

A large, light-colored shield with a white border and a red inner border is centered on the page. It contains the event details and a logo.

≡ 2022 ≡

# TRADERS MARKET

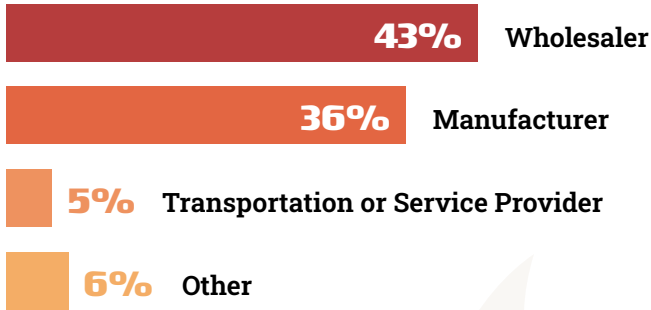
NOVEMBER 9-11  
PHOENIX CONVENTION CENTER  
PHOENIX, ARIZONA

A stylized logo of a phoenix bird with its wings spread, positioned at the bottom of the shield.

**2022 EXHIBIT AND SPONSORSHIP OPPORTUNITIES**

# FIND YOUR CUSTOMERS AT TRADERS MARKET

## Attendee Demographics\*



**12+**  
Hours of dedicated networking time

## Attendee Job Function\*



**89%**  
of attendees created or renewed a relationship that will directly lead to new business

**"The NAWLA Traders Market is a great way of getting the face-to-face time with current clients and extremely helpful with making the first time contact with potential customers. I am very happy to see additional new faces of the next generation attending this event."**

- PAST TRADERS MARKET ATTENDEE

# SPONSORSHIP BENEFITS AT-A-GLANCE

## 2022 Traders Market Sponsors Receive

Sponsor Benefits	Diamond	Platinum	Gold	Silver	Bronze
Recognition in the mobile app	✓	✓	✓	✓	✓
Recognition in Traders Market promotional materials including NAWLA website, mobile app, onsite signage and pre-show promotion as appropriate	✓	✓	✓	✓	✓
Sponsor recognition at your booth	✓	✓	✓	✓	
Sponsor ribbons for company personnel	✓	✓	✓	✓	
Traders Market registration badges	3	2	1		
Private meeting room time slot(s)*	(3) One-hour time slots	(2) Thirty-minute time slots			
Pocket guide advertisement	1 Full Page	1/2 page			

\*Company will have the opportunity to select time slots to reserve private meeting room on the show floor. Benefits dependent upon date contract received.

### Custom Sponsorship

Custom sponsorship opportunities are available upon request. Please contact Jim Conlon (312.673.4865 | [jconlon@nawla.org](mailto:jconlon@nawla.org)) to talk about options of how you can make a unique impact at the 2022 Traders Market.

#### Private Meeting Room Package

**\$4,000**

This includes:

- » One (1) six-foot standard table
- » Six (6) standard chairs
- » Company logo featured on meeting room door

#### Premium Meeting Room Package

**\$6,000**

This includes:

- » One (1) conference room table
- » Six (6) Pro Executive black vinyl swivel chairs
- » Company logo featured on meeting room door

Sponsor required to cover all costs for F&B and AV. Meeting rooms are located on the show floor.

# SPONSORSHIP OPPORTUNITIES

Sponsorship level determined based on total investment.

## Diamond

\$15,000+

Select one of the following:



### Keynote Luncheon\*

Provide attendees and exhibitors the opportunity to network and socialize over lunch on Thursday. Sponsor can provide collateral or item to be placed at the table during the luncheon.



### Keynote Speaker

Kick off Traders Market by sponsoring the highly anticipated keynote speaker, Ron White, on Thursday.



### Mobile App

Provide attendees with any-time access to event information by sponsoring the Traders Market mobile app.



### Wednesday Welcome Reception\*

Create an opportunity for attendees to network with exhibitors and NAWLA members while enjoying food and beverage at the Wednesday evening reception.



### Thursday Networking Reception\*

Create an opportunity for attendees to network with exhibitors and NAWLA members while enjoying food and beverage at the Thursday evening reception.

