



Terpenes and Testing  
Magazine  
and everything extractions



#terpsworldcon2019

TERPENES AND TESTING

# WORLD CONFERENCE

APRIL 11-12, 2019

Thursday - Friday

Pala Casino Spa & Resort

11154 Highway 76 Valley Center, CA 92059



2019 Exhibit Guide & Sponsorship Opportunities



The most promising and comprehensive cannabis science expo in the world.

## What is Terpenes and Testing World Conference?

This world conference will explore the topics of laboratory testing, cannabis extraction methods & practices, and cultivation technique. Those already immersed in the promising industry of cannabis will appreciate the level of detail in our panel and speaking subjects. Business professionals and entrepreneurs will find themselves leaving the Terpenes and Testing World Conference equipped with the tools to understand the complicated industry from a broad scope. No one should miss out on the opportunity to network, learn, and explore the world of cannabis at the Terpenes and Testing World Conference 2019.

CONTACT

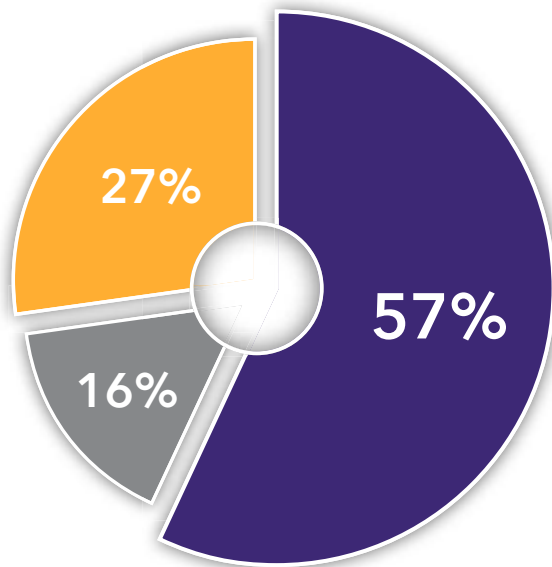
**Celeste Miranda** (Business Development)  
Email: [celeste@terpenesandtesting.com](mailto:celeste@terpenesandtesting.com)  
Call: (805) - 530- 2424

[www.terpenesandtesting.com](http://www.terpenesandtesting.com)



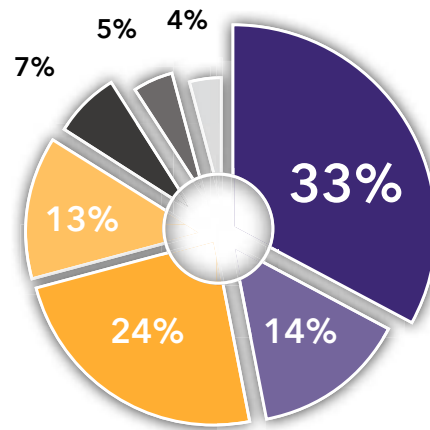
# INDUSTRY POTENTIAL

## DECISION-MAKING POWER



- Decision-Makers: 57%
- Recommenders: 27%
- Influencers: 16%

## MARKET CHANNELS



- Crop & Cultivation: 33%
- Extraction Laboratories: 14%
- Manufacturing: 24%
- Product Infusion: 13%
- Retail: 7%
- Investment: 5%
- Clinical Research: 4%

## WHO WILL YOU MEET

- Cultivation Experts
- Investors
- Dispensary Owners and Operators
- Cannabis Law Experts
- Regulators and Policymakers
- Business Strategists
- Industry Consultants
- Clinical Researchers
- Key Opinion Leaders
- Vendors
- Distributors

**Terpenes and Testing Magazine** strives to educate the world on the latest in cannabis science. Six times a year we publish articles from the top scientists in extraction, laboratory testing, and cultivation. As the only all-inclusive scientific publication in cannabis we are always at the front lines when it comes to the news, methods, and equipment involved in every aspect of cannabis science. After the immediate success of the print and digital publication the team knew that we had to expand our educational platform.

In April 2017 we launched our webinar series featuring some of the more brilliant minds in the industries of cannabis research, testing, and extraction. We will continue to air a webinar every four months, three total each year. Alongside this highly coveted, and completely free series we are proud to announce the Terpenes and Testing World Conference 2019. The most promising and comprehensive cannabis science expo in the United States.

