

UIC

McLeod
SOFTWARE®

2024

EXHIBITOR
PROSPECTUS

SEPT 22-24 | CHARLOTTE CONVENTION CENTER | CHARLOTTE, NC

JOIN US SEPTEMBER 22-24

for an incredible business opportunity to network with
McLeod Software customers!

Who attends McLeod Software UC?

Our attendees include C-Level executives, managers, directors, and other technical experts from top for-hire and private over-the-road fleets and brokerages of varying sizes and operational profiles. Come join an expected 1,500+ attendees for an event you will not want to miss!

1,500+ Attendees

- 350+ Customer Companies
- 75+ Exhibitor Companies

Attendee Profile

- C-Level — 64%
- Other — 36%

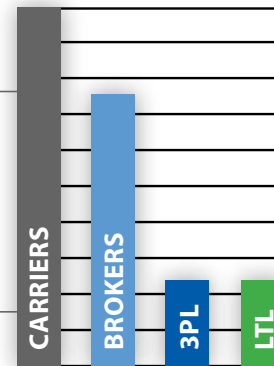
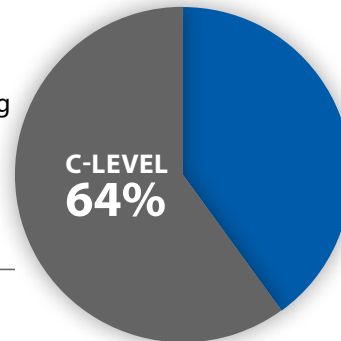
Company Type Profile

- Carriers — 82%
- Brokers — 64%
- 3PL — 25%
- LTL — 20%

99.4% Customer attendees said they would attend McLeod UC again

11.5 Hours Exhibition

6 Additional Hours of Networking





“The value of networking and the firsthand look at new vendors’ technology alone covers the cost. All of the McLeod information you gain is a bonus.”

– Travis White, RRR Transportation



What You Receive as an Exhibitor

Booth assignments will be made based on sponsorship level and on a first-come, first-served basis.

Booth Space Exhibition Includes

- Exhibit space for your booth determined by sponsorship level
- Complimentary UC registrations per sponsorship level (additional registrations \$1,295 each)
- 6' table with black skirting, two side chairs & one wastebasket
- 8' back by 3' side piping and drapes (black)
- Company I.D. sign (11" x 17")
- Wireless Internet Access (casual access only)
 - Wired internet access available for additional fee, see exhibitor kit for details
- Company recognition on the McLeod UC2024 web page
- Recognition in the UC2023 Program
- UC2024 app provides additional branding and space for company/product/services details
- Preview of attending companies/attendees via app
- Your own Booth Prize Drawing* (optional)

Note: The exhibit hall is NOT carpeted. Exhibitors must provide flooring for their booth space.

Kiosk Exhibition Includes

- Stand-alone kiosk with artwork, exhibitor logo, bar stool, and carpet
 - Additional seating, banners, pop-up signage, literature racks, etc., are NOT permitted
- 43" monitor, HDMI cable connection, and electrical connection
 - Wireless Internet Access (casual access only) – hardwired internet access available for additional fee, see exhibitor kit for details
- 1 Complimentary UC registration (additional registrations \$1,295 each)



Tabletop Exhibition Includes

- Stand-alone highboy table with logo signage, 1 bar stool, and carpet
- Additional seating, banners, pop-up signage, literature racks, etc., are NOT permitted
- Electrical connection NOT available
 - Wireless Internet Access (casual access only)
 - Bring batteries if you plan to use a laptop
- 1 Complimentary UC registration (additional registrations \$1,295 each)

To see a current map with booth availability, go to UserConference.McLeodSoftware.com/UC-Map

Early Bird Booth Registration — SAVE \$500

- \$5,500 – Early Bird Fee Per Booth
- \$6,000 – After August 1

Exhibitor Booth Prize Drawing*

Hold your own prize drawing to attract leads and obtain contact information from prospects and customers.

Please check the box for participation when reserving your booth.

