcome Reception on Monday*
- Breakfast and Lunch on Tuesday and Wednesday*
- Evening Dinner/Reception Event on Wed.*
- Annual Meeting Breakfast on Thursday*
- Access to all Educational Sessions*
- Option to insert (1) item and/or (1) piece of literature in attendee goodie bags
- Company information printed in conference booklet
- Web space on NYIB website resource page for 1 year following conference

**Available to registered representative only. One registration is included with each Networking Vendor package. Additional personnel can register for \$599 each. All meal events are subject to final scheduling and venue availability.*

- \$1,200
If postmarked on or before June 30, 2010

- \$1,400
If postmarked after June 30, 2010

Exhibit Hall Rates

Included for Champion Sponsors

Exhibit Hall Package Includes:

Everything included in Networking Vendor package *PLUS*

- space for display/booth and (1) skirted table (optional)
- Company logo on exhibit hall signage

** Available to registered representative only. One registration is included with each Exhibit Hall space purchased (excluding \$500 level). Additional personnel can register for \$599 each.*

- \$500
If participating at any other sponsorship level
(including Networking Vendor)

- \$1,800
If postmarked on or before June 30, 2010

- \$2,000
If postmarked after June 30, 2010

Installation & Dismantling

Setup of exhibits may begin at 9am on Monday, July 26th, and must be completed no later than 12:00pm that day. No exhibits may be dismantled or packing started before 12:00pm on Wednesday, July 28th. It will be each Exhibitor's responsibility to see that all materials are removed from the exhibit hall and hotel by 9am on Thursday, July 29th.

Shipping Information

The Exhibitor agrees to ship, at his/her own risk and expense, all articles to be exhibited. Shipping instructions and details will be sent directly to the exhibitor by May 1, 2009.

Exhibit Registration Form

3 WAYS TO SECURE EXHIBIT OR NETWORKING SPACE

- 1) Fax completed form to (*payment must be mailed*):
Pam Swope, NYIB Treasurer
989.460.3194
- 2) Mail completed form to:
Pam Swope, Treasurer
NYIB
PO Box 446
Bay City, MI 48707-0446
- 3) E-mail to pam@nyib.org (*payment must be mailed*)

NETWORKING VENDOR RATES:

- \$1,200 If postmarked on or before June 30, 2010
- \$1,400 If postmarked after June 30, 2010
- _____ Additional attendees at \$599/ person

EXHIBIT HALL RATES:

Included for Champion Sponsors

- \$500 If participating at any other sponsorship level
- \$1,800 If postmarked on or before June 30, 2010
- \$2,000 If postmarked after June 30, 2010
- _____ Additional attendees at \$599/ person
1st included with Champion sponsorships and Exhibit Hall package

\$ **Total Amount Due**

METHOD OF PAYMENT

Payment in full is required to secure a space.

Check: Payable to NYIB

Return with payment to:

Pam Swope, Treasurer
NYIB
PO Box 446
Bay City, MI 48707-0446

*REMEMBER TO FILL OUT REPRESENTATIVE REGISTRATION FORM ON PAGE 6.

By signing below, the above company agrees to abide by all exhibit rules on pages 7-8.

Signature: _____

Print Name: _____

Company: _____

Address: _____

City: _____ St: _____ Zip: _____

Phone: _____ Fax: _____

Website: _____

Show Contact for Conference Communications:

Name: _____

Title: _____

Phone: _____ Email: _____

Sales Contact to be Included in Exhibitor Directory:

Name: _____

Title: _____

Address: _____

City: _____ St: _____ Zip: _____

Phone: _____ Email: _____

No exhibit space is secure until we provide a confirmation of your booth assignment. Confirmations will be emailed to the show contact within 7 working days of receipt of payment.

Please specify companies that you do **NOT** wish to be positioned near. We will do our best to accommodate your request.

Conference materials will include a directory with a company profile of all participating exhibitors. Please email a **description of your company in 50 words or less** to pam@nyib.org.

All information must be received by **July 1, 2010** to be included in the conference materials. NYIB reserves the right to edit any material for length.

Representative Registration Form

No more than one (1) registration will be permitted for each Exhibit Booth Fee and Networking Exhibitor Fee paid. Any additional person(s) on the premises on behalf of Exhibitor will be required to pay the registration fee determined for additional Exhibitors. Registration includes: Reception on Monday; Breakfast on Tuesday and Wednesday; Lunch on Wednesday, Special Evening Events, and Annual Meeting Breakfast Thursday. Please complete the following information as you would like it to appear on your badge.