This world conference will explore the topics of laboratory testing, cannabis extraction methods & practices, and cultivation technique. Those already immersed in the promising industry of cannabis will appreciate the level of detail in our panel and speaking subjects. Business professionals and entrepreneurs will find themselves leaving the Terpenes and Testing World Conference equipped with the tools to understand the complicated industry from a broad scope. No one should miss out on the opportunity to network, learn, and explore the world of cannabis at the Terpenes and Testing World Conference 2019.



To Learn more please visit  
[www.terpenesandtesting.com/conference](http://www.terpenesandtesting.com/conference)

# EXHIBITOR SPONSORSHIP PACKAGES



## HEADLINE SPONSOR

**\$25,000**

- 20' x 20' Booth
- Logo Included in Show E-Newsletters
- Dedicated Email Blast
- 10 Conference Passes
- Onsite Signage & Show Program Listing
- Opt-in Attendee List
- Press Release Mentions
- Social Media Shout-Outs
- Logo on Print Ads
- Banner Outside Concert(1)

## GOLD SPONSOR

**\$15,000**

- 20' x 10' Booth
- Logo Included in Show E-Newsletters
- 8 Conference Passes
- Onsite Signage & Show Program Listing
- Opt-in Attendee List
- Press Release Mentions
- Social Media Shout-Outs
- Logo on Print-Ads

## SILVER SPONSOR

**\$10,000**

- 10' x 10' Booth
- Logo Included in Show E-Newsletters
- 6 Conference Passes
- Onsite Signage & Show Program Listing
- Opt-in Attendee List
- Social Media Shout-Outs
- Logo on Print Ads

## BRONZE SPONSOR

**\$5,500**

- 10' x 10' Booth
- Logo Included in Show E-Newsletters
- 4 Conference Passes
- Onsite Signage & Show Program Listing
- Opt-in Attendee List

## CONCERT SPONSOR

**\$7,500**

- 10' x 10' Booth
- Logo Included in Show E-Newsletters
- 5 Conference Passes
- Onsite Signage & Show Program Listing
- Opt-in Attendee List
- Press Release Mentions
- Social Media Shout-Outs
- Banner Outside Concert(1)
- Premium Seating at Concert

## BRANDING SPONSORSHIPS



### MEDIA WALL SPONSOR

**\$5,500**

- 10' x 10' Booth
- Logos on Backdrop with Terpenes & Testing
- Backdrop will be used for Media Interviews
- 4 Conference passes



### LANYARD SPONSOR

**\$6,500**

- 10' x 10' Booth
- Printed Lanyards given to all attendees
- 4 Conference passes



### WATER BOTTLE SPONSOR

**\$3,500**

- Logo on 1500 Water Bottles Handed out at Door on Tuesday
- Onsite Signage & Show Program Listing
- 4 Conference passes



### COFFEE SPONSOR

**\$5,500**

- Tabletop logo on buffet table, and branding throughout lunch area tables
- Logo listed on event agenda
- Logo listed on website
- 4 Conference passes



### SWAG BAG SPONSOR

**\$5,000**

- Logo on swag bags
- Logo listed on website
- Provide an insert to be added to swag bag or event booklet (this can be corporate literature, product samples or marketing swag)
- Logo listed on website
- 4 Conference passes



### DEMO STAGE SPONSOR

**\$5,500**

- 10' x 10' Booth
- Banners completely surrounding the demo stage
- Demo hour
- 4 Conference passes



