

FETC 2011 Exhibitor Packages

Exhibit Space and Promotional Opportunities Designed to Drive Buyer Traffic Pre-Event, at the Event and Post-Event!
Packages can also be custom designed to meet your marketing and promotional needs!

Basic Booth \$2450

Featured Exhibitor Package \$3300 (\$3450 Value)

- 100 Sq Ft Exhibit space (Pipe & drape construction, Company ID sign, Product description/link on event web-site)
- Enhanced Listing Package (includes: corporate logo in Show Directory [as well as on website]; additional 250 character company description on the website; 4 product descriptions (product name, 750 word limit, 1 image for each product, 125x125 pixels, 4 downloadable whitepapers, product brochures or case studies, and includes:
- Featured Exhibitor Email (Company name link to online event listing) list of companies sent to attendees and prospects (+100K names)

Speaking Package \$5,850 (\$6450 Value)

- 100 Sq Ft Exhibit space (Pipe & drape construction, Company ID sign, Product description/link on event web-site)
- On-Floor Speaking Opportunity in the Exhibit Hall Learning Lab – Promoted online and in show program
- Enhanced Listing Package (includes: corporate logo in Show Directory [as well as on website]; additional 250 character company description on the website; 4 product descriptions (product name, 750 word limit, 1 image for each product, 125x125 pixels, 4 downloadable whitepapers, product brochures or case studies, and includes:
- Featured Exhibitor Email (Company name link to online event listing) list of companies sent to attendees and prospects (+100K names)
- 1x use of the opt-in attendee list (thru third party mailhouse via US mail)

Virtual + Live FETC Package \$6725 (\$7200 Value)

- 100 Sq Ft Exhibit space (Pipe & drape construction, Company ID sign, Product description/link on event web-site)
- Enhanced Virtual Booth at FETC Fall or Spring Virtual Event (Spring Exhibitors Averaged 500 Leads!)

Custom Email Package \$7,750 (\$8700 Value) Limited to 4

- 100 Sq Ft Exhibit space (Pipe & drape construction, Company ID sign, Product description/link on event web-site)
- On-Floor Speaking Opportunity in the Exhibit Hall Learning Lab – Promoted online and in show program
- Custom Email – Customer designed HTML email sent to +100K attendee prospects and pre-registered attendees (4 pre-event custom emails available, 4 post-event custom emails available)
- Enhanced Listing Package (includes: corporate logo in Show Directory [as well as on website]; additional 250 character company description on the website; 4 product descriptions (product name, 750 word limit, 1 image for each product, 125x125 pixels, 4 downloadable whitepapers, product brochures or case studies, and includes:
- Featured Exhibitor Email (Company name link to online event listing) list of companies sent to attendees and prospects (+100K names)
- 1x use of the opt-in attendee list (thru third party mailhouse via US mail)

Exhibitor Package Addendum – Please Complete Attached Contract for Exhibit Space &

Please Circle Requested Exhibitor Package To Confirm Order

Exhibit Package Ordered by (Name)_____

Complete Promotion Package w/Speaking Opportunity \$9,000 (\$10,200 Value) Limited Opportunities

- 200 Sq Ft Exhibit space (Pipe & drape construction, Company ID sign, Product description/link on event web-site)
- On-Floor Speaking Opportunity in the Exhibit Hall Learning Lab – Promoted online and in show program
- Enhanced Listing Package (includes: corporate logo in Show Directory [as well as on website]; additional 250 character company description on the website; 4 product descriptions (product name, 750 word limit, 1 image for each product, 125x125 pixels, 4 downloadable whitepapers, product brochures or case studies, and includes:
- Featured Exhibitor Email (Company name link to online event listing) list of companies sent to attendees and prospects (+100K names)
- 468x60 Web banner on event web-site (selected page locations) for one month prior to show start
- Free Standing Sign/Brochure Stand – 8”x3” sign located in a prominent location in the Conference Area
- 1x use of the opt-in attendee list (thru third party mailhouse via US mail)

