

LAND INVESTMENT



**1.11.22**

SPONSORSHIP

**OPPORTUNITIES**

*LIVE & IN-PERSON + VIRTUAL EVENT!*

# SPONSORSHIP OPPORTUNITIES

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## ABOUT THE HOST



With a national footprint, Peoples Company engages all major U.S. agriculture markets as a full-service national farmland transaction and asset management platform. The company's core business model centers around brokering large, sophisticated land transactions around the country, appraising diverse agricultural assets throughout all major ag regions, as well as acquiring and managing investment grade assets for high caliber clientele, including institutional investors, family offices, pension funds, and high-net-worth individuals. By leveraging regional expertise, Peoples Company provides integrated solutions for complex agricultural transactions involving a wide range of production systems. Peoples Company's robust relationships throughout the industry with key referral sources and prominent industry leaders bolster the company's regional strategy and position the company to execute on prominent land deals across the nation.

Peoples Company's rural heritage and ties to the land are the core of its business. As a result, the Company has ingrained in its business the premise that "everything starts with land." It is on this premise that, paired with a global perspective, Peoples Company provides innovative real estate solutions.

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## EXPO HISTORY



The inaugural Land Investment Expo was held in 2008 to connect stakeholders in agriculture. Naturally, the event attracted farmland owners, financial leaders, and policymakers from Iowa and the Midwest. The Expo quickly gained traction as it became recognized as one of the nation's premier forums for agricultural networking and insights as it encompasses all aspects of the industry. Prominent institutional investors, national agricultural organizations, leading economists, and political leaders recognize the Expo as a critical venue to discuss the challenges and opportunities involving a whole host of topics with global implications. With over a decade of success, the Land Investment Expo establishes the industry's tone for the year each January.

In 2019, Peoples Company formed a strategic alliance with The Land Report to cultivate a community for landowners to gather and receive industry leading information. Each year during the pre-expo event, The Land Report unveils The Land Report 100 which features a comprehensive look at the nation's largest landowners. This partnership provides the land industry with a network of relevant topics and market awareness.

Prompted by the 2020 pandemic, the Land Investment Expo strategically adjusted to regulations, travel restrictions, and attendee preferences. As a result, the 2021 Land Investment Expo was successfully held in person and was enhanced by a virtual option. The virtual component was made available through the event app and is now a mainstay for increasing attendance and expanding the reach to a global audience. The Land Investment Expo proudly boasts a loyal attendance of over 1,000 participants!

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## THANKS TO OUR 2021 SPONSORS

### FEATURED SPONSORS



### HOSPITALITY SPONSORS



### MEDIA SPONSORS



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## SPONSORSHIP OPPORTUNITIES

Become an integral part of the 15th annual Land Investment Expo by sponsoring the event! The 2022 Expo provides sponsors and exhibitors an opportunity to drive brand recognition, reintroduce itself post-pandemic to a highly engaged audience, and establish a connection with a premier annual event with an ever-growing list of 1,000 plus attendees.

- Take advantage of networking opportunities with industry peers and prospective customers in multiple ag- and land-related fields
- Increase exposure to your brand by associating with a leading land brokerage at a highly regarded land conference
- Utilize pre-conference marketing and branding opportunities to reach target audiences prior to the Expo

A limited number of sponsorship opportunities and exhibitor booth spaces are available. Please click through the sponsorship levels listed on the left to find out which benefits are included at each level. For more information, or to customize a package to satisfy your objectives, please contact Becky Rozenboom at 855.800.5263 or [Becky@PeoplesCompany.com](mailto:Becky@PeoplesCompany.com).

