



2015 Marketplace Tradeshow Prospectus

Monday and Tuesday

August 10 – 11, 2015

*Marriott Portland Downtown Waterfront * Portland, Oregon*



Exhibit at 2015 Marketplace Tradeshow

Registration Opens
February 1, 2015

Registration Ends
June 30, 2015

Contact:
Goodwill Industries International
Events and Sponsorships
Naomi Iheme
15810 Indianola Drive
Rockville, MD 20855
(240) 333 5345
naomi.iheme@goodwill.org

Showcase your organization to Goodwill® employees from retail, marketing, contracts, business development, information technology and finance disciplines by exhibiting at the 2015 Marketplace Tradeshow.

Approximately 500 Goodwill employees from 165 independent Goodwill agencies — representing more than 3,000 Goodwill retail stores in the United States and Canada — are expected to attend.

Introduce yourself to the stakeholders involved in making purchasing decisions at local Goodwill agencies. At the same time, let them learn from industry leaders like you and explore newly available business tools and best practices.

The Marketplace Tradeshow

The Marketplace Tradeshow takes place each August during the Goodwill Industries International (GII) Summer Conference. Each conference is hosted by a local Goodwill agency. In 2015, Goodwill Industries of the Columbia Willamette will host the conference. The agency currently operates 49 retail stores, four outlets, two online retail locations, and nearly 60 attended donation centers.

Goodwill Industries Organizations in Canada and the United States





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Goodwill Industries International (GII) provides sponsorship, partnership, vendor and tradeshow opportunities to organizations that have goods and services that may benefit Goodwill member agencies. Each Goodwill agency operates independently and makes its own purchasing decisions. An organization's affiliation as a sponsor, partner, vendor or tradeshow exhibitor with GII does not imply that GII favors one company over another.

Goodwill® and Goodwill Industries® are registered trademarks of Goodwill Industries International, Inc. Other product and company names mentioned herein may be the trademarks of their respective owners.

Goodwill Industries International • 15810 Indianola Drive • Rockville, MD 20855 • USA



Why You Should Exhibit

- It's Goodwill's only annual retail exhibit opportunity.
- There are up to 140 exhibit opportunities and multiple booth types.
- Join other vendors benefitting from working with Goodwill.
- There are exclusive exhibit hours — no competing conference sessions.
- Access to more than 500 Goodwill decision makers.
- Use a complimentary lead retrieval scanner.
- Advertise through free standard exhibitor marketing.
- Enjoy a complimentary exhibitor lunch.



Build Relationships and Market Your Organization

When you exhibit at Goodwill's Marketplace Tradeshow, you participate in a valuable networking opportunity that allows you to personally introduce yourself to potential customers, build upon your standing relationships, demonstrate industry innovations and distribute samples of your products. Representing your company at the tradeshow allows you to network with and demonstrate your products and services to key decision makers from the retail, marketing, purchasing, business development, information technology and finance disciplines from Goodwill agencies throughout the United States and Canada.

Align with the Goodwill Brand

When you work with Goodwill, you form a bond with the second largest nonprofit organization in the United States, one of America's top 25 inspiring companies (Forbes) and one of the nation's top five most valuable and recognized nonprofit brands (Cone LLC). Aligning with such a powerful brand and household name allows your organization to expand its sales revenue and reach audiences it may otherwise leave untapped.

Change Lives

Partnering with Goodwill makes great business sense and helps improve the lives of people in the communities where you live and work. Goodwill generates opportunities for people to achieve economic stability and build strong families and vibrant communities by offering job training, employment placement services and other community-based programs for people who have disabilities, those who lack education or job experience, and individuals who face other challenges to gaining and maintaining employment. By working with Goodwill, you help create jobs.



