

The background features a symmetrical radial pattern of lines. The top half consists of lines radiating from a central point at the top, transitioning from a bright yellow at the center to a deep orange at the edges. The bottom half consists of lines radiating from a central point at the bottom, transitioning from a light blue at the center to a deep blue at the edges. The two halves meet at a horizontal line across the middle.

# ARPA-E energy innovation summit

March 17-19, 2025 | Washington, D.C.

## 2025 PARTNER OPPORTUNITIES GUIDE

[www.ARP AE-Summit.com](http://www.ARP AE-Summit.com)



# About the Summit

The **ARPA-E Energy Innovation Summit** is where energy innovators **Forge the Future** and outlier energy ideas are brought to life. The Summit brings together energy scientists, technologists, entrepreneurs, engineers, and industry visionaries who dare to disrupt the status quo.



You have the opportunity to shape tomorrow's energy landscape – today. The Summit offers a unique, three-day program aimed at moving transformational energy technologies out of the lab and into the market. Join entrepreneurs, innovators, engineers, and industry visionaries at the 2025 Summit to:

- **Discover the Future:** Learn from experts and explore breakthrough technologies across key sectors, including industrial decarbonization, energy storage, advanced nuclear reactors, grid technologies, fusion, and many more

- **Collaborate for Impact:** Engage with the foremost experts in energy across academia, industry, investor, and policy
- **Explore New Tech:** Experience 400+ transformative energy technologies and prototypes on display at the Technology Showcase
- **Identify Funding Opportunities:** Discover the next game-changing investment in the energy sector



ARPA-E provided inspiration and motivation to continue advancing technologies toward energy democratization. The results of these funded projects support all humanity.

—ARPA-E Summit Attendee



# 2024 Summit Highlights



## 2024 energy innovation summit

May 22-24, 2024 • Dallas, Texas

[ARPAE-Summit.com](https://arpa-e-summit.com)



**Bolder Today, Brighter Tomorrow**

## 2024 Summit Numbers

- over **100** speakers & keynote addresses
- nearly **2,800** registered attendees from **48** states & D.C. & **26** countries
- **35** government agencies including representatives from DOE, as well as civilian, state, and international agencies
- over **65** registered students from **39** universities across **23** states
- more than **450** transformative technologies
- **13** focused networking opportunities



A man in a light blue button-down shirt is speaking into a microphone and gesturing with his left hand. He is standing in front of a large monitor displaying a blue-tinted image of a power plant or industrial facility. To his right, a group of people, including a woman in a patterned blouse and a man in a blue blazer, are listening. The background shows a large industrial hall with high ceilings and various equipment.

# About the Summit Host

The Department of Energy Advanced Research Projects Agency-Energy (ARPA-E) funds and directs the discovery of outlier energy technologies to ultimately bring power to possibility. As the disruptive wing of the Department of Energy, ARPA-E projects have the potential to increase energy efficiency, decrease emissions, and drive U.S. technological leadership. The Summit is where experts and visionaries come together to discover, connect, and collaborate with those catalyzing the future of energy innovation.