Prizes should be worth \$100 or more. Some examples include gift cards, laptops, tablets, Google Home Mini, Amazon Echo Dot, GoPro camera, Apple watch, your company's services, etc. **Participating exhibitor companies are announced, along with their drawing winner(s), during the Tuesday Afternoon Break.**

UC2024 App

The UC2023 Conference App, provided by Attendee Hub, provides your company with a listing along with your logo, company name, and product description, as well as links to social media and your website. In addition to basic contact information, you may include a company/product description.

Note: The conference app will remain live for up to 6 months following the conference.

By using the app, you can capture qualified leads by sending a private message or meeting request. Start networking days, even weeks, in advance of the conference. Conference app goes live approximately 30 days prior to show time.

Lead Capture Options *(separate purchase)*

Enhance your experience while exhibiting at UC2024 with an easy-to-use lead retrieval tool offered by Cvent. Lead retrieval services are provided through the Cvent LeadCapture product. Licensing available for purchase separately.

How It Works:

- Scan badges to gather lead information
- Score leads and take notes
- Export leads to any database on demand

App License:

- \$499 – 3-Pack LeadCapture License
- \$249 – Single LeadCapture License
- \$149 – Additional LeadCapture License

(Steps to purchase provided after receipt of a signed exhibitor contract.)

Sponsorship Levels

Heighten the awareness of your products and services to hundreds of potential customers. Choose from a variety of sponsorship levels and show attendees your support for McLeod Software. Offerings include bundled savings as well as a-la-carte advertising in addition to other event items. **See sponsorship form for more details.**

Discounted Add-On Sponsorship Opportunities

Feature your products and services through a-la-carte sponsorship opportunities to extend your reach within the McLeod customer base. Select the options best suited for your needs and budget.



Trucking Technology & Services Exhibition Schedule

(Subject to change)

Set Up

SUNDAY, SEPTEMBER 228:00 am – 3:30 pm

(Optional Golf outing 6:30 am - 1:30 pm)

Exhibition Days and Times

SUNDAY, SEPTEMBER 22

6:00 pm – 8:00 pmOpening Reception

MONDAY, SEPTEMBER 23

7:00 am – 9:00 amBreakfast &
General Session

10:15 am – 11:00 amMorning Networking Break

12:15 pm – 1:45 pmGeneral Session Lunch

3:00 pm – 3:45 pmAfternoon
Networking Break

TUESDAY, SEPTEMBER 24

7:00 am – 8:30 amBreakfast

9:30 am – 10:15 amMorning Networking Break

11:15 pm – 12:45 pmGeneral Session Lunch

3:00 pm – 3:45 pmAfternoon
Networking Break

Breakdown

TUESDAY, SEPTEMBER 24

.....4:00 pm – 8:00 pm

WEDNESDAY, SEPTEMBER 25

.....8:00 am – 12:00 pm

The Venue

Charlotte Convention Center

Charlotte, NC

501 South College Street

Charlotte, NC 28202 | 704.334.2282

Questions?

Email: Exhibit@McLeodSoftware.com

Phone: 205.823.5100



	HEADLINE \$75,000 <i>Exclusive</i>	DIAMOND \$50,000 <i>Two Available</i>	PLATINUM \$35,000	GOLD \$25,000	SILVER \$12,000	BRONZE \$7,500	EXHIBITOR \$5,500 <i>\$6,000 after Aug 1</i>	KIOSK EXHIBITOR \$5,500	TABLETOP EXHIBITOR \$3,500
Exhibitor Space	20' x 20'	10' x 20'	10' x 20'	10' x 10'	10' x 10'	10' x 10'	10' x 10'	Kiosk* - Includes electrical connection	Tabletop + Signage**
Complimentary Registrations <i>(additional regs \$1,295 per person)</i>	8	6	4	3	2	2	2	1	1
Listing in Program	100 Words	75 Words	75 Words	50 Words	50 Words	50 Words	35 Words	35 Words	35 Words
Listing in UC App & Signage	✓	✓	✓	✓	✓	✓	✓	✓	✓
Recognition at Opening General Session	✓	✓	✓	✓	✓	✓	*	*includes electrical connection	**NO electrical connection available
Logo/Link from UC Website & App	✓	✓	✓	✓	✓	✓			
Logo/Link included in email promotions sent to customers pre/post show	✓	✓	✓	✓					
Registration Area Branding	✓								
Video Promo Monday Lunch <i>(sponsor provides)</i>	Up to 1-minute								
INCLUDES									

To complete a Sponsorship Agreement, click [here](#).