### Wednesday Welcome Reception: Street Fair Style!

This year in Phoenix, we'll be having our Wednesday reception outside the convention center in a closed-street festival style! Attendees will enjoy live entertainment and locally-themed food and beverage.

# SPONSORSHIP OPPORTUNITIES

Sponsorship level determined based on total investment.

## Platinum

**\$12,500**

Select one of the following:



### **Badge Lanyards**

Place your company's name or logo on the lanyard that attendees receive and wear at Traders Market.



### **Conference Registration Bags**

Each attendee receives a conference bag with your company's logo and the NAWLA logo when they check in at registration.



### **Friday Exhibit Brunch\***

Provide attendees with brunch on the Traders Market floor on Friday morning before the tradeshow floor closes.



### **Friday Exhibit Brunch Drink Sponsor\***

Sponsor a Mimosa or Bloody Mary Bar on the exhibit hall floor. Recognition in pre-show promotions and onsite signage.



### **Hotel Key Cards**

Place your company's logo and message in all attendees' hands upon check-in at NAWLA host hotel(s).

# SPONSORSHIP OPPORTUNITIES

Sponsorship level determined based on total investment.

## Gold

**\$10,000**

Select one of the following:



### Learning Lounge Session

Be the sponsor of one of the Learning Lounge sessions which will focus on industry related topics. Recognition in pre-show promotions and onsite signage.



### Thursday Refreshment Break\*

Delight attendees with an energetic, afternoon refreshment break on the show floor.



### Margarita Tasting\*

Attract traffic to your booth by featuring a margarita tasting for attendees in your booth. Can be sponsored by multiple companies for attendees to then have a "margarita map" to check out everyone participating in this opportunity!



### Branded Window or Door Clings

Attract attendees in high traffic areas throughout the conference with our multiple branded window or door cling options.

*\*NAWLA staff to provide visual of cling placement.*



### Graphic Banner

Have your branding visible right outside our opening luncheon or even the exhibit hall!

*\*NAWLA staff to provide visual of banner placement.*

# SPONSORSHIP OPPORTUNITIES

Sponsorship level determined based on total investment.

## Silver

**\$7,500**

Select one of the following:



### Portable Charging Units

Your company brand or logo will be featured on portable power banks that will be available for attendees to grab and carry around the event as they network.



### Digital Signage

Make your mark by displaying your company's branded message on a monitor placed in a high-traffic area.



### Directional Footprints (Limit 2)

Lead attendees to your booth with large footprints featuring your customized artwork that start at the entrance to the tradeshow floor.



### Thursday Education Sponsor

Sponsor the Thursday education session. Recognition in pre-show promotions and onsite signage.



### Registration Video Wall

Welcome attendees at registration right outside the exhibit hall by sending us a video to be featured on our built-in multi-monitor video wall. The video wall is comprised of four 75 inch monitors that can accommodate full picture and sound.

*\*Multiple sponsors can secure this opportunity.*

# SPONSORSHIP OPPORTUNITIES

Sponsorship level determined based on total investment.

## Bronze

**\$5,000**

Select one of the following:



### Exhibit Hall Banner Hang

Place your brand and message high in the air. Your 4' x 8' banner will be displayed in a high-impact area within the exhibit hall showcasing your brand and directing traffic to your booth.



### Pocket Guide

Your company will be featured in the pocket guide that is handed out at registration.



### Bar Coasters

Feature your company logo or artwork on the coasters at the bar, hosted at one of the NAWLA hotels after the tradeshow as closed.



### Branded Escalator Clings

With our event space being multi-level this year, feature your branding on one of our several escalators that leads attendees throughout the event space!

*\*Multiple companies may sponsor this option*

### Supporter

**\$1,000**

Become an official supporter of the NAWLA Traders Market. Your company logo will be featured on the NAWLA website and in the mobile app.

### Custom Sponsorship

Custom sponsorship opportunities are available upon request. Please contact Jim Conlon to talk about options of how you can make a unique impact at the 2022 Traders Market.



# SPONSORSHIP APPLICATION

Enhance your experience at the Traders Market by participating in one of the various sponsorship opportunities

Primary Point of Contact (Primary point of contact will receive a separate email including sponsorship fulfillment details.)