# Platinum Partnership

\$36,500

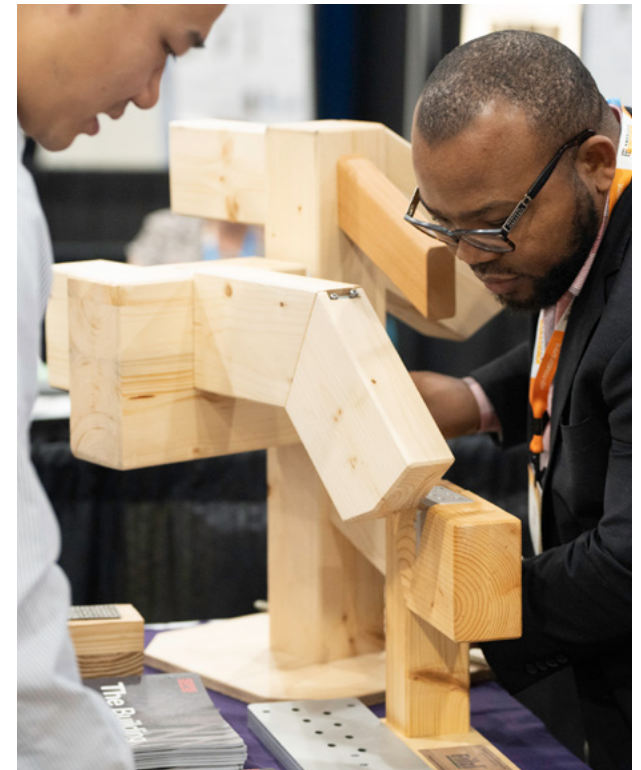
5 Available

## PRE-EVENT MARKETING

- Logo & Link on Summit website
- 250-word company description on Summit website
- One (1) push notification prior to Summit to the attendees using the mobile app (Partner to provide content)
- Five (5) minute video on innovative technology produced by company to be posted on Media Gallery of the Summit website (Partnering company to provide video)

## SUMMIT ACCESS EXPERIENCE

- Seven (7) Full Summit Passes
- One 10 x10 exhibit space
- Dedicated meeting room for three (3) days of the Summit
- Contact Information of all showcasing technology companies and awardees
- Choice of any one a la carte partnership (additional partnership opportunities list of \$5,000 or less)



## ON-SITE MARKETING

- Mobile App Partner
- Rotating banner advertisement on the Summit mobile app
- Company logo on Twitter wall
- One (1) push notification during the Summit to the attendees using the mobile app (Partner to provide content)
- Logo posted on partnership signage



Sponsorship does not include booth items, such as tables, chairs, electricity, internet, etc. and must be ordered separately. See exhibitor kit for more information.

Interested in Partnering? Contact Taylor Clifton • [tclifton@eventPower.com](mailto:tclifton@eventPower.com) • (703) 740-1939

# Gold Partnership

\$19,000

5 Available

## PRE-EVENT MARKETING

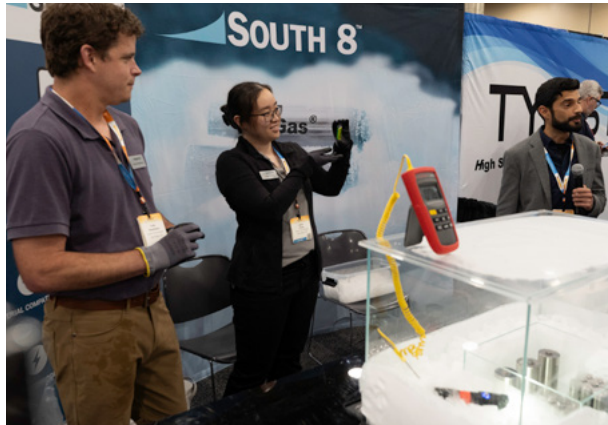
- Logo & link on Summit website
- 250-word company description on Summit website and mobile app

## SUMMIT ACCESS EXPERIENCE

- Five (5) Full Summit Passes
- One 10 x10 exhibit space
- Dedicated meeting room for three (3) days of the Summit
- Contact information of all showcasing technology companies and awardees
- 20% discount on any one a la carte partnership (additional partnership opportunities list)

## ON-SITE MARKETING

- One (1) push notification during the Summit to the attendees using the mobile app (Partner to provide content)
- Logo posted on partnership signage



# Silver Partnership

\$14,250

## PRE-EVENT MARKETING

- Logo & link on Summit website
- 250-word company description on Summit website and mobile app

## SUMMIT ACCESS EXPERIENCE

- Four (4) Full Summit Passes
- One 10 x10 exhibit space
- Contact information of all showcasing technology companies and awardees

## ON-SITE MARKETING

- One (1) push notification during the Summit to the attendees using the mobile app (Partner to provide content)
- Logo posted on partnership signage

Sponsorship does not include booth items, such as tables, chairs, electricity, internet, etc. and must be ordered separately. See exhibitor kit for more information.