Company Name _____

1st registration included with Champion Sponsorships, Networking Vendor and Exhibit Hall package (excludes \$500 level)

Name: _____

Title: _____

Address: _____

City: _____ St: _____ Zip: _____

Phone: _____ E-mail: _____

YES I would like to register an additional attendee at \$599/person

Name: _____

Title: _____

Address: _____

City: _____ St: _____ Zip: _____

Phone: _____ E-mail: _____

YES I would like to register an additional attendee at \$599/person

Name: _____

Title: _____

Address: _____

City: _____ St: _____ Zip: _____

Phone: _____ E-mail: _____

Hotel Information

The conference will take place at Renaissance Grand Hotel, St. Louis, MO.

Reservations can be made by calling the hotel directly at 313-621-9600.

The cutoff date for the guaranteed group rate is July 10, 2010. Standard room rates are \$119 per night, plus tax. Subject to availability.

Must mention the National Youth Involvement Board.

Logo Guidelines

For print recognition

1. Logo must be supplied digitally (flattened .jpeg .tif, .eps, or uncompressed PDF), or via e-mail. Due to our firewall, no zipped files can be accepted.
2. Logo must be built in CMYK at a minimum of 300 dpi with a graphic or page layout program.
3. While Windows-created logos are preferred, PC-compatible Macintosh files may be accepted
4. Please specify the file name to be printed and include the fonts and links used in creating the file.
5. A color proof must accompany logo. For black and white logos, images must be set to gray scale or bitmap.
6. No photocopies, camera-ready art, film, tear-sheets from previously printed logo, or faxes accepted.
7. Logo must be received by **JULY 1, 2010**

Send to:

Pam Swope, Treasurer
National Youth Involvement Board
PO Box 446
Bay City, MI 48707-0446
989.460.6225
pam@nyib.org

Terms & Conditions

Conference, Food & Beverage and Session sponsors

By sponsoring an event at the National Youth Involvement Board (NYIB) Annual Conference, the "Sponsor" agrees to the following terms and conditions.

1. The acceptance of sponsorship is based upon social, professional, ethical, and legal considerations.
2. NYIB reserves the right to unilaterally reject or cancel any sponsorship that it deems not in the best interest of NYIB, its network, and partners.
3. Sponsors are jointly and severally liable for all content (including text representation and illustration) of the logo printed. Sponsors shall indemnify and hold harmless NYIB from and against any and all claims, demands, actions, judgments, costs, damages, expenses and liabilities inclusive of attorney fees and court costs arising out of or in connection with Sponsors logo. NYIB shall not be responsible for any direct or indirect damages to Sponsor arising out of this agreement.
4. Sponsorships do not constitute endorsements by NYIB.
5. NYIB reserves the rights, in its sole and absolute discretion, to position logos anywhere on the publication.
6. While every effort is made to assure the timely release of the publication, NYIB is not liable for printing or publishing delays.
7. Marketing related materials for the conference are continually being produced. Inclusion of your organization's information in these materials will be added to all future pieces upon execution of sponsorship agreement.
8. NYIB shall not be responsible for any typographical or printing errors.
9. This Agreement contains the entire agreement of the parties; this Agreement supersedes any agreement Sponsors may have among themselves or that is submitted with any Sponsor's logo copy.

Exhibit Rules

1) EXHIBIT HALL SPONSORSHIP AND MANAGEMENT: The Event is produced by and is under the exclusive ownership and control of the National Youth Involvement Board. ("NYIB"). NYIB will provide event management and attendance promotion. In addition, Exhibitor acknowledges that NYIB and Marriott Hotels - Renaissance Grand do not maintain insurance covering Exhibitor's property, and that it is the sole responsibility of the Exhibitor to obtain business interruption and property damage insurance covering such losses by the Exhibitor.

2) CONTRACT FOR EXHIBIT SPACE: Exhibitors wishing to contract for exhibit space must sign the Exhibit Agreement Form and tender payment in full. Acceptance by NYIB of the signed document constitutes a tentative contract for rental of an assigned exhibit space. Failure to occupy the assigned exhibit space shall not relieve any Exhibitor of the obligation to pay the full Exhibit Fee. Each Exhibitor MUST be registered for the conference and pay the Exhibit Fee in accordance with Rule #4 below.