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## PROMOTE, SHOWCASE, NETWORK, CONNECT

- **Build your brand** with visible exposure on digital and printed marketing materials
- **Promote your organization** to a broad range of investment professionals, including major institutional investors, landowners, national agricultural organizations, economists, as well as political and academic leaders
- **Become an exhibitor** at our tradeshow and promote your latest products and services
- **Demonstrate your commitment** to socially responsible farmland investing and raise awareness for sustainability
- **Make new contacts** with investors, presenters, and exhibitors
- **Engage with key stakeholders** through our social media reach and media coverage
- **Gain insider insight** to trends and themes in the ag investing sector
- **Connect with American landowners** and potential landowners through digital and print collateral such as The Land Report magazine

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## FEATURED SPONSORSHIP (limited number available)

- \$10,000 investment
- 10 Land Expo all-day registrations (additional registrations \$375)\*
- Inclusion of corporate sponsor logo on conference website with link to sponsoring company's website
- Positioning on all promotional materials including event mobile app, social media, email campaigns, and live event broadcasting
- Logo and firm description in the conference program (150 words)
- Prominent placement on all sponsor signage at the event
- Exhibit space including one six-foot table, two chairs, and tablecloth (electricity and A/V accessibility available through the event center)
- Special ad pricing for The Land Report's winter issue; this issue will be available for all Land Expo attendees and distributed to The Land Report's mailing audience

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## BREAKFAST SPONSORSHIP (1 available)

- \$7,500 investment
- 2 Land Expo all-day registrations (additional registrations \$375)\*
- Inclusion of corporate sponsor logo on conference website with link to sponsoring company's website
- Positioning on promotional materials including event mobile app, social media, and email campaigns
- Placement on sponsor signage during breakfast
- For an additional \$1,750, an exhibit space can be added
- Special ad pricing for The Land Report's winter issue



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## LUNCHEON SPONSORSHIP (1 available)

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- \$7,500 investment
- 3 Land Expo all-day registrations (additional registrations \$375)\*
- Inclusion of corporate sponsor logo on conference website with link to sponsoring company's website
- Positioning on promotional materials including event mobile app, social media, and email campaigns
- Placement on sponsor signage during lunch
- For an additional \$1,750, an exhibit space can be added
- Special ad pricing for The Land Report's winter issue

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## RECEPTION SPONSORSHIP (1 available)

- \$7,500 investment
- Monday 4pm to 6pm, held at the World Food Prize Hall of Laureates
- 2 Land Expo all-day registrations (additional registrations \$375)\*
- Inclusion of corporate sponsor logo on conference website with link to sponsoring company's website
- Positioning on promotional materials including event mobile app, social media, and email campaigns
- Placement on sponsor signage during reception
- For an additional \$1,750, an exhibit space can be added
- Special ad pricing for The Land Report's winter issue

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## SOCIAL HOUR SPONSORSHIP (2 available)

- \$5,000 investment
- Tuesday immediately following the last keynote session, at the Iowa Events Center
- 2 Land Expo all-day registrations (additional registrations \$375)\*
- Inclusion of corporate sponsor logo on conference website with link to sponsoring company's website
- Positioning on promotional materials including event mobile app, social media, and email campaigns
- Placement on sponsor signage during social hour
- For an additional \$1,750, an exhibit space can be added
- Special ad pricing for The Land Report's winter issue

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## **BREAKOUT SPEAKING SESSION** (limited number available)

- \$3,500 investment
- 2 Land Expo all-day registration (additional registrations \$375)\*
- Inclusion of corporate sponsor logo on conference website with link to sponsoring company's website
- Positioning on promotional materials including event mobile app, social media, and email campaigns
- For an additional \$1,750, an exhibit space can be added
- Special ad pricing for The Land Report's winter issue
- Your Land Expo breakout presentation will be recorded and made available to you post-Expo

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## REFRESHMENT BREAK SPONSORSHIP (3 available)

- \$2,500 investment
- 2 Land Expo all-day registrations (additional registrations \$375)\*
- Inclusion of corporate sponsor logo on conference website with link to sponsoring company's website
- Positioning on promotional materials including event mobile app, social media, and email campaigns
- Placement on sponsor signage during refreshment break
- For an additional \$1,750, an exhibit space can be added
- Special ad pricing for The Land Report's winter issue

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## COFFEE STATION SPONSORSHIP (3 available)

- \$2,500 investment
- 2 Land Expo all-day registrations (additional registrations \$375)\*
- Inclusion of corporate sponsor logo on conference website with link to sponsoring company's website
- Positioning on promotional materials including event mobile app, social media, and email campaigns
- Placement on sponsor signage at coffee station
- For an additional \$1,750, an exhibit space can be added
- Special ad pricing for The Land Report's winter issue

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## MOBILE APP SPONSORSHIP (1 available)

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- \$5,000 investment
- 2 Land Expo all-day registrations (additional registrations \$375)\*
- Inclusion of corporate sponsor logo on conference website with link to sponsoring company's website
- Positioning on promotional materials including event mobile app, social media, and email campaigns
- For an additional \$1,750, an exhibit space can be added
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## VIRTUAL PLATFORM SPONSORSHIP (1 available)

Help connect those at home to our live event!