Island Booth Package \$15,800 (\$17,350 Value) Limited Opportunities

- 400 Sq Ft Exhibit space (Pipe & drape construction, Company ID sign, Product description/link on event web-site)
- On-Floor Speaking Opportunity in the Exhibit Hall Learning Lab – Promoted online and in show program
- Enhanced Listing Package (includes: corporate logo in Show Directory [as well as on website]; additional 250 character company description on the website; 4 product descriptions (product name, 750 word limit, 1 image for each product, 125x125 pixels, 4 downloadable whitepapers, product brochures or case studies, and includes:
- Featured Exhibitor Email (Company name link to online event listing) list of companies sent to attendees and prospects (+100K names)
- 468x60 Web banner on event web-site (selected page locations) for one month prior to show start
- Free Standing Sign/Brochure Stand – 8”x3” sign located in a prominent location in the Conference Area
- Email Promotion Sponsorship – 50 word company description and logo will appear on one pre-event email blast to FETC attendee prospects and pre-registered attendees, reaching over 100,000 qualified prospects
- 1x use of the opt-in attendee list (thru third party mailhouse via US mail)

Industry Leader Package \$22,700 (\$25,700 Value) Limited Opportunities

- 600 Sq Ft Exhibit space (Pipe & drape construction, Company ID sign, Product description/link on event web-site)
- Enhanced Virtual Booth at FETC Fall Virtual Event (Spring Exhibitors Averaged 500 Leads!)
- On-Floor Speaking Opportunity in the Exhibit Hall Learning Lab – Promoted online and in show program
- Enhanced Listing Package (includes: corporate logo in Show Directory [as well as on website]; additional 250 character company description on the website; 4 product descriptions (product name, 750 word limit, 1 image for each product, 125x125 pixels, 4 downloadable whitepapers, product brochures or case studies, and includes:
- Featured Exhibitor Email (Company name link to online event listing) list of companies sent to attendees and prospects (+100K names)
- Half Page, 4C Ad in Event Show Program
- Free Standing Sign/Brochure Stand – 8”x3” sign located in a prominent location in the Conference Area
- Custom Email – Customer designed HTML email sent to +100K attendee prospects and pre-registered attendees (4 pre-event custom emails available, 4 post-event custom emails available)
- 1x use of the opt-in attendee list (thru third party mailhouse via US mail)

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Exhibit Package Ordered by (Name)_____

FETC 2011

Sponsorships & Promotional Opportunities

Exclusive Sponsorships

Technology Sponsor (in Workshops/Conf Rooms)
Projectors/Laptops Still available! Call for Pricing.
Press Room \$5,000
Conference Bag \$5,000
Badge Holder Insert \$7,500
Internet Café \$7,500
Exhibit Hall Restaurant Sponsor \$10,000
Host Hotel Room Key Sponsor \$5,000
Hotel Room Drop \$5000
Lanyard \$10,000
Registration Sponsorship \$25,000

Additional Opportunities

Enhanced Listing/Featured Exh Email \$1000
Learning Lab Speaking Opp \$2500
Attendee Bag Insert \$2500
Conference Program Full-Page Ad \$4000
Conference Program Half-Page Ad \$2000
Web Site Banner Ads \$750 per month
Show Daily Full Page Ad \$3000
E-Mail Newsletter Sponsorship \$3000
Custom Email \$5,000 **Limited Opportunities**

Special Function Sponsorships

Workshop \$Call for Pricing
Attendee Focus Group (4 Available) \$5000
Hospitality Suite in Conf Center \$Call for Pricing
Meeting Suite on Exhibit Floor \$Call for Pricing
Opening Keynote Chair Drop \$5,000
General Session Chair Drops \$2,500
Conference Session Speaking Slot – Gold/Platinum

Aisle Signs: \$10,000 All Aisles or
\$1250 per Aisle
Conference Greetings \$3000
Exhibit Hall Passport Drawing \$1500
Free-Standing Sign/Brochures in Conf Area \$1000
Literature Bin Distribution \$1000
Entrance Corporate Banner \$Call for Pricing
Mailing List Rental \$500 per use
Partner Listing \$1000 per add'l company
Conference Pads/Pens \$5000
Conference Flash Drive \$5000

Event Level - Platinum Sponsor \$45,000

Featured Conference Speaking Session* Featured Workshop Speaking Session * 2x use of attendee list through third party bonded mail house * Acknowledgement of Silver Sponsorship with logo in FETC publications, on website and ads * Full-Page Color Advertisement in Pre-event Brochure and Event Program (deadlines apply) * Enhanced Listing Package w/Featured Exhibitor Email * Logo on floor plan in Event Program and Onsite Signs * 20 Full Conference Passes * FETC-approved literature/promotional items placed in Conference Bags * Web Banner Ad * Conference Center Hospitality Room * Company Banner in Expo Entrance * Focus Group ***PLUS*** Exclusive Sponsorship Opportunity of One of the following (Cost of Items Additional – Conference Bag, Badge Lanyard, Badge Insert, Opening Reception)