One Item (Group A)	One Item (Group A)	One Item (Group A)	One Item (Group A)	One Item (Group A)
Two Items (Group B)	Two Items (Group B)	Two Items (Group B)	Two Items (Group B)	
Two Items (Group C)	Three Items (Group C)	Three Items (Group C)		
Two-page UC Program Ad	Full Page UC Program Ad	Full Page UC Program Ad		
UC Mobile App Splash pg and Banner Ad & Link	UC Mobile App Banner Ad & Link			
Private Meeting Room	Private Meeting Room			
Eblast Ad in Three McLeod Customer E-Newsletters	Eblast Ad in Two McLeod Customer E-Newsletters			
The Dispatch magazine Full-page Ad, Four Issues, plus a Two-page Advertorial in One Issue	The Dispatch magazine Full-page Ad, Four Issues			
Customer Case Study Up to 8 pages, includes writing, art, layout & design				

GROUP A

ONLY SELECT ONE

HEADLINE, DIAMOND, or PLATINUM

- SOLD** Lanyards
- SOLD** Conference Gift
- SOLD** Recharge Lounge

HEADLINE, DIAMOND, PLATINUM,
or GOLD

- SOLD** Opening Cocktail Reception
- SOLD** Hotel Key Cards
~~Westin & J.W. Marriott~~
- SOLD** Training Lab Area
- SOLD** Conference Note Pads
 - Conference Tote Bags
 - Tote Bag Insert
 - Beverage Stations
- SOLD** Conference Wi-Fi

GOLD or SILVER

- Conference Pens
- Two Registrations
- Tote Bag Insert
- Monday A.M. Break
Networking & Exhibition
- Tuesday A.M. Break
Networking & Exhibition
- Monday P.M. Break
Networking & Exhibition
- Tuesday P.M. Break
Networking & Exhibition
- One Full-page UC Program Ad

ANY LEVEL

(HEADLINE through SILVER)

- Booth Upgrade*
 - * Adds a 10 x 10' to your existing booth space per sponsor level, includes two registrations.

GROUP B

SELECT TWO

HEADLINE, DIAMOND, PLATINUM,
or GOLD

- Booth Upgrade*
 - *Adds a 10 x 10' to your existing booth space per sponsor level, includes two registrations.
- Monday or Tuesday Breakfast
Networking & Exhibition
- Monday or Tuesday Lunch
Networking & Exhibition
- Tote Bag Insert
- 25-minute Breakout Session
- Product Showcase
7-minute, mini theatre session
on exhibit floor
- One Full-page UC Program Ad
- Full-page Ad, Two Issues, in
The Dispatch magazine
- Eblast Ad in Two McLeod
Customer E-Newsletters
- In Motion* Video Guest
Segment
- Two Registrations
- Sunday Evening
Hotel Room Door Drop**
- Monday Afternoon
Hotel Room Door Drop**

** Sponsor provides, Westin
& J.W. Marriott

GROUP C

HEADLINE SELECT TWO

DIAMOND OR PLATINUM
SELECT THREE

- SOLD** Monday or Tuesday
Evening Event
 - Customer Case Study
 - Tote Bag Insert
- SOLD** Private Meeting Room
 - 25-minute Breakout Session
 - Product Showcase
7-minute, mini theatre session
on exhibit floor
 - One Full-page UC Program ad
 - Full-page Ad, Four Issues, in
The Dispatch magazine
 - Eblast Ad in Two McLeod
Customer E-Newsletters
 - In Motion* Video Guest
Segment
 - Two Registrations
 - Sunday Evening Hotel Room
Door Drop**
 - Monday Afternoon Hotel
Room Door Drop**

** Sponsor provides, Westin
& J.W. Marriott



Discounted Add-On Sponsorship Opportunities



“McLeod UC is one of the best shows in the industry! The quality of content and attendees is unmatched. We walk away with great leads every year.