- \$4,000 investment
- 1 Land Expo all-day registration (additional registrations \$375)\*
- Inclusion of corporate sponsor logo on conference website with link to sponsoring company's website
- Positioning on promotional materials including event mobile app, social media, and email campaigns
- Lanyards with sponsor logo to be provided by sponsor
- For an additional \$1,750, an exhibit space can be added
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## WI-FI SPONSORSHIP (2 available)

- \$2,500 investment
- 1 Land Expo all-day registration (additional registrations \$375)\*
- Inclusion of corporate sponsor logo on conference website with link to sponsoring company's website
- Positioning on promotional materials including event mobile app, social media, and email campaigns
- For an additional \$1,750, an exhibit space can be added
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## EXHIBITOR SPONSORSHIP

- \$2,000 investment
- 2 Land Expo all-day registrations (additional registrations \$375)\*
- Recognition on conference website with link to sponsoring company's website
- Positioning on promotional materials including event mobile app, social media, and email campaigns
- Exhibit space including one six-foot table, two chairs, and tablecloth (electricity and A/V accessibility available through the event center)
- Special ad pricing for The Land Report's winter issue

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## LANYARD SPONSORSHIP (1 available)

- \$2,500 investment
- 1 Land Expo all-day registration (additional registrations \$375)\*
- Inclusion of corporate sponsor logo on conference website with link to sponsoring company's website
- Positioning on promotional materials including event mobile app, social media, and email campaigns
- Lanyards with sponsor logo to be **provided by sponsor**
- For an additional \$1,750, an exhibit space can be added
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## MEDIA SPONSORSHIP

**People are talking about the Land Investment Expo!** Join us as a media sponsor to help us keep up the buzz, and we will tailor a sponsorship package to suit the needs of your organization. For more details, contact Becky Rozenboom at 855.800.5263 or [Becky@PeoplesCompany.com](mailto:Becky@PeoplesCompany.com).

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## TABLE SPONSORSHIP

**Discounted ticket prices are available when purchasing a table of 8!**

For more details, contact Becky Rozenboom at 855.800.5263 or [Becky@PeoplesCompany.com](mailto:Becky@PeoplesCompany.com).

Benefits include:

- Discounted tickets
- Reserved seating at event
- Thank you gift from American Farmland Owner brand (2022 Land Expo sponsor)

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## ADVERTISING OPTIONS

The Land Report profiles passionate landowners, identifies investment opportunities, explains ways to improve and conserve land, provides legislation updates, and highlights outdoor gear and equipment.

Advertising with The Land Report is a great way to gain additional visibility with the Land Investment Expo audience. Issues will be distributed to all conference attendees, speakers, sponsors, and exhibitors at the Expo. Copies will also be distributed to a proprietary mailing list compiled by Peoples Company, as well to Land Report subscribers and landowner lists. Additionally, the publication will be distributed exclusively through Signature Private Jet terminals nationwide including key investor hubs such as Des Moines, Cedar Rapids, Omaha, Fresno, Wichita, Fargo, and Teterboro to name a few.

Inside Front Cover: \$9,500 **SOLD**

Inside Back Cover: \$9,500 **SOLD**

Back Cover: \$9,500 **SOLD**

Full-Page Ad: ~~\$7,060~~ Land Expo Deal: **\$3,900**

Half-Page Ad: ~~\$4,235~~ Land Expo Deal: **\$2,750**

Purchase an ad and you'll also receive a FREE social media blast to The Land Report's over 70,000+ followers on all major platforms... a \$1,200 value!