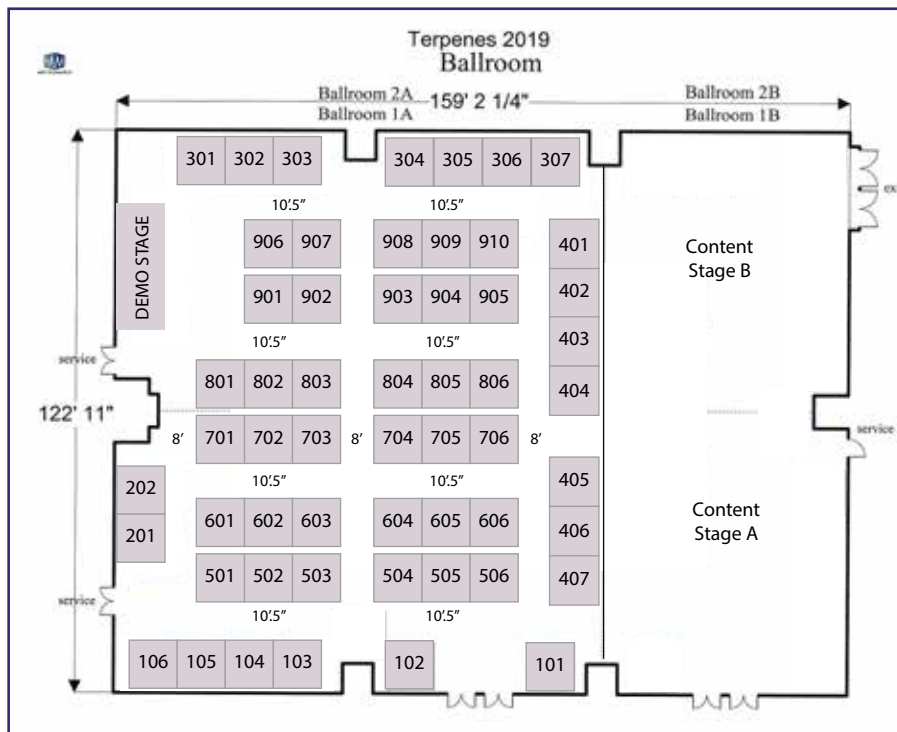


Your booth position is based on when you register your exhibit.



## Reserve your exhibit booth and take advantage of your booth selection today!

[www.terpenesandtesting.com/conference](http://www.terpenesandtesting.com/conference) ← See here for up-to-date booth availability.



### BOOTH PRICING

**July 1st to September 30th**

20% off

Inline Booth: \$1999

Corner Booth: \$2399

**October 1st to December 31st**

10% off

Inline Booth: \$2249

Corner Booth: \$2699

**January 1st to April 12th**

Full-Price

Inline Booth: \$2499

Corner Booth: \$2999

Exhibitors receive 2 all-access passes. Additional passes can be purchased for exhibitors at \$99. To purchase additional tickets, ask your sales rep for a promo code.

### EXHIBIT TIMES

April 11, 2019 (Thursday)  
9:00 am - 5:00 pm

April 12, 2019 (Friday)  
9:00 am - 5:00 pm



# Exhibitor Confirmation

TERPENES AND TESTING WORLD CONFERENCE  
Thursday, April 11 to Friday, April 12, 2019  
Valley Center, CA

Reserve Your  
Booth Space  
Today.  
Availability Is  
Limited.

Please print and fill  
out both pages.

Please select the events you would like to  
reserve as well as the sponsorship level.

Fill in your contact information and  
signature and scan both pages to  
Celeste Miranda:

[celeste@terpenesandtesting.com](mailto:celeste@terpenesandtesting.com)  
**(805)-530-2424**

## EXHIBIT TIMES

April 11, 2019 (Thur)  
**9:00 am - 5:00 pm**

April 12, 2019 (Fri)  
**9:00 am - 5:00 pm**

## Exhibitor Packages

Headline Sponsor	<input type="radio"/> \$25,000
Gold Sponsor	<input type="radio"/> \$15,000
Silver Sponsor	<input type="radio"/> \$10,000
Bronze Sponsor	<input type="radio"/> \$5,500
Concert Sponsor	<input type="radio"/> \$7,500

## Branding Sponsorships

Media Wall Sponsor	<input type="radio"/> \$5,500
Lanyard Sponsor	<input type="radio"/> \$6,500
Water Bottle Sponsor	<input type="radio"/> \$3,500
Coffee Sponsor	<input type="radio"/> \$5,500
Swag Bag Sponsor	<input type="radio"/> \$5,000
Demo Stage Sponsor	<input type="radio"/> \$5,500

**TOTAL DUE**



# Exhibitor Confirmation

TERPENES AND TESTING WORLD CONFERENCE

Thursday, April 11 to Friday, April 12, 2019

Valley Center, CA

Reserve Your  
Booth Space  
Today.  
Availability Is  
Limited.

## Sponsor Contact Information

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_

State/Zip: \_\_\_\_\_

Country: \_\_\_\_\_

Phone: \_\_\_\_\_

## Billing Information (If Different)

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_

State/Zip: \_\_\_\_\_

Country: \_\_\_\_\_

Phone: \_\_\_\_\_

### ACCEPTANCE OF TERMS AND CONDITIONS

The organization listed above contracts with the Terpenes and Testing World Conference 2019. For complete terms and conditions visit [www.terpenesandtesting.com](http://www.terpenesandtesting.com)

#### PAYMENT

The full amount of the booth, which is tiered depending on time of purchase, is due and payable at the time of contract signing.