# Bronze Partnership

\$9,000

## PRE-EVENT MARKETING

- Logo & link on Summit website
- 250-word company description on Summit website and mobile app

## SUMMIT ACCESS EXPERIENCE

- Two (2) Full Summit Passes
- One 10 x10 exhibit space
- Preview of the showcase technology companies' delegate list in advance of the event
- Logo posted on partnership signage

# Registration Partnership

\$12,500

## PRE-EVENT MARKETING

- Logo or banner featured in the footer of the Summit registration page
- Logo featured on attendee email confirmations
- Logo and special recognition on the Summit website
- Logo on Know-Before-You-Go email

## SUMMIT ACCESS EXPERIENCE

- Logo featured on the splash screens of onsite self-registration kiosks
- Logo prominently featured in the on-site registration area
- Logo featured on Summit signage
- Logo on attendee post-Summit survey

# Patron Partnership

\$6,750

## PRE-EVENT MARKETING

- Logo & link on Summit website
- 250-word company description on Summit website and mobile app

## SUMMIT ACCESS EXPERIENCE

- One (1) Full Summit Passes
- One 10 x10 exhibit space
- Preview of the showcase technology companies' delegate list in advance of the event
- Logo posted on partnership signage

Sponsorship does not include booth items, such as tables, chairs, electricity, internet, etc. and must be ordered separately. See exhibitor kit for more information.

Interested in Partnering? Contact Taylor Clifton • [tclifton@eventPower.com](mailto:tclifton@eventPower.com) • (703) 740-1939

# Technology Development Partnership

\$6,750

This partnership opportunity is open to research centers, national labs, and tech transfer offices, which include: university and government research centers, national laboratories, transfer offices, Government Agencies, and regional economic development initiatives.

## PRE-EVENT MARKETING

- Logo & link on Summit website
- 250-word company description on Summit website and mobile app

## SUMMIT ACCESS EXPERIENCE

- Three (3) Full Summit Passes
- One 10 x10 exhibit space
- Contact information of all showcasing technology companies and awardees
- Logo posted on partnership signage

# Supporting Partnership

\$3,750

## PRE-EVENT MARKETING

- Logo and link on Summit website
- 250-word company description on Summit website and mobile app

## SUMMIT ACCESS EXPERIENCE

- One 10 x10 exhibit space
- Logo posted on partnership signage

*This partnership does not include Summit Passes. Supporting Partner must purchase passes separately.*



The 10th anniversary ARPA-E Innovation Summit was an excellent opportunity to connect with the entire ecosystem of energy innovators: entrepreneurs, incubators and accelerators, universities and labs, investors, corporate partners, research organizations, and more.

—Beth Hartman, Manager in the Electricity Practice at Rocky Mountain Institute



# A' LA CARTE Opportunities

## GIVEAWAYS

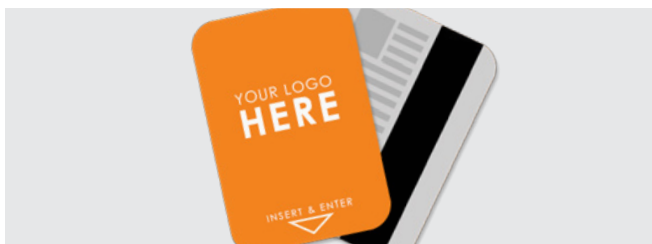


### SUMMIT LANYARD

\$15,000

Quantity: 1

A branding opportunity that is everywhere! This eye-catching partnership includes company logo on the Summit lanyard! This is one of the most visible partnerships as all attendees must wear their badge to gain entry to the Summit. The company logo will be placed prominently on the lanyard.



### HOTEL ROOM KEY

\$10,000

Quantity: 1

Increase your visibility by branding one of the Summit's most used items, the hotel room key. Attendees will be reminded of your company each time they retrieve their keycard to enter their hotel room. Every attendee staying at the hotel will receive the branded key card at hotel check-in.