About the Hosting Goodwill Agency

GOODWILL INDUSTRIES

OF THE COLUMBIA WILLAMETTE

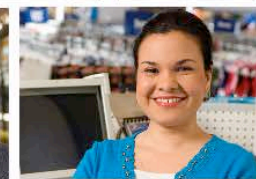
Goodwill Industries of the Columbia Willamette (*GICW*) is headquartered in scenic Portland, Oregon. We look forward to seeing you at the 2015 Summer Learning Event and providing an opportunity to share some of the unique charm of the Rose City.

GICW first opened its doors in 1927. Today we operate 50 retail stores which include 41 traditional retail stores, 6 post-retail, and 3 boutiques. We also operate 2 e-commerce stores. In addition to the donation opportunities provided at each of our retail stores, we have 67 donation sites.

In 2013, we collected more than 189.6 million pounds of donated goods, which sustained a retail operation that funded more than 99% of our mission service programs including Job Connection, Career Enhancement, and English as a Second Language (*ESL*). Together, those programs allowed us to serve more than 62,700 people with barriers to employment.

In addition to our vocational programs, GICW served over 83,000 people in 2013 through ancillary services. Committed to environmental sustainability, GICW's recycling and salvage program maintains 89% or more of total donations in the reuse and recycling stream. Recognized as a leader in our community, in 2010, Portland Business Journal named GICW one of the Top Ten Most Admired Nonprofits in Oregon.

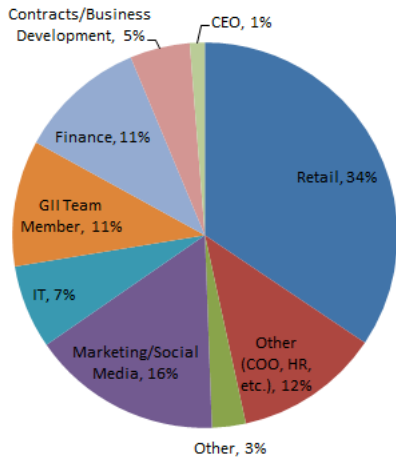
We hope to see you this August in Portland!





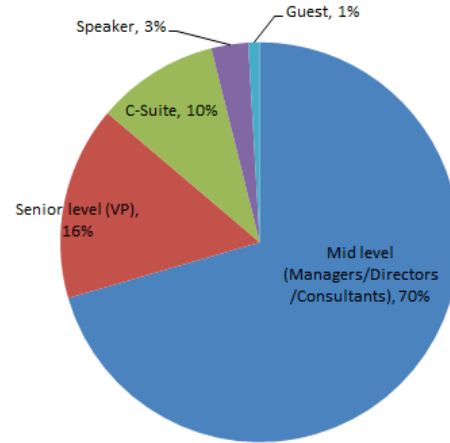
Marketplace Tradeshow Fact Sheet – Attendee and Exhibitor Demographics

Tradeshow Attendees by Business Areas



Average of 500 Goodwill attendees per year
(Data collection period: 2011 – 2013)

Tradeshow Attendees by Job Titles



Average of 500 Goodwill attendees per year
(Data collection period: 2011 – 2013)

Frequent Exhibiting Organizations

The following organizations have exhibited at the Goodwill Marketplace Tradeshow multiple times since 2010.