#### CONFIDENTIALITY AGREEMENT

The terms and conditions of this Agreement are confidential and cannot be disclosed to any third party without written consent. This Agreement is intended to be fully binding.

#### HOLD HARMLESS

The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on the Hotel premises and will indemnify, defend, and hold harmless the Hotel, its owner, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims. The terms of this provision shall survive the termination or expiration of the Agreement. Such damages include, but are not limited to, the following:

The use of nails, duct tape or any adhesive, glue, or staples in the Hotel's meeting space is not allowed in exposed molding or walls. Damage charges will be assessed by the Hotel's Chief Engineer prior to the departure of the production company; therefore, questions regarding whether or not the use of nails or staples is necessary may be directed to the Hotel's Engineering Department, extension 6141. All signs and posters must be professionally printed and displayed (flip charts or handwritten signs and posters are unacceptable).

#### PROFESSIONALISM

Exhibitors are expected to maintain a high level of professionalism while exhibiting at the individual events. This includes, but is not limited to, dressing in appropriate business casual attire, presenting professional exhibitor booths/displays and engaging in respectful communication among fellow sponsors, delegates and event/venue staff. Inappropriate behavior that may detract from the educational objectives of the event and exhibits will not be tolerated

and may cause the sponsor not to be invited to future events. By signing this agreement, Sponsors acknowledges and agrees to adhere to the Professionalism policy of the event.

#### CANCELLATION POLICY

Upon signing this agreement, your firm is responsible for 100% payment. In the event that the event Organizer cancels the event due to an act of God, declaration of war, act of foreign enemies, one or more occurrences that could directly or indirectly impair travel, or any other act or event that directly or indirectly causes cancellation of the conference, Terpenes and Testing World Conference 2019 shall have the right to retain 33% of the sponsorship fees to cover pending costs. The remaining fees shall be credited to the sponsorship of one or more future events to be determined at Terpenes and Testing World Conference 2019's discretion.

#### EXHIBITOR DIRECTORY

To be listed in the website exhibitor directory, a company description of no more than 50 words must be submitted

within 30 days of contract execution, or at least 30 days prior to the event date. In order to be included in the onsite print show guide, company descriptions must be submitted prior to 30 days before the event and must not exceed 50 words. INDUSTRY PIONEER may submit a 150-word description. INDUSTRY AMBASSADORS may submit 100-word company description. Any submitted descriptions that exceed the allotted word limit will be revised by Terpenes and Testing World Conference 2019z at its own discretion without prior approval from Exhibitor. GRAPHICS ARTWORK GUIDELINES All Exhibitors and Sponsors must submit high-resolution logos pursuant to the "Graphics Artwork Guidelines" attached and incorporated herein. Logos must be submitted no later than 30 days prior to the event. If Exhibitor/sponsor fails to submit a high resolution logo, Sponsor/Exhibitor hereby agrees to a charge of \$100 for Organizer to create a high resolution logo that meets the high resolution specs for print quality, as noted in the Logo Guidelines.

#### GUEST PASSES or EXTRA PASSES

As part of the negotiated package, Exhibitor's will get 2 free passes to the conference. Additional passes will be available at a discounted rate of \$99 available to be purchased up to the conference time. Additional passes can be purchased online. Speak to your sales rep for the discount code.

Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_ Date: \_\_\_\_\_

Title: \_\_\_\_\_





## Celeste Miranda

(Business Development)

Email: [celeste@terpenesandtesting.com](mailto:celeste@terpenesandtesting.com)

Call: (805)-530-2424

[www.terpenesandtesting.com](http://www.terpenesandtesting.com)

 #terpsworldcon2019

## ABOUT TERPENES AND TESTING WORLD CONFERENCE

This world conference will explore the topics of laboratory testing, cannabis extraction methods & practices, and cultivation technique. Those already immersed in the promising industry of cannabis will appreciate the level of detail in our panel and speaking subjects. Business professionals and entrepreneurs will find themselves leaving the Terpenes and Testing World Conference equipped with the tools to understand the complicated industry from a broad scope. No one should miss out on the opportunity to network, learn, and explore the world of cannabis at the Terpenes and Testing World Conference 2019.

## ABOUT TERPENES AND TESTING MAGAZINE



The Terpenes and Testing Magazine strives to educate the world on the latest in cannabis science. Six times a year we publish articles from the top scientists in extraction, laboratory testing, and cultivation. As the only all-inclusive scientific publication in cannabis we are always at the front lines when it comes to the news, methods, and equipment involved in every aspect of cannabis science. After the immediate success of the print and digital publication the team knew that we had to expand our educational platform.