### SUMMIT WATER BOTTLE

\$9,000

Quantity: 1

Help Summit attendees stay hydrated and refreshed with a branded, reusable water bottle that is sure to be used long after the Summit ends. Every attendee will receive a water bottle at registration check-in. Water coolers will be provided throughout the convention center for attendees to refill.

# A' LA CARTE Opportunities

## SIGNAGE & PROMOTION

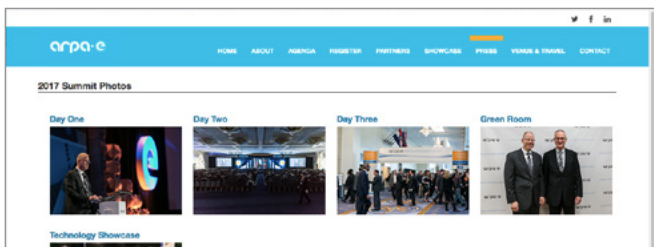


### COLUMN WRAP

**\$8,000**

Quantity: Multiple

Showcase your brand on a column wrap in the Registration area or Technology Showcase. Partners may create custom artwork to specifications provided by eventPower.

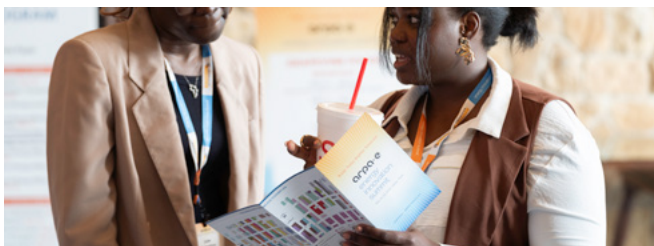


### 2024 SUMMIT PHOTO GALLERY PARTNER

**\$4,000**

Quantity: 1

Are you looking for a location where your logo will appear even after the Summit has concluded? The Photo Gallery is showcased on the Summit website approximately two weeks after the Summit. As the photo gallery partner, your logo is the first thing attendees see as they scroll through the photos of the 2024 Summit.



### FLYER DISTRIBUTION

**\$3,000**

Quantity: Unlimited

Share a piece of product literature, product USB or giveaway item with all registered attendees. Great for announcing a promotion, giveaway or contest at your booth.



# A' LA CARTE Opportunities

## SIGNAGE & PROMOTION (CONTINUED)



### MOBILE PUSH NOTIFICATION

**\$2,500**

Quantity: 5

Want to market your company via a media that was used by 65% of the 2023 Summit Attendees? This partnership provides that opportunity with a notification that is sent to all attendees via the mobile app. Character limit applies.



### TWITTER WALL ROTATING BANNER

**\$1,800**

Quantity: 1

Twitter is a great way of communicating with Summit attendees and our Twitter displays are located throughout the Summit. Your company tag line will appear on all Twitter displays throughout the Summit.



### DAILY BLOG

**\$1,750**

Quantity: 3

Do you have a digital article or a blog that you want to share with all attendees? The daily blog allows your article to be prominently placed at the top of the announcements within the mobile app for the entire day. Article must be approved by ARPA-E.

# A' LA CARTE Opportunities

## CONTENT & INTERACTION



### LIVE TECHNOLOGY DEMO

\$5,250

Quantity: 5

Do you have a technology that you would like to demonstrate to all Summit attendees? The live technology demo partnership provides the opportunity to demo on the main stage in the Technology Showcase or within your booth. The scheduled demo will appear on the Summit agenda and promoted via announcements within the Showcase. Demo must be approved and vetted by ARPA-E. ARPA-E will schedule the 15-minute demo.