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Name	Title	Company Name
Street Address	City / State / Zip / Country	
Phone Number	Email Address	

## Please select a sponsorship level and one a la carte option

### DIAMOND (\$15,000+)

- Keynote Luncheon
- Keynote Speaker
- Mobile App
- Wednesday Welcome Reception
- Thursday Networking Reception

### PLATINUM (\$12,500)

- Badge Lanyards
- Conference Registration Bags
- Exhibit Hall Brunch Drink
- Hotel Key Cards
- Exhibit Hall Brunch Food

### GOLD (\$10,000)

- Margarita Tasting
- Thursday Refreshment Break
- Learning Lounge Session
- Window/Door Clings
- Graphic Banner

### SILVER (\$7,500)

- Portable Charging Units
- Digital Signage
- Directional Footprints
- Thursday Education Session
- Registration Video Wall

### BRONZE (\$5,000)

- Exhibit Hall Banner Hang
- Pocket Guide
- Bar Coasters
- Escalator Clings

### SUPPORTER (\$1,000)

- Official Traders Market Supporter

### OTHER OPPORTUNITIES

- Private Meeting Room – \$4,000
- Premium Meeting Room – \$6,000
- Custom Sponsorship \$

## Method of Payment

Total Amount Due: \_\_\_\_\_

- Credit Card

Information for credit card payments will be provided on your invoice.

- Check

Checks should be mailed to:

NAWLA, 8606 Solution Center, Chicago, IL 60677

- Wire

Contact Amber McKnight ([amcknight@nawla.org](mailto:amcknight@nawla.org)) for wire information and details.

*Payment is due in full with this signed contract.*

## Acceptance

We agree to abide by all rules and regulations governing the exposition as printed on the last page and which are part of this application. Acceptance of this application by show management constitutes a contract.

\_\_\_\_\_  
Authorized Signature – *this line must be signed for acceptance of contract*

\_\_\_\_\_  
Date

## Cancellation & Refunds

All sponsorships are non-assignable, non-cancellable and non-refundable.

## QUESTIONS?

Contact **Jim Conlon**, Senior Sales Manager | 312.673.4865 | [jconlon@nawla.org](mailto:jconlon@nawla.org)

# EXHIBITOR APPLICATION

Traders Market attendance is open to NAWLA members only. Non-members may contact [info@nawla.org](mailto:info@nawla.org) or 312.321.5133 for membership information.

## Exhibit Space Reservation

Instructions: Please complete (type or print) all sections of this application. Upon assignment of space, Show Management will send a booth space confirmation including an invoice. Print exactly as you would like listed in all show materials. All information is subject to verification.

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

\_\_\_\_\_  
Company Phone

\_\_\_\_\_  
Company Web Address

\_\_\_\_\_  
**Primary Point of Contact** (Primary point of contact will receive a separate email including sponsorship fulfillment details.)

\_\_\_\_\_  
Name

\_\_\_\_\_  
Title

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

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

\_\_\_\_\_  
City / State / Zip / Country

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

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

## Exhibit Space Rental

The exhibit space rental charge is \$1,995 for a 10' x 10' booth space at a member rate. The balance of the booth space is due with the contract. Please note: Booth space fees will increase to \$2,195 after January 3, 2022.

**Cancellation Policy:** All booth payments are due no later than July 8, 2022. Booth cancellations received by July 8, 2022 will be eligible for full refund less a \$100 administrative processing fee. After July 8, 2022 there will be no refunds. No Exceptions.

**Registration:** All booth personnel must register for Traders Market. Included in your 10'x10' booth space is one complimentary registration. A confirmation email will be sent to you in June including a discount code. For questions regarding your registration please contact [registration@nawla.org](mailto:registration@nawla.org).

**Location Preferences:** Please indicate the location and size (10'x10' or 10'x20') of the booth space requested. Booths are assigned on a first-come, first served basis for non-sponsors. Sponsor levels may include priority booth space placement. NAWLA makes every effort to accommodate preferences, but cannot guarantee placement.