— Preet Sivia, Parade

Any Level Sponsor

\$1,200

- One Full Page UC Program Ad
- Eblast Ad in Two McLeod Customer E-Newsletters

\$1,500

- Full-page Ad in *The Dispatch* magazine
- In Motion* Video Guest Segment

\$2,500

SOLD Private Meeting Room

\$3,000

- Customer Case Study
Up to 4 pages, includes writing, art, layout & design.

\$5,000

- Booth Upgrade*
- * *Adds a 10 x 10' to your existing booth space per sponsor level, includes two registrations.*

\$6,000

- Customer Case Study
Up to 8 pages, includes writing, art, layout & design.

\$7,500

- Monday A.M.
Break Networking & Exhibition
- Tuesday A.M.
Break Networking & Exhibition
- Monday P.M.
Break Networking & Exhibition
- Tuesday P.M.
Break Networking & Exhibition
- Product Showcase
7-minute, mini theatre session on exhibit floor

\$10,000

- Monday Breakfast
Networking & Exhibition
- Tuesday Breakfast
Networking & Exhibition
- 25-min Breakout Session

\$12,000

SOLD ~~Sunday Opening Cocktail Reception~~

- Monday Lunch
Networking & Exhibition
- Tuesday Lunch
Networking & Exhibition

Additional Descriptions

Lanyards **SOLD**

Promote your brand on our conference lanyards provided to each attendee. Lanyards provided by McLeod. Art proof provided prior to production.

Conference Gift **SOLD**

Promote your brand on our conference gift provided to each attendee. Conference gift provided by McLeod. Art proof provided prior to production.

Recharge Lounge **SOLD**

Our Recharge Lounge provides attendees with complimentary device charging ports and comfortable lounge seating during the entire conference. Sponsor branding prominently displayed on area signage, tent cards placed near the charging ports, plus a daily mobile app push notification.

Sunday Opening **SOLD** Cocktail Reception

Open UC with an exclusive sponsorship of the Expo Hall Networking Reception! Sponsor branding is provided on the large screens, on napkins at the bars, in our printed program & mobile app, mobile app push notification, and optional promotional item distributed to attendees. Promotional items to be provided by sponsor and approved by McLeod.

Hotel Key Cards **SOLD**

Sponsor branding provided on hotel key cards and folded promo jacket. Include a brief brand message or simply promote your booth location and encourage attendees to visit! Provided to UC guests staying at the Westin and J.W. Marriott hotels only.

Training Lab Area **SOLD**

Our Training Lab is visited by over 70% of our customer attendees and featured in a prominent area near the breakout session rooms. Sponsor branding is provided on area signage, in our printed program & mobile app

and optional promotional item and/or flyer/brochure distributed to each customer attending the training. Promotional item and/or flyer/brochure to be provided by sponsor and approved by McLeod.

Conference Note Pads/Pens/Tote Bags **SOLD**

Promote your brand on our conference note pads, pens, or tote bags. Each item is offered to all attendees at registration and provided by McLeod. Art proof provided prior to production.

Tote Bag Insert

Promote your brand on a printed insert in our conference tote bags offered to all attendees at registration. Insert size is your choice up to 8.5 x 11". Printed insert to be provided by sponsor and approved by McLeod.

Beverage Stations

Refreshments provided during the meals and breaks. Sponsor branding on signage and tent cards placed at the beverage stations.

Conference Wi-Fi **SOLD**

Sponsor branding provided in our printed program & mobile app, splash page at mobile app login, on easel signage and tent cards placed throughout our contracted space, including all breakout session rooms. Password can be configured to your brand.



Monday Or Tuesday Breakfast/Lunch Networking & Exhibition

During Breakfast/Lunch in the general session area of the Expo Hall, sponsor branding is provided on the large screens, in our printed program & mobile app, mobile app push notification, and optional promotional item distributed to attendees. Promotional items to be provided by sponsor and approved by McLeod.