3) ASSIGNMENT OF EXHIBIT SPACE: Allocation of available exhibit space will be made on a first come, first served basis. NYIB will make a reasonable effort to assign exhibit space based upon the preferences indicated by Exhibitor on the Exhibit Agreement Form; however, NYIB does not guarantee that any particular exhibit space will be assigned to a given Exhibitor, and all exhibit space will be ultimately assigned at the sole discretion of NYIB. Exhibitors may only display products and/or information in the assigned exhibit space. An exhibit space is NOT to be considered definite until a confirmation letter is received by the Exhibitor. Confirmation letters will be sent within seven (7) working days of receipt of exhibit agreement with payment.

4) EXHIBIT FEE: The Exhibit Agreement Form MUST be accompanied by payment in full. Full payment of the applicable Exhibit Fee must be received by NYIB no later than thirty (30) days prior to the first day when the Exhibit Hall is scheduled to open. The exhibit space reserved for the Exhibitor will be released and any sums already paid may be retained by NYIB as liquidated damages for Exhibitor's failure to complete timely payment.

Exhibit Rules Cont.

- 5) **CANCELLATION POLICY:** Cancellations MUST be made in writing. In the event of such cancellation, NYIB agrees to return to Exhibitor any rental fees paid by it to NYIB, minus a 20% cancellation fee per exhibit space. No refunds will be made for cancellations received thirty (30) days prior to the exhibit set up date.
- 6) **EXHIBIT SPACE SET-UP AND FORFEITURE:** At least ten (10) days prior to the Event, Exhibitors will be furnished, via Internet access, information concerning the time at which Exhibitors will be given access to the exhibit space for purposes of set-up. All displays must be set-up, completed and in place no later than 12:00 pm on Monday, July 26th. Any reserved exhibit space which remains unoccupied at that time will be deemed forfeited and may be re-rented, reassigned, or otherwise used at the sole discretion of NYIB. This clause shall not affect the obligation of Exhibitor to pay the full Exhibit Fee as provided in Rule #4 above, and NYIB may retain as liquidated damages the whole Exhibit Fee received for any exhibit space not used.
- 7) **CONCLUSION OF EVENT:** Each Exhibitor will be notified of the conclusion time of the Event. Exhibitors may begin dismantling or packing exhibit equipment no sooner than 12pm on Wednesday, July 28th. Should an Exhibitor begin breaking down prior to the conclusion of the event, they may be excluded by NYIB from future events.
- 8) **CANCELLATION OF EVENT:** The performance of this Agreement by NYIB is subject to acts of God, government regulations, disaster, civil disorders, or other emergencies, or any other circumstance beyond the control of NYIB including but not limited to power failure/blackout, any of which make it illegal or impossible to provide the facilities and/or services contemplated. It is provided that this Agreement may be terminated by NYIB for any one or more of such reasons.
- 9) **CONFERENCE REGISTRATIONS INCLUDED WITH EXHIBIT SPACE:** No more than one (1) registration will be permitted for each Exhibit Booth Fee paid. Any additional person(s) on the premises on behalf of Exhibitor will be required to pay the registration fee determined for additional Exhibitors. Registered participants are entitled to attend conference functions as specified in conference registration materials.
- 10) **APPROPRIATENESS OF EXHIBITS:** NYIB reserves the right to judge the appropriateness of any display and/or the conduct of Exhibitor's employees or agents while on the Event premises, and to decline to permit Exhibitor to conduct or maintain a display if, in the sole judgment of the Conference Manager or NYIB officials, said display or conduct shall in any respect be deemed unsuitable. This reservation relates to persons, conduct, the display of articles or merchandise, souvenirs, catalogs printed matter, and any and all other things, without limitation, which might negatively affect the character of the conference and/or Event. Exhibitor shall be responsible for ensuring that all persons present on its behalf adhere to proper business etiquette.
- 11) **EXHIBIT SPACE AND DISPLAY RESTRICTIONS:** All displays, including but not limited to signs, the distribution of circulars, publications, advertising matter and promotional giveaways may be distributed only within the exhibit space assigned. All activities, including but not limited to any interviews, lectures, conferences, distribution of literature, promotional giveaways, or any type of activity, shall be conducted exclusively inside the assigned exhibit space. Nothing shall be posted or otherwise attached to walls, floors or other parts of the building or furniture, and displays will not be permitted to intrude into or over aisles. The aisles and other spaces on the Event premises not rented to Exhibitors shall be under the exclusive control of NYIB. Standing in aisles or in front of displays of other Exhibitors for advertising purposes is strictly prohibited. Interruption or solicitation of prospective clients from another Exhibitor's display is strictly prohibited.