Booth type:     In-Line                       Corner (\$500 extra charge)

1st Choice \_\_\_\_\_ 3rd Choice \_\_\_\_\_

2nd Choice \_\_\_\_\_ 4th Choice \_\_\_\_\_

Competitor companies that you do not wish to be near:  
\_\_\_\_\_

**Note:** NAWLA cannot guarantee request will be fulfilled and NAWLA reserves the right to make all final decisions regarding space assignments.

- Yes, we want the standard 10' x 10' booth furniture package containing one (1) skirted, 6' table, two chairs, one wastebasket, and one booth sign. Carpet isn't included with the booth space. Carpet can be purchased through the Exhibitor Service Manual which will be available in August. Carpet is required whether purchased through Freeman or provided by your company onsite.
- No, we will furnish our own booth.

We agree to abide by all rules and regulations governing the exposition as printed on the last page and which are part of this application. Acceptance of this application by show management constitutes a contract.

\_\_\_\_\_  
Authorized Signature – *this line must be signed for acceptance of contract*

\_\_\_\_\_  
Date

## Method of Payment

Total Amount Due: \_\_\_\_\_

- Credit Card  
Information for credit card payments will be provided on your invoice.

- Check

Checks should be mailed to:

NAWLA, 8606 Solution Center, Chicago, IL 60677

- Wire

Contact Amber McKnight ([amcknight@nawla.org](mailto:amcknight@nawla.org)) for wire information and details.

*Payment is due in full with this signed contract.*

# RULES AND REGULATIONS

## 1. MANAGEMENT

NAWLA Show Management reserves the right to remove or alter any exhibit that does not comply with the NAWLA Rules & Regulations.

This Application and Contract to participate in the NAWLA Traders Market at Phoenix Convention Center over November 9 -10, 2022 including but not limited to move-in and move-out dates November 9 -10, 2022 shall become effective when it has been submitted by the exhibiting company and accepted by NAWLA. The individual signing this Application and Contract represents and warrants that he/she is duly authorized to execute this binding Application and Contract on behalf of the exhibiting company. By signing below, the exhibiting company agrees to be bound by the terms and conditions below. The exhibiting company agrees that upon acceptance of this Application and Contract by NAWLA with or without appropriate payment of the exhibition fee and further action by the exhibiting company, this Application and Contract, together with the terms and conditions below, (collectively "this Contract") shall become a legally binding contract between NAWLA and exhibiting company ("Exhibitor").

## 2. ELIGIBILITY

NAWLA members who are 'Manufacturers' or 'Wholesalers' of traditional wood products and/or engineered wood products and complimentary building products are eligible to exhibit.

Complimentary building products are defined as materials made of wood, wood fiber, agrifiber, cement-based products, including concrete, blocks, and cementitious sidings, polymer products, or polymer-based composite products, as well as other products which incorporate wood as an integral component of their design. Also included in the category are coatings, fasteners, hangers, house wrap and ventilation products, roofing, insulation, gypsum, and any other products which the NAWLA Traders Market Committee may determine are appropriate to the interest of show attendees. Additionally, companies such as rail and truck transportation providers, reload operators, remanufacturers with a majority of revenues generated by processing wood on account, prefinishers and importers are also eligible to exhibit, as are certain Service Affiliates. (Importer is defined as satisfying all NAWLA wholesaler membership criteria, but with the majority of dollar sales generated by selling forest products sourced offshore.) No persons under 18 years of age will be admitted to the NAWLA Traders Market. Management shall have sold control over admission policies at all times.

Non-exhibiting manufacturers and service providers are not eligible to attend. Only bona-fide wholesalers, as defined by the NAWLA Bylaws, are invited to attend as non-exhibiting registrants.

\*Show Management reserves the right to determine the eligibility of any company or individual to exhibit or attend with regard to the character and purpose of this event. Anything that could be perceived as a poorly construed comparison to products offered by any other show exhibitors would be in extremely bad taste and deemed inappropriate for show use by the NAWLA Traders Market Committee.

## 3. BADGES

An exhibitor is responsible for all badged personnel under their company name. NAWLA reserves the right to remove or discharge any exhibitor who has badged inappropriate personnel.

Exhibitor will be provided (1) complimentary exhibit badge per 10x10 sq. ft. of exhibit space purchased.