### SESSION/PANEL PARTNER

\$2,250

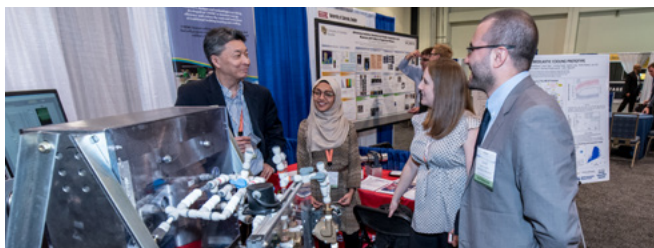
Quantity: 8

Is there a session on the Summit Agenda that you find intriguing? As a session/panel partner, you will be acknowledged at the beginning of the session as well as recognized via print and digital media of the Summit Agenda. The session/panel can be selected up to 30 days prior to the Summit.



# A' LA CARTE Opportunities

## NETWORKING & EXPERIENCES

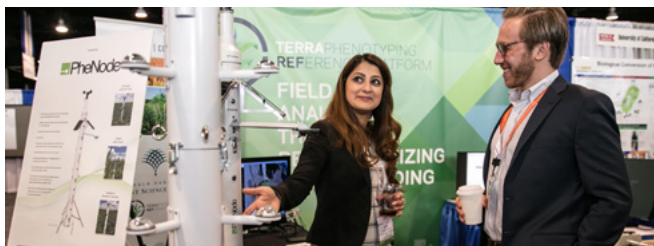


### TECHNOLOGY SHOWCASE OPENING RECEPTION

**\$10,000**

Quantity: 4

The Opening Reception takes place in the Technology Showcase and is perfect for partners that have a booth within the showcase. Partner will be recognized on signs through out the Summit, within the agenda as well as have the option to provide branded napkins (at partner's expense) to be used during the reception.



### TUESDAY EVENING RECEPTION

**\$10,000**

Quantity: 4

The Tuesday Evening Reception is another great opportunity to get your company recognized at the Technology Showcase. Partner will be recognized on signs through out the Summit, within the agenda as well as have the option to provide branded napkins (at partner's expense) to be used during the reception.



### SUMMIT LUNCH PACKAGE

**\$10,350**

Quantity: 2

Increase your company's visibility by hosting the Summit lunch. Partners receives recognition through announcements made during lunch, logo on the agenda, and on lunch signage.

# A' LA CARTE Opportunities

## NETWORKING & EXPERIENCES (CONTINUED)



### WIRELESS INTERNET FOR SUMMIT ATTENDEES

\$8,500

Quantity: 1

Internet access is the service most used by the Summit attendees. The partner of the wifi has the ability to choose a WIFI password (character limit applies). Partner's logo will also be recognized on WIFI log-in instructions, placed on signage and anywhere else the WIFI access code is given.



### RELAX AND RECHARGE LOUNGE

\$8,000

Quantity: 3

Be a hero to attendees that need to relax and recharge. This partnership includes a branded charging station for attendees to charge their mobile devices while "recharging" themselves.



### COFFEE BREAK PARTNER

\$6,750

Quantity: 4

Coffee breaks provide a great opportunity for attendees to network and socialize in a relaxed environment. Being a coffee break partner allows you to put your name and brand in full view of Summit attendees which includes branded coffee sleeves, recognition via announcements and company logo on coffee break signage.



# Technology Showcase Details

Each partner will receive a sign at booth or ribbon on Booth ID Sign.

## TECHNOLOGY SHOWCASE FLOORPLAN

<https://www.expocad.com/host/fx/eventpower/25arpae/exfx.html>

## EXHIBIT SPACE AMENITIES

- Pipe and drape dividing the booth space
- Carpet at booth

## ADDITIONAL EXHIBITOR SERVICES

Booth services such as electricity, wired internet, booth furniture, booth cleaning, etc. must be purchased separately through the Summit decorator (additional information about options and fees is available on the Summit website in the exhibitor kit). The exhibitor kit will be emailed and posted online approximately eight weeks prior to the Summit.

## SUMMIT PASSES & EXHIBIT PERSONNEL

Summit passes are included with some partnerships packages. Partners will receive a special link to register their staff. All passes must be used before the online registration cut-off date.