- 12) **CONFLICTING ACTIVITIES:** Exhibitors shall not permit, conduct or participate in activities that would take attendees from official functions of the conference or Event during conference hours. Limited distribution of any promotional material, handouts, or giveaways may be conducted with the prior approval of NYIB, but in no event should attendees be taken from the primary purpose of the conference. This restriction applies to exhibits in meeting and sleeping rooms, including hospitality suites, or any location on hotel premises. Exhibitors shall not take literature, samples or gifts, or register for door prizes from other Exhibitors, nor shall Exhibitors visit another Exhibitors' hospitality functions, without that other Exhibitor's express permission. Exhibitors shall refrain from any act that may interfere with another Exhibitor's advertising efforts.
- 13) **SHARING AND SUBLETTING:** Exhibitor agrees not to assign or sublet the whole or any portion of the assigned exhibit space. Two Exhibitors may, upon advance application to the Conference Manager, be permitted to share a single exhibit space. For any exhibit space so shared, there will be a fifty percent (50%) charge added to the booth Rental Fee for the exhibit space.
- 14) **SOLICITATION BY NON-EXHIBITORS:** Persons not affiliated with a registered Exhibitor pursuant to a signed Exhibit Agreement Form are prohibited from posting any displays or distributing any catalogs, merchandise, printed matter, souvenirs or the like within the Event premises, meeting facilities, or hospitality suites.
- 15) **SHIPPING:** Exhibitor shall ship, at his or her own risk and expense, all property to be exhibited. All shipments must be prepaid. The Conference Manager will make available on the NYIB web site, any further information approximately 30 days prior to the Event. Specific questions may be directed to the Conference Manager.
- 16) **FIRE REGULATIONS:** All decorations, signs, banners, or other similar material generally considered to be easily ignited shall be flame retarded to the satisfaction of the applicable fire department. Aisles and exits shall be kept clean, clear and free of obstruction. Exhibitor shall at all times abide by applicable health and safety regulations.
- 17) **RESPONSIBILITY:** It is the responsibility of Exhibitor to be fully familiar with these rules and to comply with same. It is the further responsibility of Exhibitor to ensure that each individual in any way associated with Exhibitor on the Event premises or attending the conference is also familiar with these rules and complies with same. For purposes of compliance with these Exhibit Rules, the term Exhibitor shall also include any and all persons in any way associated with Exhibitor, including but not limited to any employee, agent, representative, affiliate, independent contractor, or any other person or entity who may be on the Event premises or attending the conference at the request or on behalf of Exhibitor.
- 18) **LIABILITY:** Exhibitor shall indemnify and hold NYIB harmless from any claim, liability, loss, damage, cost, expense including reasonable attorneys' fees, award, fine or judgment with respect to or arising out of Exhibitor's use of the exhibit space. This includes, without limitation, any such claims, liability, loss damage, cost, expense, award, fine or judgment arising by reason of death or bodily injury to persons, injury to property arising by reason of Exhibitor's negligent act, regardless of whether such act is active or passive. Exhibitor shall not, however, be obligated to indemnify NYIB with respect to losses caused by the willful misconduct of NYIB, its agents or employees.
- 19) **INSURANCE:** Exhibitor shall, at own expense, obtain liability insurance sufficient to cover persons and property from loss by fire, theft, accident or other cause. Said policy shall be placed with a reputable insurance carrier and shall be in a minimum amount of one million dollars (\$1,000,000.00) for each occurrence.
- 20) **EXCLUSIVE CONTROL:** The Conference Manager shall have exclusive control over Event admission and operational policies. These rules are established for the mutual benefit and protection of NYIB and Exhibitor. The Conference reserves the right to make such changes in the time schedule or in the general plan of the Event as deemed necessary. Exhibitor shall conform to the rules of the hotel or other facility in which the conference and Event are being held.
- 21) **PENALTY FOR VIOLATION:** It is the responsibility of Exhibitor to ensure that these rules are followed. Failure to do so may result in Exhibitor's suspension from this and future NYIB conferences and functions.