Event Level – Gold Sponsor \$25,000

Featured Conference Speaking Session* 2x use of attendee list through third party bonded mail house * Acknowledgement of Silver Sponsorship with logo in FETC publications, on website and ads * Half-Page Color Advertisement in Pre-event Brochure and Event Program (deadlines apply) * Enhanced Listing Package w/Featured Exhibitor Email * Logo on floor plan in Event Program and Onsite Signs * 10 Full Conference Passes - Conference Bag Insert—FETC-approved literature/promotional items placed in Conference Bags

Event Level – Silver Sponsor \$12,500

Exhibit Floor Learning Lab Speaking Slot * 2x use of attendee list through third party bonded mail house * Acknowledgement of Silver Sponsorship with logo in FETC publications, on website and ads * Half-Page Color Advertisement in Pre-event Brochure and Event Program (deadlines apply) * Enhanced Listing Package w/Featured Exhibitor Email * Logo on floor plan in Event Program and Onsite Signs * 5 Full Conference Passes - ***PLUS*** Exclusive Sponsorship Opportunity of Themed Conference Break

CONTRACT FOR EXHIBIT SPACE/MARKETING OPPORTUNITIES

FETC - February 1-3, 2011 • Orange County Convention Center • Orlando, FL

Company Name _____			
Administrative Contact	Title	Marketing Contact	Marketing Email
Company Address _____		City _____	ST _____ Zip _____
() _____ Administrative Contact Phone	() _____ Cell	() _____ Fax	() _____ Other
Administrative Contact Email _____		Company URL _____	

PRODUCT CATEGORY: _____

BOOTH SELECTION 1st Choice _____ 2nd Choice _____ **(FETC to Complete) Rebook Selection** _____

Enhanced Web and Show Program Listing - (☐ \$750) Corporate logo in Show Directory/Website; additional 300 word company description on the website; 4 product descriptions (product name, 750 word limit, 1 image for each product, 125x125 pixels); 4 downloadable whitepapers, product brochures or case studies, Company description link included on Featured Exhibitors email sent pre-show.

Use of 2011 Pre-Reg Mailing (US Mail) List - (☐ \$500) Use of mailing list thru 3rd party mailhouse.

BOOTH/MPO FEES AND PAYMENT TERMS

A non-refundable and non-transferable payment of 50% of the exhibit fee is due and payable with contract, and this contract cannot be cancelled without fee (50% of exhibit fees). Full payment is due 120 days before the event (October 4, 2010). Contracts submitted after October 4, 2010, must be accompanied by payment in full. After October 4, 2010, all exhibit space fees are due in full. We are unable to make exceptions to this deadline. Booths are not considered reserved until we have received your signed contract with payment and a confirmation has been returned to you. Please refer to the "Cancellation Policy" set forth in the Terms and Conditions on the reverse. Any changes (Upgrades/Downgrades/Cancellation) to this contract need to be communicated in writing to FETC Sales Department. Verbal changes will not be accepted.

Please indicate total sq.ft. and payment:

If you are paying by check, mail with contract to:

\$2,450 per 10x10 Booth Unit (\$24.50 per sq.ft)

_____ Exhibit Space Sq. Ft. @ \$24.50 \$ _____

_____ Exhibit Package# _____ \$ _____

MPO: _____ \$ _____

Total Fees \$ _____

1105 Media Inc., FETC Show Management, P.O. Box 894085, Los Angeles, CA 90189-4085. Make check payable to: **1105 Media Inc. Federal ID# 20-4583700**

If paying by credit card - please complete the following -

Card Number: _____ Expiration Date: _____

Name on Card: _____ Signature of Card Holder: _____

Billing Address: _____ City: _____ State: _____ Zip: _____ Security Code on back of Card: _____

If paying by credit card, your statement will show 1105 Media Inc. (not FETC). CC Processing Fees are extra.

CONTRACT AGREEMENT

We understand that this application becomes a contract when signed by us and accepted by Show Management. We agree to abide by the conditions printed on the reverse side of this contract (please read carefully.) Contract will not be processed without a signature.