## VENUE

### Pala Casino Spa Resort

11154 CA-76, Pala, CA 92059

<https://www.palacasino.com/home>



## Stay where the action is...

Terpenes and Testing World Conference 2019 has negotiated a limited block of rooms at a substantially discounted rate shown below:

ALL-ACCESS TICKET DATES: Thursday, April 11 to Friday, April 12, 2019.

Terpenes and Testing World Conference 2019 will take place at the Pala Casino Spa Resort, Valley Center, CA

Address: 11154 Highway 76 Valley Center, CA 92059 United States



Each program will be in the hands of the attendees at this worldwide cannabis conference. Reach industry professionals and big players with one simple space in this exclusive advertising experience. Pricing for advertisements in our Terpenes and Testing World Conference can be found below



The Terpenes and Testing World Conference will host the most creative and brilliant minds of the cannabis industry. How can YOUR company stay ahead of the pack? Put your brand in the hands of cannabis market leaders by advertising in the conference program! Print advertising is a sure-fire way to bring your company to the forefront of everyone's attention and is a pivotal piece of every marketing strategy!

**FULL-PAGE**

**\$695**



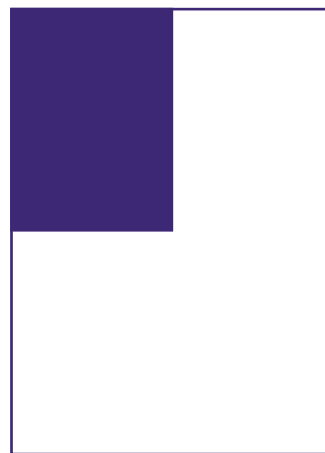
**HALF-PAGE**

**\$395**



**QUARTER-PAGE**

**\$249**



# WORLD CONFERENCE



Your Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Which are you interested in? (Check all that apply)

- Packaged Option
- A La Carte Booth
- Sponsorship

What is the best time for Terpenes & Testing to contact you? \_\_\_\_\_

Comments: \_\_\_\_\_

Please fill out our quick exhibitor form and someone from **Terpenes & Testing** will be in touch with you within the next business day to discuss exhibiting or sponsorship options with you.

## PACKAGED OPTIONS

Packaged choices include Headline, Gold, Silver and Bronze packages. All packages include a booth, a print ad in our show program and much much more.

## A LA CARTE OPTIONS

For those of you who prefer a standalone booth, we can provide you with pricing for a 10' X 10', 20' X 10', 30' X 10' or any other size booth configuration you need.

## SPONSORSHIP OPPORTUNITIES

There are many sponsorship opportunities available for exhibitors who want an additional presence or for those who can't make it to the show but want to have a presence at the Terpenes & Testing World Conference.

TERPENES AND TESTING

# WORLD CONFERENCE

/  #terpsworldcon2019/

**Meeting Dates: April 11-12, 2019 (Thursday - Friday) - Pala Casino Spa Resort / Valley Center, CA**

**Instructions:** Complete and return this application to reserve your space. Available exhibit space will be assigned on a first-come, first-served basis upon receipt of this document. Additional Marketing Opportunities payments are due in full and are non refundable. Space will not be reserved without payment.

**Please Note: Exhibitors will be allowed to sell their Non THC products/services in the exhibit hall at Terpenes and Testing World Conference 2019.**