Acme Display Fixture	Comcast Business	Hangers Unlimited	Orkin	Ryder
ADP	Services	Indaba Systems	Palay Display Industries	Safety Net
Advance Fixture Mart	ComSurv	Insurance Auto Auctions	PassPort Marketing	shopgoodwill.com
AirWatch	Core BTS	InterDyn LANAC	PCI Waste and	Sprint
AMTdirect	Corp. Apparel Group	Itech Retail Inc	Recycling Equipment	Stores Supply
Anchor Packaging	Dell, Inc.	LearnSomething Inc.	Penske Truck Leasing	Warehouse
AT&T	Dell Reconnect	LP Software	Profit Solutions Group	Sullivan Commercial
Babyking/Petking	Diversified Plastics	Lynn Roberts	Prolitec	Supply
Balcon Enterprises	DollarDays International	International	QuestMark Flooring	Summit Group
Balemaster	Dr Pepper Snapple	Meehan & Company	RACO Industries, LLC	Tabor Storage Solutions
Berengaria Development	EBay Giving Works	Midwest Label & Tag	Rainbow Rags	TechSoup Global
The Boon Group	FCE Benefit	Midwest Tech. Group	Regent Products Corp	TheThriftShopper.Com
Brainshark	Administrators	Mobile Mini, Inc.	Republic Services	Thrift Books, LLC
Buckhorn Inc	Gertex USA	Monsoon, Inc.	Retail Control Systems	TSYS Merchant
Ca\$hMateUSA	Global Cash Card	National Charity Svcs	Reusable Transport	Solutions
CDW	Goodwill Ind. Graphics	Neatoscan, Inc.	Packaging	United Container Co.
Chem-tainer Industries	Goodwill Ind. Manasota	Noble Diagnostics	RightPath Resources	UPS Mail Innovations
Cintas Corporation	Goodwill Finger Lakes	Novelty Inc	Royal Basket Trucks	UsedCardboardBoxes
Cocca Development	Grand and Benedicts	Office Max	RTI Disc Repair	Vocus
College Hunks Hauling	Haddad International	ORBIS Corporation	Rug Doctor	



What You Need to Know

Exhibition Types and Fees

Type	Day 1	Day 2	Both Days	
Standard	\$2,500	\$2,250	\$3,750	○ Day 1 – Monday, August 10
Premium	\$3,500	\$3,250	\$5,750	○ Day 2 – Tuesday August 11
Double	\$4,000	\$3,750	\$6,750	○ Save \$1,000 when you exhibit on both days
				○ Save \$250 when you exhibit on Day 2

Booth size is 8' wide by 10' long and includes 8' high back walls and 3' high sides.

Exhibitor Benefits

Each booth reserved includes:

- One (1) skirted 6' x 2' table.
- Two (2) side chairs.
- Two (2) "Exhibit Hall Only" badges for (2) staff personnel. Additional booth staff subject to an extra \$500 fee per person.
- One (1) wastebasket with liner.
- Participation in the Welcome Reception on Sunday, August 9, prior to the tradeshow.
- Standard marketing (included with every booth purchase)
 - a. **Print:** Company listing and category in conference tradeshow booklet and onsite on hall signage.
 - b. **Online:** Company listing, description and logo on event website and in mobile app where available.

Custom Exhibitor Marketing

- Increase exhibitor awareness before and during the conference through à la carte advertising opportunities.
- To learn more about each opportunity and purchase your selections, email marketplace@goodwill.org.

Exhibitor Responsibilities (See Exhibitor Kit)

- Exhibitors must secure their own wireless and audio/visual equipment (computer, video equipment, connection).
- Storage space may be purchased at an additional cost.
- Exhibitors are highly encouraged to use the GII-contracted exhibitor decorator.
- See Marketplace Tradeshow terms and conditions.

Dates to Remember

June 30, 2015:	Exhibit registration closes. Last day to cancel exhibit.
June 30, 2015:	Last day to purchase custom à la carte advertising
July 31, 2015:	Last day to register additional booth staff at \$500 per person.



Payment Terms and Cancellation Policy

- Payment must be made by credit card only. Space will not be assigned without full payment.
- Written cancellations received before June 30, 2015, will be honored with a full refund, less \$150 processing fee. No refunds will be issued after June 30, 2015.

Application Procedures

- Booth registration must be completed online.
- All registering organizations will be subject to a review process by GII. Review criteria include:
 - Organization must be incorporated in the United States or Canada.
 - Organization's records must be verifiable with public tools such as Dun and Bradstreet, LexisNexis or otherwise.
- During registration, all exhibitors must upload the following:
 - A valid certificate of insurance. See insurance requirements details below.
 - Current company logo in jpeg and eps format.