X _____
SIGNATURE & TITLE OF EXHIBITOR'S AUTHORIZED REPRESENTATIVE DATE

X _____
ACCEPTED BY SHOW MANAGEMENT (1105 Media Inc.) DATE

A copy will be returned to you confirming your assigned space. Email any questions and/or changes to FETCSales@1105media.com.

FETC Mgmt Use Only: Rep# _____ Universal A/F _____ VA/CA _____ Server _____ Conf Sent _____

CONTRACT FOR SPACE: This application for exhibit space, the formal notice of space assignment by Management, these Rules & Regulations and the rules and regulations set forth in the EXHIBITOR Manual constitute a contract for the right to exhibit at FETC. EXHIBITOR also agrees to comply with the regulations of the Orange County Convention Center.

EXHIBIT LIMITATIONS: Exhibits may not project beyond the space allotted and aisles must be kept clear for traffic. Exhibits shall not obstruct the view or interfere with traffic to exhibits of others, and must be constructed in compliance with Display Rules & Regulations as developed, including Endcap Restrictions, accepted and endorsed by IAEM, EDPA, ESCA, and IEA (copy provided with EXHIBITOR manual and available again upon request).

SOUND: Show Management reserves the right to determine at what point sound constitutes interference with others and must be discontinued or modified. Any method to project sound beyond the confines of the exhibit booth is expressly prohibited.

OFFICIAL DECORATOR: Freeman Decorating shall be the Official Decorator, Drayage Contractor and Labor Contractor for this event and shall have the exclusive right to supply all equipment, furniture, carpeting and decorating materials, drayage and non-technical manpower, on a rental basis to individual EXHIBITORS.

BOOTH ASSIGNMENT: EXHIBITOR shall not reassign, sublease or share assigned exhibit space with any person, firm or other entity without prior written notification to and written approval of Show Management. Show Management reserves the right to alter the location of exhibits as shown on the official floor plan, if deemed advisable and in the best interest of the show. Firms and representatives of firms not assigned exhibit space are prohibited from soliciting business in any form in the exhibition area. Violators of this prohibition will be promptly ejected from the exhibition area.

RIGHT OF REFUSAL AND/OR CANCELLATION: Show Management reserves the right to cancel this agreement whenever it discovers that EXHIBITOR'S product is not as described in this agreement or is incompatible, in the opinion of Show Management with the purposes of the FETC event. Contract for space may also be canceled if the EXHIBITOR'S demeanor is deemed inappropriate or disruptive by Exhibit Management.

INSURANCE AND HOLD HARMLESS AGREEMENTS: General comprehensive, liability and workers compensation insurance must be obtained by EXHIBITORS at their own expense, showing Show Management, and FETC, as additional insured's. Proof of insurance must be submitted to Show Management upon request.

The EXHIBITOR will indemnify, defend, and hold harmless Show Management, FETC and its sponsors, the County, the Facility's owner and management, and their respective owners, directors, officers, employees, agents and representatives, against all claims, actions, demands or liability of whatsoever kind and nature, including but not limited to judgments, interest, reasonable attorneys' fees, expert witness fees, and all other related costs and charges arising out of EXHIBITOR'S activities related to the exhibition or any breach of the EXHIBITOR Rules and Regulations, claims of property or personal injury caused by or attributed in part or in whole to any action or failure to act whether by negligence or otherwise, on the part of the EXHIBITOR or any of its directors, officers, employees, agents, representatives or contractors, excluding liability caused by the sole negligence or willful misconduct of Show management and FETC, its sponsors and their respective owners, directors, officers, employees, representatives and agents.

LIMITATION OF LIABILITY: EXHIBITOR ASSUMES THE ENTIRE RESPONSIBILITY AND LIABILITY FOR ALL DAMAGES OR LOSSES TO SHOW MANAGEMENT AND FETC, INC., THE FACILITY, PERSONS OR PROPERTY THAT OCCUR AS A RESULT OF THE NEGLIGENCE OR ANY ACTIONS OF EXHIBITOR OR ITS OFFICERS, EMPLOYEES, AGENTS, REPRESENTATIVES, INVITEES AND GUESTS DURING THE ENTIRE EXHIBITION PERIOD.