**COMPANY:** \_\_\_\_\_

**CONTACT NAME:** \_\_\_\_\_ **TITLE:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

**CITY/STATE/ZIP/COUNTRY** \_\_\_\_\_

**PHONE:** \_\_\_\_\_ **FAX:** \_\_\_\_\_ **E-MAIL:** \_\_\_\_\_

**Total number of booths requested:** \_\_\_\_\_

**Location Preference:**  Corner  
 In-Line

**Are you eligible for a discount per the tiered pricing dates?**  YES  NO

**If yes, how much? \$** \_\_\_\_\_

**Total price of booth \$** \_\_\_\_\_

**We prefer the following booth locations (In priority order):**

1) \_\_\_\_\_ 2) \_\_\_\_\_ 3) \_\_\_\_\_

**We will exhibit the following products/equipment/services:**

\_\_\_\_\_  
\_\_\_\_\_

**If possible, we would like to be located near (other exhibitor names):**

\_\_\_\_\_

**If possible, we would NOT like to be located adjacent to or directly across from:**

\_\_\_\_\_

In accordance with the following terms, conditions, and regulations governing exhibits of the Terpenes and Testing World Conference 2019 at the Pala Casino Spa Resort, San Jose, CA, the undersigned hereby makes application for exhibit space(s) which, when accepted by the Terpenes and Testing Management, becomes a contract. Terms and conditions listed in the attached Terpenes and Testing Rules and Regulations and at the: [www.terpenesandtesting.com](http://www.terpenesandtesting.com) a part of this contract. The undersigned agrees to abide by all rules, requirements, restrictions, and regulations as set forth in this agreement or as may be especially designated by Terpenes and Testing Management, the convention center, the official general services contractor as well as any city, state, and federal regulations. Failure to abide by such rules and regulations will result in the forfeiture of all monies paid to Terpenes and Testing under the terms of this agreement. Exhibitors remain obligated to pay any outstanding balances due to Terpenes and Testing.

**AUTHORIZED SIGNATURE** \_\_\_\_\_

**DATE** \_\_\_\_\_

Terpenes and Testing reserves the right, in its sole discretion, to accept or deny applications for exhibit space and to allocate space among exhibitors. In the case of a denied application, all monies collected by Terpenes and Testing will be refunded to the exhibiting company.

**Payment TOTAL EXHIBIT FEES \$** \_\_\_\_\_

All payments must be made via Paypal Business Services with credit card or eCheck options.

**Submit Application to:**

CELESTE@TERPENESANDTESTING.COM

Call: (805)-530-2424

Email: [info@terpenesandtesting.com](mailto:info@terpenesandtesting.com)

[www.terpenesandtesting.com](http://www.terpenesandtesting.com)

# TERPENES AND TESTING RULES AND REGULATIONS

## EXHIBITOR TERMS AND CONDITIONS

The following terms and conditions, together with the documents referenced herein and the Exhibitor Space Application and Contract form the contract between, on the one hand, the Terpenes and Testing World Conference and any of their respective authorized persons and designees (collectively, "HOST") and, on the other hand, the Exhibitor. HOST reserves the right to render all interpretations and decisions, should questions arise, and to establish further regulations as may be deemed necessary to the general success and well-being of the exhibition and or any person(s) affiliated there with. HOST's decisions and interpretations shall be final in all cases.

## CONTRACT FOR PAYMENT AND SPACE

All applications must be accompanied by payment in full for each booth, payable to Terpenes and Testing.

## CONFIRMATION OF APPLICATION ACCEPTANCE

The Terpenes and Testing World Conference is a for profit company whose mission is to promote scientific research and educate the public on Medical Cannabis. The conference is one of the primary means by which Terpenes and Testing seeks to fulfill its mission. In organizing the conference, HOST seeks a variety of exhibitors so that conference attendees will have an opportunity to see and investigate a broad range of products or services which may impact the human aging process. With this in mind, HOST is not always able to confirm exhibit space immediately and may in its sole discretion accept or reject any application due to: the number of other applications from exhibitors who seek to promote similar products or services; to provide space to other exhibitors whose products or services are more in accord with HOST's mission or; to give priority to exhibitors who support HOST in other ways. Exhibitor understands that the confirmation-process is not, therefore, determined on a first come, first serve basis. Terpenes and Testing or its designee will deposit all reservation payments upon receipt. In so doing, this shall not in any way constitute HOST's acceptance of any application. Rather, acceptance of an exhibitor application shall only be by written acceptance

letter issued by Terpenes and Testing or its designee. EXHIBITOR SPACE FLOOR PLAN. Every effort will be made to maintain the general configuration of the floorplan for this convention. However, the HOST reserves the right to modify the plan, if necessary, as determined solely by the HOST.

## CANCELLATION POLICY

All cancellations must be in writing. Exhibitors cancelling 90 days or less prior to the start of the event will be charged a cancellation fee equal to 100% of the total contract charge. This includes any unpaid balance. Exhibitors canceling more than 90 days prior to the start of the event will be charged a cancellation fee equal to 50% of the total contract charge. This also includes any unpaid balance.