Insurance Requirements

- All certificates will be reviewed for authenticity and coverage periods.
- Non-compliant organizations will not be able to secure a booth space.
- The minimum liability limits required are as follows:
 - Comprehensive general liability insurance endorsed to include products and completed operations and contractual liability in a minimum amount of a **\$2,000,000** combined single limit.
- All such policies shall specifically state: "Named as additional insured under above policies:" The additional names are: "Goodwill Industries International, Inc., and Marriott Portland Downtown Waterfront, Portland Oregon"
- The following information may be listed on the Certificate of Insurance:
 - Goodwill Industries International
 - Attention: CFO
 - 15810 Indianola Drive
 - Rockville, MD 20855
- Each policy shall provide that it may not be canceled or changed without at least 10 days' prior written notice to GII.



Tradeshow Floor Plan

9 MARKETPLACE TRADESHOW **PORTLAND, OR**
 August 10 –11, 2015

Day 1 Only



**Floor plan subject to change.*

Floor Plan Disclaimer

Every effort has been made to ensure the accuracy of all information contained in this floor plan. However no warranties, either expressed or implied, are made with respect to the floor plan. If the location of building columns, utilities, or other architectural components of the facility is a consideration in the usage of the facility or in the construction or usage of an exhibit, it is the sole responsibility of the exhibitor to physically inspect the facility to verify all dimensions of the facility.



MARKETPLACE TRADESHOW **PORTLAND, OR**
August 10 -11, 2015

Day 2 Only



*Floor plan subject to change.

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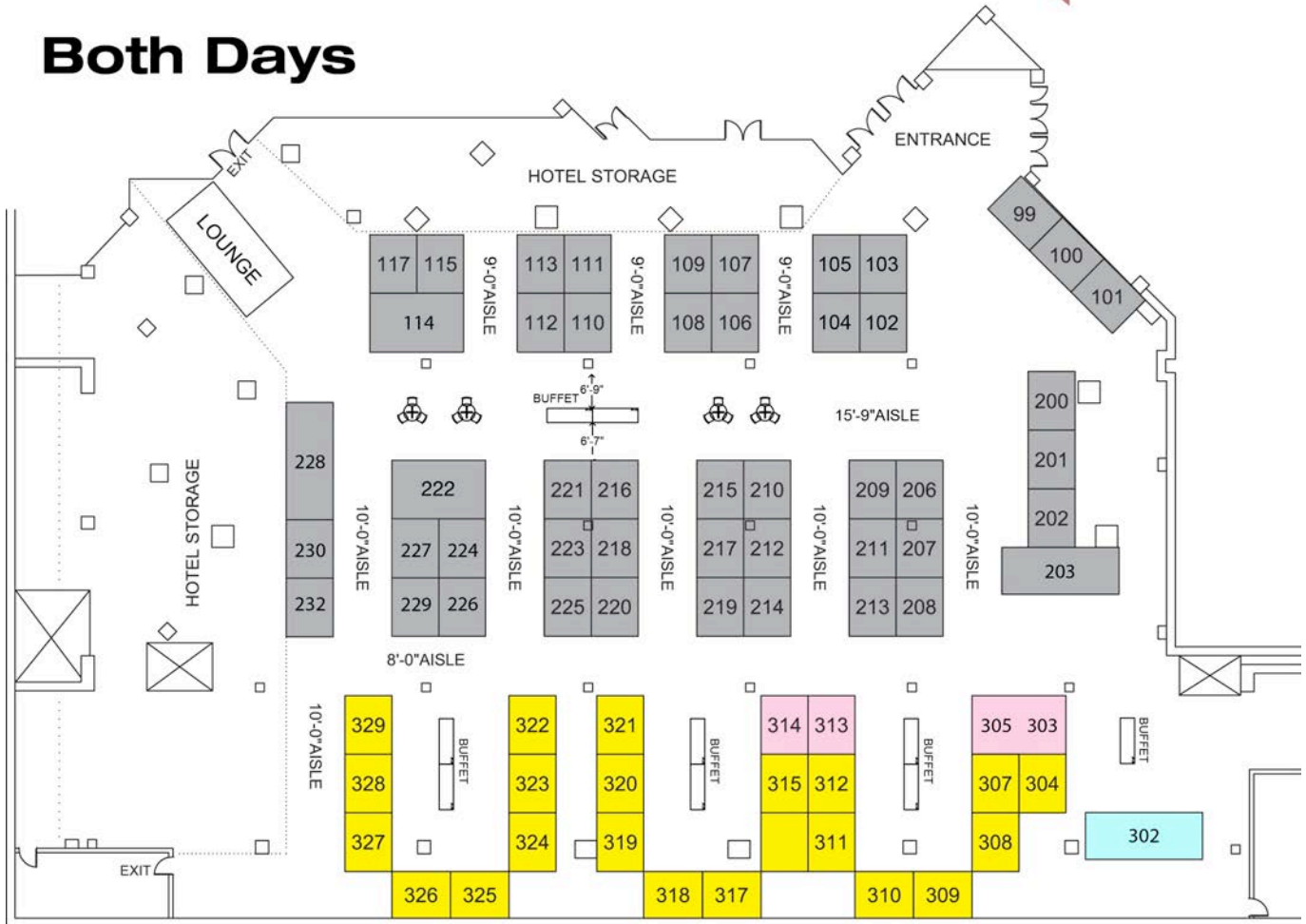