Monday Or Tuesday A.M./P.M. Break Networking & Exhibition

During each break in the Expo Hall, sponsor branding is provided on the large screens, in our printed program & mobile app, mobile app push notification, and optional promotional item distributed to attendees. Promotional items to be provided by sponsor and approved by McLeod.



Product Showcase

During each break we offer short Product Showcase demos in the mini theatres within the perimeter of the Expo Hall. These brief 7-minute demos are intended to provide a quick overview of your product or service. Promotion of your showcase provided as part of the regular conference agenda in our printed program & mobile app and highlighted on the mini theatre screen during the Sunday Opening Reception. Session topic and content requires approval by McLeod.

25-Minute Breakout Session

Your 25-minute session provides you an opportunity to present a deeper dive of your product, service or thought leadership subject matter. We encourage you to include a joint customer if possible. Promotion of your session provided as part of the regular conference agenda in our printed program & mobile app. Attendee badges are scanned and list provided after your session. Session topic and content requires approval by McLeod.

The Dispatch Magazine

Keep your company name and product in front of decision makers in carrier, broker and freight management businesses of all types with a

full-page ad in our quarterly publication. With a circulation of just under 3,000, sent to over 1,200 McLeod customer companies, The Dispatch features guest articles written by business leaders, advisory consultants, and other industry pacesetters. *(Click here for sample)*



Weekly E-Newsletter To McLeod Customer Subscribers

Stay in front of McLeod customers with regular mention in our weekly e-newsletter for Carrier and Logistics customers. Promote your product and services, webinars, case studies, etc., to just under 3,000 subscribers. Our weekly e-newsletter averages a 27% open rate with a 18% click through vs. industry averages of 15% and 12%. Alternates weekly between Carrier and Broker audiences. Includes two ads to your chosen audience. *(Click here for sample)*

In Motion Guest Segment (video magazine)

Increase your exposure to McLeod customers with a guest segment in our quarterly video magazine. Featured on our YouTube Channel, In Motion has an average 500+ individual views and 18 hrs. view time per month. We will also promote your segment within one of our weekly customer e-newsletters. Speak to your product's capabilities and/or interview a joint customer in attendance. Includes a video file for your own future use. Filmed on site at user conference. *(Click here for sample)*



~~Monday Evening Event – Nascar Hall Of Fame~~ **SOLD**

Cap off our first full day with a fun evening at the NASCAR Hall of Fame conveniently located next to the Charlotte Convention Center. This unique museum offers interactive exhibits, fun activities, and interesting history throughout the venue. Sponsor branding is provided on signage, napkins, mobile app push notification, in our printed program & mobile app plus optional promotional item distributed to attendees. Promotional items to be provided by sponsor and approved by McLeod.

~~Tuesday Evening Event –~~ **SOLD**

(Bank of America/Carolina Panthers Stadium)

We'll close our UC with a huge event including plenty of great food, refreshments, and entertainment! Sponsor branding is provided on signage, napkins, mobile app push notification, in our printed program & mobile app plus optional promotional item distributed to attendees. Promotional items to be provided by sponsor and approved by McLeod.

UC2024 Sponsorship Terms & Conditions

MCLEOD SOFTWARE SPONSOR EXHIBITION RULES & REGULATIONS

Sponsor hereby agrees to be bound by these Exhibition Rules and Regulations, and all amendments thereto and agrees to adhere to and be bound by: (a.) all applicable fire, safety, utility, and building codes and regulations; (b.) any rules or regulations of the facility where the Exhibition is held; (c.) the terms of all leases and agreements between McLeod Software (hereinafter "McLeod") and any other party relating to the Exhibition.

PAYMENT UC sponsorship is reserved upon submission of the registration form and includes agreement to pay in full within 30 days of the date of invoice unless other payment plan(s) is agreed to in writing.

EXHIBITION HALL/BOOTH McLeod reserves the right in its sole discretion to change booth location assignments at any time without notice. No space will be assigned until registration and payment terms have been received and accepted by McLeod.

CANCELLATION POLICY - All cancellations must be in writing by an original document delivered to McLeod. A refund of all sums, less 50% billed, of the sponsorship, will be made. No refund of fees will be made if cancellation is received after 5:00 pm CT on Aug 2, 2024. In the event of cancellation by Sponsor at any time, McLeod shall have the right to rent the space to another Sponsor. Should your company register to play in our golf tournament and then cancel, there are no refunds of any golf fees.