EXHIBITOR AGREES THAT TO THE MAXIMUM EXTENT PERMITTED BY LAW, SHOW MANAGEMENT AND FETC, INC., THE FACILITY AND ANY OF THEIR RESPECTIVE OFFICERS, AGENTS, EMPLOYEES OR REPRESENTATIVES WILL NOT BE HELD LIABLE FOR ANY LOSS OR DAMAGE TO ANY EXHIBITS, OR MATERIALS, GOODS OR WARES (COLLECTIVELY "PROPERTY") BELONGING TO THE EXHIBITOR, AND THEY ARE RELEASED FROM LIABILITY FOR ANY DAMAGE, LOSS OR INJURY TO PERSON OR PROPERTY OF THE EXHIBITOR OR ITS OFFICERS, EMPLOYEES, AGENTS, REPRESENTATIVES, INVITEES AND GUESTS, RESULTING FROM FIRE, STORMS, WATER, ACTS OF GOD, AIR CONDITIONING OR HEATING FAILURE, THEFT, MYSTERIOUS DISAPPEARANCE, BOMB THREATS OR ANY OTHER CAUSES.

INDEMNIFICATION: Show Management for their respective owners, directors, officers, employees, agents, and representatives, shall indemnify, hold harmless, and defend Exhibitor, its officers, directors, agents, and employees, against all claims, liabilities, damages, losses, and expenses, including attorneys fees and cost of suit arising out of or in any way connected with the gross negligence or willful misconduct of Show Management or any of its agents.

DISPUTES: Exhibitor agree that any and all disputes in any way relating to or arising out of this agreement or the assignment, use, denial, change or cancellation of exhibit space, shall be submitted to the American Arbitration Association (AAA) for arbitration before a single arbitrator in accordance with eh rules of AAA then in force and effect as the sole and exclusive remedy for resolving such controversies. The parties agree that the decision of the arbitrator shall be final and binding and that a judgment may be entered on such arbitration award in any court of competent jurisdiction. The parties agree that any such arbitration shall take place in Los Angeles, California. The prevailing party in any such arbitration shall be entitled to recover its costs and expenses, including reasonable attorney's fees incurred in connection with such arbitration. THE PARTIES ACKNOWLEDGE AND AGREE THAT BY SELECTING ARBITRATION AS THE SOLE AND EXCLUSIVE REMEDY FOR RESOLVING ALL DISPUTES AMONG THEM, THEY ARE WAIVING THEIR RIGHT TO A TRIAL BY JURY TO WHICH THEY MAY BE OTHERWISE ENTITLED.

TAXES AND LICENSES: EXHIBITOR shall be responsible for obtaining any licenses, permits or approvals required under local or state law applicable to their activity at FETC. EXHIBITOR shall be responsible for obtaining tax identification numbers & paying all taxes, license fees or other charges that shall be due to any governmental authority in connection with their activity at the Exposition.

FIRE, SAFETY AND HEALTH: The EXHIBITOR agrees to accept full responsibility for compliance with city, county, state and federal Fire, Safety and Health Ordinances regarding the installation and operation of equipment. All exhibit materials and equipment must be reasonably located within the booth and protected by safety guards and devices where necessary to prevent personal accidents to spectators. The EXHIBITOR hereby represents and warrants to Show management and FETC, Inc., that EXHIBITOR has taken all steps reasonably necessary in its judgment to ensure the sound engineering and structural integrity of its exhibit design and the proper construction and safety of the exhibit itself, as erected.

DEFAULT BY EXHIBITOR: EXHIBITOR shall be in default if it fails to pay at pre-identified dates the required sums under this agreement or breaches any of the provisions of this contract.

UNOCCUPIED SPACE: Show Management reserves the right, should any rented EXHIBITOR'S space remain unoccupied 2 hours prior to the published set-up day/hours, or should any space be forfeited due to failure to make payment in full, to sell paid or unpaid space to another EXHIBITOR or use space for such purpose as it may see fit without liability on its part. This clause shall not be construed as affecting the obligation of the EXHIBITOR to pay the full amount specified in the space rental contract. Failure to make payment of the full amount specified in the Contract for Exhibit Space by the cut-off date constitutes cancellation by the contracting EXHIBITOR.