- Any additional passes will cost the exhibitor the applicable registration fee.
- Please register additional personnel online before the cut-off date for the best rate.
- Personnel Pre-Registration Deadline: Saturday, March 15, 2025 at 11:59 p.m., EST



I was glad to see all the amazing research and interact with brilliant minds working to solve various issues in the energy sector. As a woman engineer, I was inspired to see a diverse group of researchers from various backgrounds, races and genders being represented. As a graduate student, I was struck by the kindness of the researchers who took the time to talk to me and encourage me.

—Anahita Bharadwaj, Graduate student, Penn State

## Summit Contacts



### SALES

Taylor Clifton

*Vice President, Business Development & Marketing*

Phone: (703) 740-1939

[tclifton@eventPower.com](mailto:tclifton@eventPower.com)



### SALES

Diane Dodson

*Account Manager*

Phone: (703) 740-1962

[ddodson@eventPower.com](mailto:ddodson@eventPower.com)



### SALES

Erin Ong

*Account Manager*

Phone: (703) 740-1960

[eong@eventPower.com](mailto:eong@eventPower.com)



### SALES

Jessica Murray

*Account Executive*

Phone: (703) 740-1932

[jmurray@eventPower.com](mailto:jmurray@eventPower.com)



### CUSTOMER SERVICE

Katie VanTasel

*Fulfillment & Exhibits Manager*

Phone: (703) 740-1944

[kvantasel@eventPower.com](mailto:kvantasel@eventPower.com)

Interested in Partnering? Contact Taylor Clifton • [tclifton@eventPower.com](mailto:tclifton@eventPower.com) • (703) 740-1939

## Instructions

**Step 1:** Mark your selections below under Payment Amount & Method (select exhibit booth space, partnerships and sponsorships).  
**Step 2:** Fax completed form to (703) 740-1939 or email to TClifton@eventPower.com.  
**Step 3:** Register personnel through the conference Website.  
**Notes:** Kiosk numbers are subject to change.

Sponsor instructions are emailed and posted on the event Website. Program guide information will be requested via email.

## Company & Contact Information

<b>Company Name:</b> _____			
<b>Contact 1:</b> _____		<b>Contact 2</b>	
<b>Billing Contact:</b> _____		_____	
Street Address: _____		Street Address: _____	
City State, Zip: _____		City State, Zip: _____	
Email Address: _____		Email Address: _____	
Phone #: _____	Fax: _____	Phone #: _____	Fax: _____

## Contract Acceptance (signature is required)

This contract is accepted as binding by the following Exhibitor Representative:

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

## Invoicing Policy, Payment & Cancellation Terms & Conditions

**Invoicing:** Invoices will be sent by email. If you wish to receive a printed copy please check the box below:  
☐ Please send a printed invoice to our company billing contact (contact 2 above).  
**Payment:** 50% payment is due at 180 days prior to the program start date with the remaining 50% due at 90 days prior to the program start date. Companies are 100% liable for contracted funds at 180 days prior to the program.  
**Cancellation:** Cancellations must be received by email from a representative of the company signing this contract and confirmed as accepted by email from eventPower. Cancellations received at or after 180 days of the event start date but prior to 90 days of the event start date will be 50% liable for contracted funds. Cancellations received at or after 90 days of the event start date will be 100% liable for contracted funds.

## Payment Amount & Method

<b>Partnership Package:</b> \$ _____	<b>Booth Selection:</b> 1 <sup>st</sup> choice _____ 2 <sup>nd</sup> choice _____ 3 <sup>rd</sup> choice _____ (booth numbers are subject to change)
<b>Sponsorship /Advertising:</b> \$ _____	
<b>Exhibit Space:</b> \$ _____	<b>P.O. #:</b> _____
<b>Discount:</b> \$ _____	<b>W-9 Form:</b> To obtain eventPower's W9 form visit <a href="http://www.eventPower.com/w9">www.eventPower.com/w9</a>
<b>Total Contracted Amount:</b> \$ _____	
<b>Payment Method:</b>	<input type="checkbox"/> Check <b>Payable to:</b> eventPower <b>Mail to:</b> eventPower, Accounts Receivables, 5205 Woodleaf Court, Centreville, VA 20120
<input type="checkbox"/> Credit Card	A confirmation email will be sent with an Invoice attachment. A link to a secure online credit card payment portal will be provided at the bottom of the invoice.
<input type="checkbox"/> Wire Transfer	A confirmation email will be sent with an Invoice attachment. Wire transfer information will be provided on the invoice. Send wire transfer confirmations to SComer@eventPower.com