A representative from The Land Report will be contacting you directly to discuss advertising options available in their winter issue.

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All-Day Registrations	10	2	3	2	2	2	2	2	2	1	1	2	1	1	8
Positioning (website, app, social media, email campaigns)	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
Directory Listing - Land Report Magazine	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Special Ad Pricing - Land Report Magazine	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Sponsor Signage	•	•	•	•	•		•	•	•	•	•		•	•	•
Exhibit Space	•											•			

Take advantage of opportunities to raise your firm's profile at the 2022 Land Investment Expo. Don't see a package that satisfies your objectives? Let us know, and we can customize a package to suit your needs. Contact Becky Rozenboom at 855.800.5263 or [Becky@PeoplesCompany.com](mailto:Becky@PeoplesCompany.com).

# SPONSORSHIP OPPORTUNITIES

ABOUT THE HOST  
EXPO HISTORY  
2021 SPONSORS  
SPONSORSHIP OPPORTUNITIES

## SPONSORSHIP LEVELS

- FEATURED
- BREAKFAST
- LUNCHEON
- RECEPTION
- SOCIAL HOUR
- BREAKOUT SPEAKING
- REFRESHMENT BREAK
- COFFEE STATION
- MOBILE APP
- VIRTUAL PLATFORM
- WI-FI
- EXHIBITOR
- LANYARD
- MEDIA
- TABLE

ADVERTISING OPTIONS  
SPONSORSHIP BENEFITS

## APPLICATION & AGREEMENT

TERMS & CONDITIONS



In order to process your application, all sections of this form must be completed.

## SPONSOR/COMPANY CONTACT INFORMATION

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

Company Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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

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

Primary Contact/Authorizing Individual: \_\_\_\_\_

Primary Contact Title: \_\_\_\_\_

Primary Contact Email: \_\_\_\_\_

Primary Contact Phone: \_\_\_\_\_

## SPONSORSHIP LEVEL

Please check and return to [Becky@PeoplesCompany.com](mailto:Becky@PeoplesCompany.com). A separate invoice will be emailed to you.

- |  |   |
|--|---|
| <input type="checkbox"/> Featured Sponsorship          | <input type="checkbox"/> Mobile App Sponsorship       |
| <input type="checkbox"/> Luncheon Sponsorship          | <input type="checkbox"/> Virtual Platform Sponsorship |
| <input type="checkbox"/> Breakfast Sponsorship         | <input type="checkbox"/> Wi-Fi Sponsorship            |
| <input type="checkbox"/> Reception Sponsorship         | <input type="checkbox"/> Exhibitor Sponsorship        |
| <input type="checkbox"/> Social Hour Sponsorship       | <input type="checkbox"/> Lanyard Sponsorship          |
| <input type="checkbox"/> Breakout Speaking Session     | <input type="checkbox"/> Media Sponsorship            |
| <input type="checkbox"/> Refreshment Break Sponsorship | <input type="checkbox"/> Table Sponsorship            |
| <input type="checkbox"/> Coffee Station Sponsorship    |   |

*\*Currently the 2022 Land Investment Expo is planning a hybrid event, with the option for attendees to attend in person or virtually. If we are unable to hold the in-person portion of the event due to any restrictions related to the global COVID-19 pandemic or any governmental measures or orders, we will cancel the 2022 Land Expo. All sponsorships that have been paid at the time of cancellation will be refunded in full, less any processing fees if paid by credit card.*

*\*\*Due to potential restrictions of large gatherings during the COVID-19 pandemic the Land Investment Expo may have limitations and require a venue change to facilitate the event. If the venue needs to be changed, we will try our best to give adequate notice. In the event of restrictions or venue change, Peoples is not responsible for resulting increased sponsor or vendor costs. (9.30.21)*



Peoples Company of Indianola, Inc. and its affiliates, subsidiaries, officers, directors, employees and representatives are referred to herein collectively as "Peoples." "Company" refers to the Sponsor or Exhibitor identified on the cover page of this Contract.