DEFAULT OCCUPANCY Booth space not set up and occupied at least two hours prior to the official show opening may be utilized by McLeod as it sees fit to eliminate unoccupied space in the exhibit hall. Unoccupied space shall not relieve Sponsor from the obligation of paying for such space at the full rental price. Sponsors must set-up and break down during the designated times.

Late set-up or break down, without prior permission, will result in the Sponsor Company's possible suspension of exhibition space in future conferences and a fine of \$1,000. Exhibits should fit in the space provided (10' or 20' width) without blocking neighboring Sponsors. Height shall not greatly exceed the top of the pipe and drape or interfere with other exhibits nearby. McLeod reserves the right to determine the appropriateness of any exhibit as well as the right to have an exhibit removed if it cannot be adjusted to fit properly.

BOOTH PRIZE DRAWINGS Sponsors who hold booth drawings are responsible for the distribution of prize(s) to the winner(s) at the Sponsor's own cost should shipping be required. Shipping will not be provided by McLeod.

BOOTH PERSONNEL All Sponsor personnel must be a registered attendee by either a.) as one of the complimentary registrants per booth OR b.) as a registered attendee at the appropriate fee and category set within the registration details. Sponsor attendee registrations will not be reimbursed if cancellation is received after midnight CT, September 18, 2024. Sponsors may substitute registered attendees up until the day of show at no additional charge.

NOTICE: MCLEOD DOES NOT OFFER "BOOTH PERSONNEL ONLY" OR "PARTIAL" REGISTRATIONS.

HANDLING, STORAGE, INSTALLATION AND DISMANTLING Sponsor shall make arrangements for shipment, delivery, receipt, and storage of materials through the Official Decorator. All booths must be erected and ready for viewing by the earlier of (a) two hours prior to the date and hour announced as the opening of the Exhibition or (b) the official inspection time announced by McLeod. McLeod reserves the right to engage labor on behalf of Sponsor, should Sponsor not meet pre-designated deadlines. Sponsor promises to pay promptly any invoices for such labor. Goods received by Sponsor after the Exhibition opening must be delivered to the official decorator or exhibit hall manager, whom shall be designated by McLeod, and set-up during times when the Exhibit Hall is closed.

EXHIBIT HALL ACCESS McLeod's Exhibition is not a public show. McLeod will have sole control of all persons admitted to the Exhibit area including Sponsor personnel and/or registrants. McLeod makes every effort to attract the maximum number of attendees to its Exhibition but does not guarantee specific volumes or levels of attendance. Traffic by a specific booth is a function of the exhibit and not a responsibility of McLeod.

USE OF SPACE All demonstrations, sales activities, and distribution of circulars and promotion materials must be confined to the limits of the Sponsor's booth or through paid sponsorship. Sponsor shall not assign, sublet, or share the space assigned, nor display articles or materials not manufactured or sold normally by Sponsor without prior written consent of McLeod.

LIVE OR RECORDED MUSIC Sponsors are responsible for any copyright licensing fees resulting in the use of music, live or recorded.

PHOTOGRAPHY & VIDEO RELEASE - Sponsor grants permission to McLeod for the rights of Sponsor image, likeness and sounds as recorded on audio or video during UC without payment or any other consideration. Sponsor understands that Sponsor's image may be edited, copied, exhibited, published,

or distributed and waives the right to inspect or approve the finished product wherein such likeness appears. Additionally, Sponsor waives any right to royalties or other compensation arising or related to the use of Sponsor's image or recording.

OTHER ACTIVITIES Any Sponsor activities within the exhibit hall/booth space, outside of normal tradeshow booth demonstration and sales conversation scheduled activities involving McLeod customers, inside or outside of the hotel, one day before, during or immediately following the User Conference, must be approved by McLeod in advance.