## Send Check Payments To:

**Payable to:** eventPower  
 Accounts Receivables  
 5205 Woodleaf Court  
 Centreville, VA 20120

## Event Production Company/Merchant Contact Information:

Direct Marketing Productions, Inc. DBA: eventPower 5205 Woodleaf Court Centreville, VA 20120	<b>Taylor Clifton, VP, Business Development &amp; Marketing</b> <b>Telephone:</b> (703) 740-1939 <b>Email:</b> TClifton@eventPower.com <b>Website:</b> <a href="http://www.eventPower.com">www.eventPower.com</a>
---	--

### Contract

This Commonwealth of Virginia Contract is for exhibit space, sponsorships, and/or advertising as noted below, by and between Direct Marketing Productions, Inc. (Doing Business As: eventPower), and the exhibitor named herein. The exhibitor agrees to comply with all terms and conditions appearing in this contract and further agrees that this contract is binding on all parties and can be amended only in writing by both parties.

### Payment and Liability Schedule

- 50% liable and 50% payment due 180 days prior to the first day of the conference.
- 100% liable and 100% payment due 90 days prior to the first day of the conference.
- If contract is received after payment due dates, the exhibitor agrees to pay the amount due within 15 days of submitting the contract.
- If contract is received within 15 days of the conference date, the exhibitor agrees to pay immediately with credit card, wire transfer or express check.
- Payment must be clear before the exhibitor is permitted to set up.
- eventPower reserves the right to reassign space or remove contracted company from the floor plan if the above payment schedule is not met.
- Failure to make payments does not release the contracted financial obligation.
- If payment is not received by the event date, a collection agency will be assigned to collect the debt. The exhibitor will be assessed the collection agency fees (typically an additional 30%).

### Cancellation or Downgrade

- Cancellations must be received in writing (email or letter) from a representative of the company signing this contract and confirmed as accepted in writing (email or letter) from an eventPower representative.
- Cancellations received at or after 180 days of the event start date but prior to 90 days of the event start date will be 50% liable for contracted funds. Cancellations received at or after 90 days of the event start date will be 100% liable for contracted funds.
- In the event of either a full or partial cancellation of space by an exhibitor, eventPower reserves the right to reassign canceled booth space, regardless of the cancellation assessment. Subsequent reassignment of canceled space does not relieve the canceling exhibitor of the obligation to pay the cancellation assessment.
- The exhibitor agrees that the appropriate payment based on the schedule above must be received by eventPower within 15 days of the cancellation notice or by the first date of the conference (whichever comes first). If payment is not received by these dates, a collection agency will be assigned to collect the debt. The exhibitor will be assessed the collection agency fees (typically an additional 30%).

### Relocation and Floor Plan Revisions

eventPower retains the exclusive right to revise the exhibition hall floor plan and/or move assigned exhibitors as necessary.

### Occupancy Default

Any exhibitor failing to occupy contracted space shall not be relieved of their financial obligation. If not occupied by the time set for completion of the installation of the displays, such space shall be taken by eventPower, and re-allocated or reassigned for such purposes or use eventPower may see fit.