## APPLICATION FOR SPONSORSHIP AND EXHIBIT SPACE

Application for sponsorship must be made on the Land Investment Expo Sponsorship and Exhibit Application and Agreement Form. The [completed application is due by December 1, 2021](#) to Peoples Company. Upon acceptance, a copy of the agreement will be returned to each exhibitor as a receipt for assigned space. Peoples Company reserves the right to determine the eligibility of exhibit space.

## CONFERENCE SPONSORSHIP AND/OR EXHIBITOR TERMS

**Payments:** The total sponsor fee is due no later than fifteen (15) days after date of the contract. All amounts due from Company must be paid in a timely manner by the deadlines established in the Contract. All payments are non-refundable. Failure to pay the amounts owed by the deadlines may result in termination of this Contract by Peoples.

## SPONSORS/EXHIBITOR BADGES AND REGISTRATION

Registrants will be issued a badge with proper identification of each sponsors and/or exhibitors registered attendees. You will receive an email upon completion of your application with a link to register attendees. Sponsors/Exhibitors are responsible for registering their own attendees through the provided link. The **Land Expo registrations** that accompany your sponsorship are required for all attendees who represent, or attend the conference, on behalf of your company. This includes employees who staff exhibit spaces.

## EXHIBITS

Peoples Company shall not be responsible to exhibitors for damages, losses and/or claims from any cause whatsoever that may arise from exhibitor's participation in the 2022 Land Investment Expo. Exhibitors assume the entire responsibility and liability for losses, damages and claims arriving out of injury or damage to exhibitor's displays, equipment and other property brought upon the premises of the West Des Moines Sheraton and shall indemnify and hold harmless Peoples Company employees from any and all such losses, damages and claims. Peoples Company reserves the right to make such changes, amendments and additions to this agreement as considered advisable for the proper conduct of the exhibit hall with provision that all exhibitors will be advised of any such changes. All exhibit materials must conform to the fire regulations and electrical codes of the exhibit area. All packing materials and containers must be removed from the floor and aisles. No exhibit may protrude into the aisle or block the view of neighboring exhibits. Exhibitors are prohibited from attaching anything on the surface of the West Des Moines Sheraton's property. Exhibitor's printed materials may be distributed within the assigned booth area only. Any materials Peoples Company considers objectionable will not be allowed to be distributed.

## STAFFING BOOTH

You must staff the booth for all posted exhibit hall hours. All exhibit staff must be properly badged. No exhibitor will be permitted to dismantle prior to the official close of show.

## INSTALLATION AND REMOVAL

Company must install its exhibit before the opening of the Event. The exhibit must be dismantled and removed immediately after the Event's close and in all cases prior to the established dismantlement cutoff time designated by Peoples. Anything not removed by the stated deadline will be discarded at Company's cost. Exhibits shall not be dismantled prior to the Event's close.

## FUNCTIONS DURING EXPOSITION HOURS

Company's booth will be open and fully staffed during all official Event hours. Company expressly agrees that it will not, nor will its employees or representatives, conduct any functions in private rooms during official Event hours.

## CANCELLATION

(a) By Company. Company will remain solely responsible for the total sponsorship and/or exhibit fee, along with all fees paid or payable by Peoples with respect to Company, including without limitation costs associated with the booth, branding, advertising and similar expenses relating to Company. These amounts shall be considered to be liquidated and agreed upon damages for the injuries Peoples will suffer as a result of Company's cancellation. If Company reduces its space, Peoples reserves the right to treat such reduction as a cancellation of the original space and purchase of new space, in which event the original booth cost will not be reduced or refunded and Company may be required to move to a new location. (b) By Peoples. If Company fails to timely make any payment required by this Contract or otherwise breaches any of its obligations under this Contract, Peoples may terminate this Contract and Company's participation in the Event by providing Company with written notice of termination, and may reassign and/or resell Company's booth location to another party. No payments made by Company will be refunded under these circumstances. (c) Of the Event. Peoples shall not be liable for delay or failure of performance with respect to this Contract caused by a weather event, an Act of God, pandemic or any governmental measures or orders related thereto, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, terrorist attacks, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown or any condition beyond the control of Peoples ("Force Majeure Events"). In such event, Company shall not be entitled to a refund of any fee under any circumstances, and Peoples shall be entitled to retain the fees paid by Company to Peoples in order for Peoples to pay for event related expenses incurred up to the time of the Force Majeure Event and any event related expenses Peoples is obligated to thereafter.