**MARKETPLACE
TRADESHOW**

PORTLAND, OR

August 10 -11, 2015

Both Days



**Floor plan subject to change.*

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Marketplace Tradeshow Terms and Conditions

Upon acceptance by GII, all Exhibitors are required to agree and comply with the following Terms and Conditions:

1. INDEMNIFICATION

- A.** The Exhibitor agrees to indemnify, hold harmless and defend GII and the hotel or facility and their respective members, officers, directors, agents and employees from and against any and all liabilities, damages, actions, losses, claims and expenses (inclusive of attorney's fees) on account of personal injury, death, or damage to or loss of property or profits arising out of or contributed to by any act, omission, negligence, fault, or violation of a law or ordinance by the Exhibitor or its employees, agents, contractors, patrons and invitees.
- B.** GII will cooperate fully, but cannot assume responsibility for damage to Exhibitor's property, lost shipments either arriving or departing the premises, or moving costs. Any damage due to inadequately packed property is the Exhibitor's own responsibility. If the exhibit fails to arrive, the Exhibitor will nevertheless be responsible for booth rental fee, and no refund will be made. Exhibitor should carry insurance against such risks.

2. LIABILITY/INSURANCE

- A.** The Exhibitor shall, at its own cost and expense, carry and maintain Comprehensive General Liability Insurance through companies satisfactory to Goodwill Industries International in a minimum amount of a **\$2,000,000** combined single limit.
- B.** All such policies (except Workers' Compensation) shall specifically state: "Named as additional insurer under above policies." The additional names are: **Goodwill Industries International, Inc. and Marriott Portland Downtown Waterfront, Portland, Oregon.**
- C.** Each policy shall provide that it may not be canceled or changed without at least ten (10) days' prior written notice to GII.
- D.** GII shall furnish to exhibit facility a copy of the Exhibitor's Certificate of Insurance evidencing such coverage prior to the commencement of services hereunder and shall continue to provide the exhibitor facility with subsequent Certificates of Insurance evidencing uninterrupted compliance with this insurance requirement until the termination of this agreement.
- E.** GII will provide a security guard solely for the tradeshow location from tradeshow move-in through tradeshow tear-down hours; however, the furnishing of such security services shall not be construed as an assumption, obligation or duty of GII with respect to the protection of property of the Exhibitor.
- F.** The Exhibitor is solely responsible for the protection of its property. Due to the tremendous value of exhibits, it is impractical and impossible for GII to insure the Exhibitor's equipment against loss, theft, damage or breakage.
- G.** Neither GII nor the hotel, nor any facility, nor any of its employees or representative(s), nor any representative of GII, nor any subcontractor will be responsible for any injury, loss or damage to the Exhibitor or the Exhibitor's employees or property, however caused.