### Limitation of Liability

- Exhibitor agrees to make no claim for any reason against eventPower, its employees, agents, or representatives for loss, theft, damage, or destruction of goods; nor for any injury, including death, to himself, employees, agents or representatives; nor for any damage of any nature, including damage to his business for failure to provide exhibit space; nor for failure to hold the exposition as scheduled; nor for any action or omission of eventPower.
- The exhibitor is solely responsible for his own exhibition materials and products, and should insure exhibit and products from loss or damage from any cause whatsoever. It is understood all property of an exhibitor is in his care, custody, and control in transit to, or from, or within the confines of the exhibit hall. eventPower shall bear no responsibility for the safety of the exhibitor, its personnel, employees, agents or representatives or personal property.

### Damage to Property

The Exhibitor is liable for any damage caused by exhibitor, exhibitor's agents, employees or representatives to building floors, walls, or columns, or to standard booth equipment, or to other exhibitor's property.

### Insurance

Exhibitors shall, at their sole cost and expense, procure and maintain through the term of this contract, the following insurance: Comprehensive General Liability insurance with limits not less than \$1,000,000 including Contractual Liability and Products Liability coverage and Workman's Compensation in full compliance with all laws covering the exhibitor's employees. Proof of such insurance shall be provided to eventPower or its agent or representative upon request. Email certificate of insurance (COI) to SComer@eventPower.com.

### Installing, Exhibiting, Dismantling

eventPower specifies hours and dates for installing, exhibiting, and dismantling. Exhibitor shall be liable for all storage and handling charges resulting from failure to set up their booth or removing shipping crates from their exhibit booth three hours before the posted start time for the exhibit hall. Additionally, the exhibitor agrees not to begin dismantling their display or open crates before the specified conclusion of the dismantling period set by eventPower. Removal of exhibit materials or displays before the published dismantle times may be subject to a fine.

### Agreement to Rules

Exhibitor and all exhibitor personnel agrees to abide by the foregoing rules and those provided and contained in the Exhibitors Manual, and by any amendments and additional rules that may be put into effect by eventPower.

### Use of Space

Displays and demonstrations are limited to the confines of an exhibitor's own booth. Distribution of literature or other giveaways must be in the confines of the exhibitor's own booth. Displays must abide by the rules and regulations provided in the exhibitor service kit distributed by the event decorator.

### Cancellation or Change of Exposition by eventPower

In the event that the premises in which the exposition is conducted should become unfit for occupancy or substantially interfered with by reason of any cause or causes not within the control of eventPower or its agents, the exposition may be canceled or moved to another appropriate location. eventPower shall not be responsible for delays, damage, loss, increased costs, or other unfavorable conditions arising by virtue of cause or causes not within the control of eventPower. Causes for such action beyond the control of eventPower shall include, but are not limited to: fire, casualty, flood, epidemic, earthquake, explosion, accident, blockage, embargo, inclement weather, governmental restraints, act of a public enemy, riot or civil disturbance, impairment or lack of adequate transportation, inability to secure sufficient labor, technical or other personnel, labor union disputes, loss of lease or other termination by the venue, municipal, state or federal laws, or act of God. Should eventPower terminate this agreement pursuant to the provisions of this section, the exhibitor waives claims for damages. Refunds of "Paid Exhibit Space Fees" in the case of event termination or cancellation shall be made to exhibitors at the sole discretion of eventPower and in any case, will not exceed the amount of each exhibitor's paid exhibit space fee less any pro rata adjustments based on non-reimbursable direct and/or indirect event costs or financial obligations incurred by eventPower through the date of exhibitors' notification of event termination or cancellation or through the completion of event termination or cancellation processes, whichever is later.

### Exhibitor Representative's Responsibility

Exhibitor agrees to indemnify eventPower, its employees, agents, or representatives against, and hold them harmless for, all claims arising out of the acts of negligence of exhibitor, exhibitor's agents, employees or representatives, and any claims for injury to exhibitor, its employees, agents, representatives, or event attendees.

### Amendment and Addition Rules

Any matters not specifically covered by the preceding rules shall be subject solely to the decision of eventPower. eventPower may, at any time, amend or add further rules to these rules, and all amendments made shall be binding on exhibitor equally with the foregoing rules and regulations.