## LICENSES/PERMITS

Company shall be responsible for obtaining any licenses, permits or approvals required under local or state law applicable to their activity at the Event. Company shall be responsible for paying all taxes, license fees or other charges that shall become due to any government authority in connection with their activities at the Event. COMPANY IS NOT PERMITTED TO MAKE SALES AT ITS BOOTH SPACE UNLESS IT HAS OBTAINED AND DISPLAYS A SALES TAX AUTHORIZATION AS REQUIRED BY LOCAL LAW. Company shall not permit the delivery of merchandise to the Event without Peoples' written permission.

## USE OF NAMES AND LOGOS

Company grants Peoples a perpetual, non-exclusive license to use, display and reproduce the name, trade names, and logos of Company in any directory, advertisements, websites, or promotional materials relating to the Event. Peoples shall not be liable for any errors in such materials or for omitting Company from the same. Peoples shall retain all ownership and copyrights to all materials it publishes for the Event. During the Term of this Contract, Peoples grants Company a limited, non-exclusive license to use Peoples' name, the name of the Event and their associated logos on Company's website and other promotional materials solely for purposes of publicizing the Event, however, Peoples' pre-approval of all such uses shall be required.

## PHOTOGRAPHY

The photographic rights for the Event are reserved to Peoples. Any photography required by Company can be carried out at moderate charges

by the official Event photographers designated by Peoples. If Company wishes to make its own arrangements for the photographing of its own exhibit, Company must obtain Peoples' prior consent, which shall not be unreasonably withheld. Peoples may take photographs of Company's exhibits, booth, and/or personnel at any time during the Event and Peoples may use such photographs for any marketing or promotional purposes.

## ASSUMPTION OF ALL RISKS; RELEASES

Company shall be solely responsible for all risks associated with its participation in the Event, including without limitation, all risks of theft, loss, harm, damage or injury to persons or property, regardless of the cause. Company shall be solely responsible for its property and all losses and damages to its property. Company's responsibilities under this paragraph include sole responsibility and liability for all of Company's property and persons while in transit to and from the Event facility and while located in the facility. Neither Peoples nor its officers, directors, employees, contractors, vendors, agents, representatives or assigns, nor the Owner or manager of the Event facility, shall have any liability to Company relating to the Event, regardless of cause or type of claim. Company expressly waives and releases all of them from any liabilities relating to or arising from any loss, damage or injury to persons or property. Company shall be responsible for all costs and damages to the Event facility or the other Exhibitors' property which are caused by Company or its employees, personnel, agents or representatives, and shall promptly pay for the same.

## INSURANCE

Company shall secure and maintain, at its expense, at all times during the Event, the insurance listed in this section. All such insurance shall be primary and shall name Peoples and the Event facility owner and manager as additional insureds. All coverage shall be written on an occurrence basis. Copies of insurance certificates and additional insured endorsements shall be provided to Peoples at least ten (10) days prior to the Event. (a) Workers compensation and employer's liability insurance in accordance with the laws of the State where the Event is located; (b) Comprehensive general liability insurance with limits not less than \$1,000,000 per occurrence and \$2,000,000 in the aggregate, combined single limit for personal injury, contractual liability, and operation of mobile equipment, and products liability; (c) automobile liability insurance with limits not less than \$500,000 per occurrence combined single limit; and (d) sufficient insurance to protect the Company's personal property and the property of its employees, representatives, agents, servants, contractors, guests, licensees and invitees at the Event. PEOPLES RESERVES THE RIGHT TO PROHIBIT COMPANY FROM SETTING UP OR OPERATING ITS BOOTH WITHOUT HAVING PROVIDED A CERTIFICATE OF INSURANCE.