3. REJECTED DISPLAYS

- A.** GII determines the eligibility of any company or product for exhibit. GII may forbid installation or require removal or discontinuance of any exhibit or promotion, wholly or in part, that in its sole opinion is not in keeping with the spirit and mission of Goodwill.
- B.** Unethical conduct, breach of this contract, or infractions of rules on the part of the Exhibitor or its representative(s), or both, will subject the Exhibitor or representative(s) to dismissal from exhibit areas. In the event of such dismissal, no refund shall be made, and the Exhibitor or its representative(s) may make no demand for redress.
- C.** Exhibitors and representative(s) who fail to observe these conditions of contract or who, in the opinion of GII, conduct themselves unethically may be dismissed without refund or appeal for redress.

4. SPACE ASSIGNMENTS

- A.** Space assigned to Exhibitor may be reassigned by GII to affect balance against congestion, to avoid confusion in company names, to solve competitive conditions, or for similar reasons.
- B.** No such reassignment will be made without notification to the Exhibitor. An Exhibitor may not share with or sublet space to another party. If the Exhibitor has requested more than one booth space, GII will assign contiguous space if such space is available.
- C.** The Exhibitor must conduct all its activities within its assigned booth space. The Exhibitor may not use the aisles or other areas of the exhibit hall for its promotional activities.

5. HEIGHT AND SPACE RESTRICTIONS

- A.** All in-line exhibits, back walls and decorations will be limited to eight (8) feet in height, not extending more than three (3) feet from the back wall, except actual equipment that in normal operation exceeds this height. Permission to exhibit equipment with abnormal heights must be obtained from GII.
- B.** Exhibits should not project beyond the space allotted and should not obstruct the view or interfere with traffic to other exhibits. The wings of an exhibit should not project more than three (3) feet from the back wall.
- C.** Exhibitors who assemble a display that does not meet these height and space restrictions or that obstruct sight to other Exhibitor booths will have their booths moved, rearranged or dismantled at the Exhibitor's expense.

6. SOLICITATION

- A.** GII may, at its sole discretion, withhold or withdraw permission to distribute souvenirs, advertising or other material it considers objectionable. Novelty gifts or souvenirs must be submitted to GII for review prior to distribution.
- B.** Direct selling of products or services is prohibited. The Exhibitor agrees that selling goods or services in the exhibition hall will result in the closing of the exhibit by GII. It is agreed that no refund of exhibit fees and no demand for redress will be made by the Exhibitor or its representative(s) in this event. No soliciting for business shall be permitted in aisles or in other Exhibitors' booths.
- C.** Exhibitor may distribute samples, catalogues, pamphlets, publications and promotional materials only within its own booth.



- D.** No Exhibitor will be permitted to give away any premium items, or to conduct any prize drawings for awards for signing of names and addressees, or other extreme promotions, without first obtaining written permission from GII.
- E.** Advertising, canvassing, solicitation of business, and other activities are not permitted in the exhibit hall except by companies that have obtained space to exhibit from GII, and then only in the space assigned.

7. TRADEMARKS

Exhibitor's use of GII's name and its Smiling G logo or any other GII-owned trademarks is strictly prohibited in any advertising or marketing material on the web or in print or as part of the exhibit. The only logo permitted for use in tradeshow marketing material is the Goodwill Member Marketplace logo below, which will be available to exhibitors for download during registration.