## RESTRICTIONS and LIMITATIONS ON USE OF SPACE

Exhibitor agrees to abide by the rules and regulations of HOST, the exhibit hall and any other applicable rules, regulations, codes or standards. All exhibits shall be professional in appearance and staffed with the appropriate knowledgeable personnel. Exhibitor must keep space open and properly staffed at all times during exhibition hours. All active exhibition personnel must remain within the boundaries of assigned exhibit space and may not extend exhibition or information distribution activities into the aisle area or any other area. The assigned booth space may not be used for purposes other than distribution of information about, and/or sale of, products and/or services to be rendered by the exhibitor assigned to the space at a later date. No exhibitor may distribute information pertaining to products and services of another. Under no circumstances shall services be rendered within the exhibition space. HOST reserves the right to restrict exhibit to minimum noise level and to suitable methods of operation. Exhibits, signs, displays, and exhibition activity by exhibition personnel or their affiliates are also prohibited in any public space or elsewhere on the premises of the meeting facilities, or in the guest rooms or hallways of the hotel; these activities include, but are not limited to, distribution of flyers, leaflets, coupons, brochures, or other printed materials.

HOST has the right to any time and from time to time to formulate and publish any other rules, regulations, guidelines or other pronouncement relating to any conference which shall be made available to the Exhibitor upon request.

## EXHIBITORS

Exhibitors will receive passes for two people to work the exhibit booth. Should exhibitors require additional passes, they must be purchased from HOST at rates established by HOST. Passes are not transferable.

## SERVICE CONTRACTORS

The Official Service Contractor may furnish all participating exhibitors with a Service Manual that will contain exhibit instructions and order forms for all booth accessories and services required. Orders not processed in advance for furniture, carpeting, labor, and other requirements must be procured at the Official Exhibit Contractor's Service Desk and are subject to on-site rates. Exhibitors requiring the services of independent contractors must have prior approval of HOST and the hotel, and no exceptions will be made that will interfere with the orderly function or security of the exposition, or with obligations or commitments of HOST. Exhibitors using ground or air freight carriers are requested to ship directly to the designated HOST freight contractor in ample time prior to the exhibition to allow effective and timely handling of materials.

## ORDER-TAKING AND DISTRIBUTION OF MATERIALS

Exhibitors will be allowed to accept credit card, check, cash, or purchase order payment for their product and may distribute said products on-site. Distribution of all products sold must be made by the end of tear-down. Exceptions must be approved in writing by HOST and the show facility. Long-term storage of exhibitor goods at the show facility is prohibited. Exhibitors will be responsible for all state and/or local taxes required by law. Raffles or lotteries may be conducted within the confines of the exhibit booth, or through use of the central P.A. system to announce winners or make remarks with prior HOST approval.

# TERPENES AND TESTING RULES AND REGULATIONS

## FLOOR PLANS

All dimensions and locations cited in literature and/or shown on floor plans are believed, but are not warranted, to be accurate. HOST reserves the right to make such modifications as may be necessary to meet the needs of the conference, the exhibitors, and exhibit program. Exhibits shall be arranged as to not obstruct the general view or hide the exhibits of others. Avoid demonstration areas on the aisle line of the display that will result in traffic congestion in the aisle. Any part of the exhibit which does not lend itself to an attractive appearance, such as unfinished side or end panels must be draped at the exhibitor's expense. HOST reserves the right to have such finishing done and the exhibitor will be billed for all charges incurred. The exhibitor expressly agrees to do all installation and dismantling of exhibits during the time specified. No Exhibit may be dismantled before the official closing time. It is the responsibility of the exhibitor to arrange for materials to be delivered to the exhibit hall by the specified deadlines. Should the exhibitor fail to remove the exhibit, removal will be arranged by HOST at the expense of the exhibitors. The exhibitor must surrender rental space in the same condition as it was in at commencement of occupation. The exhibitor or his/her agents shall not injure or deface the walls, columns, or floors of the exhibit facilities, the booths, or the equipment or furniture of the booths. When such damage appears, the exhibitor shall be liable to the owners of the property so damaged.

## FIRE, SAFETY, AND HEALTH REGULATIONS

The exhibitor agrees to comply with local, city and state laws, ordinances, and regulations and the regulations of the owner covering fire, safety, health, and all other matters. Affidavits attesting to compliance with the Fire Department regulations must be submitted when requested. No combustible materials shall be stored in or around the exhibit booths. No human or animal fluids, tissues, and/or hair or other biological materials may be collected or distributed on conference premises.

## ACCEPTABILITY OF EXHIBITS

All exhibits shall be to serve the interests of the members of HOST and shall be operated in a way that will not detract from other exhibits, the exhibition, or the conference as a whole. Acceptability includes persons, dress, things, conduct, printed materials, or anything of a character which HOST determines to be objectionable to the exhibition as a whole. HOST reserves the right to require the immediate withdrawal of any exhibit or person(s) believed to be injurious to the purpose and well-being of HOST. In the event of such restriction or eviction, HOST is not liable for any refund or rental fees or any other expense or damage incurred by the exhibitor.