EARLY TEAR-DOWN OR DISMANTLING: Early tear-down or dismantling of booths by EXHIBITORS is strictly prohibited. Early Tear-Down or dismantling disrupts the integrity of the show, and endangers attendees still in the exhibit hall. By signing this agreement EXHIBITORS agree to remain on the exhibit hall floor with their booths fully in place until the official close of the trade show, as published in their EXHIBITOR manual. Any EXHIBITORS dismantling their booths prior to the scheduled time will be **penalized a \$250 fine**. This fine must be paid before the EXHIBITOR may apply to exhibit at future shows. In addition, any EXHIBITORS dismantling their booths early will be penalized with a loss of priority points for future booth selection. Show Management will monitor and enforce this rule.

CANCELLATIONS AND REFUNDS:

A non-refundable and non-transferable payment of 50% of the exhibit fee is due and payable with contract, and this contract cannot be cancelled without fee (50% of exhibit fees). Full payment is due 120 days before the event (October 4, 2010). Contracts submitted after October 4, 2010, must be accompanied by payment in full. After October 4, 2010, all exhibit space fees are due in full. We are unable to make exceptions to this deadline. Booths are not considered reserved until we have received your signed contract with payment and a confirmation has been returned to you. Please refer to the "Cancellation Policy" set forth in the Terms and Conditions on the reverse. Any changes (Upgrades/Downgrades/Cancellation) to this contract need to be communicated in writing to FETC Sales Department. Verbal changes will not be accepted. Exhibitor shall be liable for 100% of its exhibit fee unless written notice of cancellation is received by Management more than 120 days prior October 4, 2010) to the Show's opening. If written cancellation is received by Management more than 120 days prior to the Show's opening, Exhibitor shall be liable for 50% of its exhibit fee. Cancellation fees cannot be applied toward exhibit space at other shows, conferences, advertising, online activities and list rental. Upon any cancellation of this agreement or withdrawal by Exhibitor from the Show, Management shall have the right, but not the obligation, to license the subject Show space to another exhibitor prior to the Show without any rebate or allowance whatsoever to the Exhibitor and without in any way releasing said Exhibitor from any liability hereunder. There will be no refunds for "No-Shows".

EXCUSED NON PERFORMANCE/FORCE MAJEURE: If for any reason beyond the reasonable control of Show management or FETC, Inc., including but not limited to acts of God, war, strikes, labor disputes, accidents, government requisitions, governmental restrictions or regulations on travel (including travel advisory warnings), facility availability, commodities or supplies, inability to secure sufficient labor, civil disturbance, terrorism or threats of terrorism as substantiated by governmental warnings or advisory notices, curtailment of transportation, disaster, fire, earthquakes, hurricanes, extreme inclement weather, epidemic, shortages or disruption of the electrical power supply causing blackouts or rolling blackouts (in the city where the facility is located), or any other comparable conditions, Show management or FETC, Inc. is unable to fulfill its obligations under this Agreement, the Parties may terminate this Agreement without liability, and Show management or FETC, Inc. may retain the earned portion of the Exhibit Fee required to recompense it for expenses incurred up to the time of terminating the event. Any remaining unearned Exhibit Fee will be returned to the EXHIBITOR.

Additionally, if any part of the Facility is damaged or if circumstances beyond Show management or FETC, Inc.'s reasonable control make it impossible or impractical for Show management or FETC, Inc. to permit EXHIBITOR to occupy or continue to occupy the assigned Exhibit space location during any part of or the entire exhibition, EXHIBITOR will only be charged a pro rata Exhibit Space Rental Fee for the period that the Exhibit space was or could have been occupied by EXHIBITOR. Furthermore, in no event will Show management or FETC, Inc., the County, the Facility, or their respective owners, directors, officers, employees, agents and representatives be liable for any consequential, indirect, special or incidental damages of any nature or for any reason whatsoever.

AUTHORITY TO SIGN: EXHIBITOR agrees that they have the requisite authority to enter into this Agreement and bind the company or party for whom they sign, and to abide and be bound by all of the terms, conditions, all EXHIBITOR Rules and Regulations stated under this Agreement, the EXHIBITORS' Manual, any schedules, or to any amendments to the same, all of which are integral to and incorporated by reference into this Agreement. All points not covered are subject to the decision of the Exhibit Manager. Further, EXHIBITOR agrees that Show management will have full power in a matter of interpretation, amendment and enforcement of all EXHIBITOR Rules and Regulations. In all instances, Show management rulings will be final. All rights and privileges granted to EXHIBITOR under this Agreement and any subsequent amendments are subject to and subordinate to the master lease between Show management, FETC, Inc. and the Facility.