**Member
Marketplace**

8. BOOTH MATERIALS/FIRE REGULATIONS

- A.** All exhibit and booth materials must comply with federal and city fire laws, insurance underwriter, and hotel/facility safety regulations, and must be flameproof. All packing containers, excelsior and similar materials are to be removed from the exhibition area upon completion of booth set-up.
- B.** The Exhibitor is restricted to materials that will pass inspection. Decorations of paper, pine boughs, leafy decorations, tree decorations or tree branches are prohibited. Any substance prohibited by the city fire and safety departments or authorities will not be permitted in the exhibition area. In addition, all electrical work and electrical wiring must be approved and installed in accordance with local regulations.
- C.** Exhibits must not block aisles or fire exits. Any questionable materials, including helium, gas, etc., must be approved by GII.
- D.** The Exhibitor will not be permitted to store packing crates, containers and boxes in its booth during the tradeshow period. The Exhibitor may make arrangements with the GII contracted exhibitor decorator or the facility for storage of packing crates, containers and boxes that are properly identified with the Exhibitor's name. GII is not responsible for the damage, destruction or theft of any packing crates, containers or boxes.

9. AUDIO AND VIDEO

- A.** Motion picture projectors and apparatuses must conform to the fire regulations of the facility. Projection of motion pictures must be supervised by a licensed operator where required.
- B.** An exhibitor with audible electric sound, motion pictures or other microphones or devices that GII, in its sole discretion, deems objectionable to other Exhibitors will be required to discontinue this method of promotion. GII reserves the right to impose sound limitations on Exhibitors when their promotional activities are interfering with the activities of other Exhibitors or participation and enjoyment of the exhibit hall by Goodwill members.



10. BOOTH STAFFING

- A.** In its best interest, and for security, the Exhibitor shall keep staff in the booth(s) during all exhibit hours. Each exhibiting company is entitled to up to two (2) exhibit staff badges per booth. An exhibit staff badge is for personnel responsible for working in the booth during show hours, and it will not provide access to any other event. Badges must be worn at all times for admission to the exhibit hall. Additional personnel and additional badges per booth can be obtained for \$500 per person. This does not apply to sponsors.
- B.** GII is not responsible for any loss or damage to Exhibitor's display, materials, or other personal property left in the booth, whether the booth is attended or unattended.

11. INSTALLING/DISMANTLING/REMOVING BOOTHS

- A.** The exhibit hall will be available to exhibitors during the designated move-in hours for the installation of displays. All exhibits must be operational by the time the tradeshow opens. No installation will be permitted during the tradeshow hours without special written permission from GII. Space not occupied by tradeshow open may be reassigned for other purposes by GII. Any Exhibitor failing to occupy contracted space is not relieved of the obligation to pay for such space at the full rental price, and GII shall have the right to use such space as it deems appropriate to eliminate blank space in the exhibit hall.
- B.** The exhibit hall will be available to exhibitors during designated move-out hours for the dismantling and removal of displays. Load-out of all booths must be completed by the designated times. No exhibit may be dismantled before the specified time, nor may any part of the exhibit or equipment be removed once it has been set up, without permission from GII.
- C.** Before any exhibit may be removed from the building, the Exhibitor must make arrangements satisfactory to GII and the facility for payment of any charges incurred by the Exhibitor in connection with the exposition therein.
- D.** The Exhibitor must surrender the booth space in the same condition it was in when the Exhibitor arrived. The Exhibitor and its employees and agents shall not damage or deface any part of the building where the tradeshow is held, the booths, or the equipment or furniture of the booth, or property of other Exhibitors. The Exhibitor may not tape, nail or otherwise affix the exhibit or signs to the walls, doors or other components of the booth space of the facility in a way that might cause damage. The Exhibitor is liable to the owner of the property for any damage caused by the Exhibitor, its employees or agents. GII or the facility may remove any display, materials or other personal property left in the booth space after the designated move-out end times and neither GII nor the facility shall have any liability to the Exhibitor for the return of any property so removed or compensation for its value. The Exhibitor will be solely responsible for any charges incurred by GII or the facility in removing the Exhibitor's personal property from the booth space.
- E.** The Exhibitor will comply with all rules and regulations imposed by the facility on the use of hand trucks, carts or other vehicles for transporting displays and materials into and removing them from the exhibit hall.