USER CONFERENCE PARTICIPATION All Sponsor and sponsor attendees are encouraged to attend the meals, entertainment events, break-out sessions, as well general sessions, as observers only. We respectfully request Sponsors to not actively participate in dialogues or Q&A unless called upon. McLeod reserves the right to request Sponsors, and/or attending partners/vendors, with competitive products or services, to not attend specific sessions. We also respectfully request competitor Sponsors not attend each other's sessions without prior approval from said competitor.

LIABILITY The relationship between McLeod and Sponsor shall be that of independent contracting parties and this Agreement shall not be construed as creating a partnership, employer-employee relationship, joint venture or agency between McLeod and Sponsor. McLeod, its employees, its members, their service contractors, agents and building and grounds officials are not responsible for the safety of the Sponsor, its agents, employees, and representatives, or for the loss or damage to the property of Sponsor from theft, fire, accident, vandalism, or other causes. Any protection to persons or property provided by McLeod, including but not limited to provision of security watchmen and other precautions to protect property during installation, show periods and removal, shall be deemed purely gratuitous and shall not give rise to any duty by McLeod or any liability on its part. McLeod shall not be liable for the fulfillment of this agreement as to delivery of space, if non-delivery is due to any one of the following causes: destruction of or damage to the building or the exhibit area by fire or act of God; acts of public enemy; strikes; war or war-like conditions; terrorist attacks; the authority of the law; or any cause beyond McLeod's control. McLeod will, however, in the event it is not able for any of the above-named causes to complete its exhibit period, reimburse Sponsors for any exhibit rental fees to be determined at McLeod's sole discretion.

INDEMNIFICATION Sponsor agrees to indemnify, hold harmless and defend McLeod, its officers, directors, employees, agents, or assigns, from and against any and all liability, loss, cost, or expense, including reasonable attorney fees arising of any nature under contract from the activities of the Sponsor. Sponsor also agrees to indemnify, hold harmless and defend the Charlotte Convention Center (hereinafter "CCC") and their respective members, officers, directors, agents and employees from and against any and all liabilities, damages, actions, costs, losses, claims and expenses (including reasonable attorney fees), arising out of, caused by or resulting from, in whole or in part, any act, omission, negligence, fault or violation of law or ordinance, associated with the use or occupancy of the Exhibit Hall

CONFERENCE CANCELLATION OR RELOCATION OF EXHIBITION In the event that the Exhibition is postponed due to any occurrence not caused by the conduct of McLeod or Sponsor, whether such occurrence be an Act of God or the common enemy or the result of war, riot, civil commotion, terrorist attacks, sovereign conduct, or the act of conduct of any person or persons not party or privy to this Lease, then the performance of the parties under this Agreement shall be excused for such period of time as is reasonably necessary after such occurrence to remedy the effects thereof, and in any event for the duration of such postponement. In the event that such occurrence results in cancellation of the Exhibition, the obligations of the parties under this Agreement shall be automatically terminated and all rental payments under this Lease shall be refunded to Sponsor, less a pro rata share of expenses actually incurred by McLeod in connection with the Exhibition.

RESERVED RIGHTS McLeod and the CCC reserve the sole and exclusive right to sell or serve on, in, or about the EXHIBIT HALL any alcoholic beverages, soft drinks, food, souvenirs, or other merchandise, and no food or beverage, samples or otherwise, may be served or distributed by Sponsor without the prior consent of McLeod and the CCC. McLeod and the CCC, likewise, reserve the right to eject any objectionable persons from the exhibit hall that has not received McLeod's and the CCC's consent. Any such person so ejected shall be deemed to have waived any right and all claims for damages, reimbursement, or reinstatement, against McLeod, the CCC, and their respective agents and employees.

GOVERNING LAW - The laws of Alabama shall govern this contract, rules, and regulations. Any mutual agreement by the parties not to enforce any provision of these rules and regulations shall not void the entire agreement.

Any controversy or claim arising out of or relating to this contract, or breach thereof, shall be submitted to arbitration in Jefferson County, Alabama before a single arbitrator mutually agreed upon by the parties. Any judgment and/or awards rendered by the arbitrator(s) shall be final and binding. We appreciate your participation in the McLeod User Conference and Exhibition and hope it provides many opportunities for new and repeat business.