## INDEMNIFICATION

Company agrees to defend, indemnify and hold harmless Peoples and the Event facility owner and manager (collectively, "Indemnitees") from and against all claims, demands, actions, damages, losses, costs, liabilities, expenses and judgments recovered from or asserted against one or more of the Indemnitees on account of injury or damage to person or property to the extent that (a) any such damage or injury may be incident to, rise out of, or be caused, either proximately or remotely, wholly or in part, by an act, omission, negligence or misconduct on the part of Company or of any of its booth personnel, representatives, agents, servants, employees, contractors, patrons, guests, licensees or invitees, or of any other person entering in or about the Company's booth space with the express or implied permission of Company; (b) any such injury or damage is the result, proximate or remote, of the violation by Company or of any of its booth personnel, representatives, agents, servants, employees, contractors, patrons, guests, licensees or invitees of any law, ordinance or governmental order of any kind; (c) any such injury or damage arises from or relates to the Company's participation in, or presence at, the Event or the operation or use of Company's exhibit or booth space; or (d) any such damage or loss arises from or relates to any violation or infringement of any party's patent, copyright, trademark or other intellectual property rights. Company shall not be required to indemnify any Indemnitee for any proportionate share of the above damages that is the result of the gross negligence or willful misconduct of that Indemnitee. Company covenants and agrees that in the event an Indemnitee is made a party to any litigation commenced by or against Company or relating to this Contract or to Company's participation in the Event, then Company shall pay all costs and expenses, including reasonable attorney's fees and court costs, incurred by that Indemnitee by virtue of such litigation.

## LIMITATION ON LIABILITY

Under no circumstances shall Peoples or the Event facility owner or manager be liable for any lost profits, consequential, incidental, special, indirect or punitive damages for any reason. Under no circumstances shall Peoples' liability for any reason exceed the amount actually paid by Company under this Contract. Peoples makes no representations or warranties, express or implied, about the number and nature of attendees, other exhibitors, or any other matters relating to the Event, and Peoples expressly disclaims the same.

## OTHER CONTRACTS

Peoples may be subject to other contracts governing the Event, including contracts with the Event facility and contracts with certain contractors hired to perform exclusive services for the Event. Company shall observe the terms of all such contracts and, to the extent needed for the Event, Company shall use only those exclusive contractors to perform the type of services under contract.

## RESOLUTION OF DISPUTES

In the event of a dispute or disagreement between Company and an official contractor, or between Company and a labor union or labor union representative, or between two or more exhibitors, or concerning the interpretation of the rules and regulations, the actions or decision concerning this dispute or disagreement by Peoples intended to resolve the dispute or disagreement shall be final and binding on Company.

## INTEGRATION

This contract contains the entire agreement between Peoples and Company. It may not be orally modified. Only an agreement in writing signed by a duly authorized representative of the party against whom enforcement or waiver or modification is sought will be enforceable.

## SEVERABILITY

In the event any provision in this Contract is deemed to be invalid or unenforceable by a court of competent jurisdiction, that provision shall be considered severed from this Contract and the rest of the Contract shall remain in full force and effect.

## CHOICE OF LAW AND FORUM

This contract shall be governed by the laws of the State of Iowa. Any action commenced by Company arising out of or relating to this Agreement, or arising out of or relating to the Event, shall be brought solely in the state circuit court in Polk County, Iowa or in the federal court in Polk County, Iowa, as appropriate, unless Peoples consents in writing to another forum. Company consents to the jurisdiction of these courts for the resolution of any action arising out of or relating to this Contract, or arising out of or relating to the Event.

OTHER RULES AND REGULATIONS PEOPLES RESERVES THE RIGHT TO MAKE ADDITIONAL RULES AND REGULATIONS AS IT DEEMS TO BE IN THE BEST INTERESTS OF THE EVENT. PEOPLES SHALL HAVE SOLE POWER TO INTERPRET, AMEND AND ENFORCE RULES AND REGULATIONS. THIS CONTRACT DOES NOT LIMIT THE REMEDIES AVAILABLE TO PEOPLES IN THE EVENT OF A BREACH OF CONTRACT BY COMPANY, AND IN SUCH CASE, PEOPLES MAY PURSUE ANY REMEDY AVAILABLE TO IT UNDER CONTRACT, BY LAW OR IN EQUITY.