12. THIRD-PARTY CONTRACTORS

- A.** All Exhibitors are strongly encouraged to use the contracted exhibitor decorator for booth exhibits.
- B.** GII has selected and contracted an official exhibitor decorator for the tradeshow, with labor and equipment to be provided at prevailing rates. Contact information for the exhibitor decorator will be provided.
- C.** Due to limited storage, large shipment of drayage, packages or exhibits for an exhibit and/or production company or client will not be accepted by the exhibit facility. A large shipment is roughly defined as any shipment with more than five boxes, or weighing in excess of 100 pounds. Should an Exhibitor send unqualified package(s), they will not be accepted by the receiving department. Please make arrangements for pre- and post-shipping, drayage handling and storage with the contracted exhibitor decorator.



- D.** No deliveries can be made through the public areas of the hotel. Please deliver all materials through the shipping and receiving department.
- E.** Small outgoing shipments may be handled by the facility.
- F.** The Exhibitor assumes full responsibility for any third-party contractor hired by the Exhibitor.

13. PAYMENT, CONFIRMATION AND CANCELLATION POLICY

- A.** Exhibiting space will not be assigned without full payment.
- B.** GII may not be able to accommodate all applicants. Companies that have applied to exhibit will be accommodated at the sole discretion of GII and will be notified as such.
- C.** Any Exhibitor may cancel or withdraw from exhibiting at the tradeshow subject to the following conditions:
 - i. The Exhibitor shall give GII written notice of cancellation. Such notice will be considered official on the date of receipt by GII.
 - ii. Written cancellations received prior to **June 30, 2015**, will be honored with a full refund, less a \$150 processing fee.
 - iii. After **June 30, 2015**, no refund shall be given for cancellations or no-shows. The Exhibitor assumes the risk of transportation, delivery, contractor and other delays that may prevent the Exhibitor or its display from arriving on time at the tradeshow.
- D.** In the event the premises of the facility are destroyed or damaged, or if the tradeshow fails to take place as scheduled or is interrupted or discontinued, or access to the premises is prevented or interfered with by reason of any strike, lockout, injunction, act of war or terrorism, act of God, emergency declared by any government agency, or for any other reason, GII may terminate the tradeshow. In the event of such termination, the Exhibitor waives any and all damages and claims for damages and agrees that the sole liability of GII is to return to the Exhibitor its space fee payment after payment of all tradeshow expenses.

14. AMERICANS WITH DISABILITIES ACT (ADA)

- A.** All Exhibitors shall be responsible for complying with the accommodations or requirements of the ADA, including:
 - i. The readily achievable removal of physical barriers to access the assigned exhibit and common areas.
 - ii. The provision of auxiliary aids and services where necessary to ensure that the Exhibitor treats individuals with disabilities no differently than other individuals.
 - iii. The modification of the Exhibitor's policies, practices and procedures applicable to all guests and/or groups as necessary to provide goods and services to individuals with disabilities.
- B.** The Exhibitor shall indemnify and hold harmless GII against all losses, liabilities, claims, suits, expenses and damages, including attorney's fees, on account of or relating to any actual failure of the Exhibitor to comply with local, state and/or federal laws regarding ADA accommodations.

15. AMENDMENT TO RULES

- A.** Any and all matters or questions not specifically covered by these Terms and Conditions shall be subject solely to the discretion of GII.
- B.** GII may, in its sole discretion, make reasonable changes, amendments or additions to these terms and conditions. Any such changes shall be binding on the Exhibitor equally with the other Terms and Conditions contained herein.