## PROMOTION

To attract attendees and increase floor traffic during the conference and exhibition, exhibitors agree to distribute and promote the conference by mentioning HOST, the date, content and location of the conference in print and media advertisements procured or distributed by the exhibitor after such time as this contract is entered into. Such mention will also be included in all promotional materials and large volume mailings to existing and potential customers.

## SECURITY

Neither HOST nor the property owner shall be liable in any way for any property of exhibitor or its employees or agents which is damaged or stolen during the conference.

## SERVICES

It is mutually understood and agreed that HOST will provide each exhibitor with the following services free of additional charge: erection of necessary flame-retardant backgrounds of uniform style, an identification sign, aisle carpeting, program listing, general hall cleaning. In addition to all other payments provided for this contract, exhibitor agrees to pay for the following services at rates approved by HOST: handling of incoming and outgoing freight; labor and material to assist exhibit erection, dismantling, and maintenance of the exhibit; electrical service, including outlets; cleaning service;

telephone service; furniture/accessories. HOST may but shall not be required, however, to supply these services.

## NON-LIABILITY

It is understood and agreed by each and every exhibitor, its agents, and guests that neither HOST, its employees nor its contractors shall be liable for loss or damage to the goods or property of exhibitor, its agents and guests. At all times such goods and properties remain in the sole custody and possession of the exhibitor. On signing the Application-Contract, exhibitor releases HOST, its respective managers, officers, members, sponsors, employees, and agents, and saves them harmless from any claim for breach of contract, property damage or personal injury sustained by exhibitor and its agents, employees or guests. This releases and indemnity shall extend to and expressly include all claims, injury or damage resulting from the sole negligence of one or more of the aforementioned indemnities. IF the above release and indemnity is determined by any court to be unenforceable, HOST shall not be liable for any special or consequential damages. Rather, HOST's sole liability shall be to refund amounts paid by exhibitor to HOST for the booth.

## INSURANCE

The exhibitor agrees to obtain and maintain, throughout the duration of the conference including setup and tear down, comprehensive general liability insurance coverage naming MACE Media Group, Terpenes and Testing World Conference, & Pala Casino, Spa & Resort as an additional insured bearing limits of liability for property damage and bodily injury of at least \$2,000,000.00 per occurrence. Exhibitor must provide HOST with a certificate evidencing such insurance prior to set-up.

# TERPENES AND TESTING RULES AND REGULATIONS

## **NON-ENDORSEMENT**

Exhibitor will not represent orally or in writing that exhibitor's products are in any way approved by HOST or that it is affiliated in any way with HOST.

## **MISCELLANEOUS**

The HOST shall have the sole authority to interpret and enforce all terms and conditions governing exhibitors and this exhibition. Any and all matters not specifically covered herein are subject to decision by the HOST. These terms and conditions may be amended at any time by the HOST upon written notice to all exhibitors. The exhibitor expressly agrees to be bound by the terms and conditions set forth herein and by any amendments thereto adopted by the HOST from time to time. This contract shall be interpreted under the laws of the United States and the State of California.

## **NON-ASSIGNMENT**

No exhibitor shall, without the written prior consent of the Cannabis Professionals Expo or International ICPE LLC, assign, sublet, or apportion the space assigned to it to any other exhibitor, entities or person(s).

## **REMEDIES; INTERPRETATION**

In addition to any remedies which may be available at law or in equity, HOST reserves the right to expel the Exhibitor from the exhibit hall and conference in the event HOST or their duly appointed designee determines that EXHIBITOR has breached the terms of this Agreement or if in the discretion of HOST, Exhibitor or any of its agents or designees has acted in a manner not befitting the professionalism of the conference. The decision of HOST only, as consistently applied to all exhibitors in the applicable conference.

## **SEVERABILITY**

In the event that any provision of this Agreement shall be held invalid, the remaining provisions of this Agreement shall continue to apply to the maximum extent allowed by law.

## **REFUND OF BOOTH DEPOSIT IF APPLICATION IS NOT ACCEPTED**

If HOST does not accept an exhibitor application, it shall issue a refund check to said exhibitor by the beginning of the conference. No interest or other sums will be due. HOST's sole liability to any exhibitor whose application is not accepted is to refund to the exhibitor the fee submitted by that exhibitor with his/her/its application.

## **THIS IS A NON-CANNABIS CONSUMPTION EVENT.**