## 4. EXHIBITOR'S AUTHORIZED REPRESENTATIVE

Each exhibiting company must have at least one person to be its representative in connection with installation, operation and removal of exhibit. Such representative shall be authorized to enter into such service contracts as may be necessary and for which the exhibitor shall be responsible and exhibitor assumes responsibility for such representative being in attendance throughout all exposition periods. Exhibitors and their representatives will be required to wear badges throughout the Show. Badges are not transferable. Members of NAWLA Show Management must be advised of any changes to representatives registered. The new representative's name and replacement name must be provided.

## 5. APPLICATION AND PAYMENT

Exhibitor must remit a full deposit of the total Exhibit Booth Fee with the submission of this Contract. Notwithstanding the foregoing, a Contract submitted on or after July 8, 2022 must be accompanied by full payment of the Exhibit Booth Fee at the time of submission.

A Contract will not be processed, nor space assigned, without the required Exhibit Booth Fee payments. Credit card payments can be made online using American Express, Discover, MasterCard or Visa. Checks must be payable to NAWLA and can be remitted to the following address via the U.S. Postal Service:

## NAWLA

8606 Solution Center  
Chicago IL 60677-8006

For ACH/wire payments, please email [amcknight@nawla.org](mailto:amcknight@nawla.org) for remittance instructions.

NAWLA reserves the right to hold or revoke Exhibitor badges for any Exhibitor with an unpaid balance and to instruct all official show contractors to deny goods and services.

## 6. CANCELLATIONS

Cancellation of exhibit space must be directed via email to [jconlon@nawla.org](mailto:jconlon@nawla.org) provided that the cancelling Exhibitor obtains confirmation of NAWLA's receipt of the email on or before the cancellation deadline.

For cancellations of space received between the initial space selection and July 8, 2022, Exhibitor is responsible for, and NAWLA shall be entitled to retain less \$100 processing fee of the total Exhibit Booth Fee. Should an Exhibitor cancel a portion of its space after July 8, 2022, Exhibitor is responsible for full payment and no refund.

## 7. BOOTH CONSTRUCTION, DESIGN AND LAYOUT

Regardless of the number of inline booths utilized, e.g. 10' by 20' (3.05m by 6.10m), display materials should be arranged in such a manner as not to obstruct sight lines of neighboring Exhibitors. The maximum height of 8' (2.44m) is allowed in the rear of the booth space, with a 4' (1.22m) height restriction imposed on all materials within 5' (1.52m) of an aisle. When two (2) or more inline booths are used in combination as a single exhibit space, the 4' (1.22m) height limitation is applied only to that portion of exhibit space which is within 10' (3.05m) of an adjoining booth.

## 8. SUBLETTING SPACE PROHIBITED

Exhibitor is prohibited from assigning or subletting a booth or any part of the space allotted to it nor shall it exhibit or permit to be exhibited in its space any products or advertising materials which are not a part of its own regular products, or which are not compatible with the purpose and/or character of Traders Market as determined by NAWLA in its sole discretion.

## 9. EXHIBIT HOURS

The 2022 NAWLA Traders Market exhibit hall will be open on November 10 - 11, 2022.

A complete schedule will be posted on our website and will be included in the Freeman Online Exhibitors Services Manual, which

# RULES AND REGULATIONS

will be sent out approximately 90 days prior to the show.

## 10. SECURITY

NAWLA Show Management will provide 24-hour perimeter security from the start of set-up on November 9, 2022 through the end of dismantling on November 11, 2022. However, the exhibitor is solely responsible for his/her own materials and should insure his/her exhibit against loss or theft. Exhibitors are advised to take individual precautionary measures such as securing portable articles of value and removing such articles to a place of safekeeping after the exhibit hours.

## 11. SHOW CANCELLATION OR INTERRUPTION

If for any reason beyond NAWLA's control NAWLA determines that Traders Market must be shortened, delayed, dates changed (same calendar year), or otherwise altered or changed (collectively "Show Adjustment"), Exhibitor understands and agrees that NAWLA shall not refund any Exhibit Booth fees paid to it by Exhibitor. If for any reason beyond NAWLA's control NAWLA determines that Traders Market must be cancelled, Exhibitor understands and agrees that NAWLA shall apply the fees paid to it by Exhibitor to the same event occurring in the following calendar year. Further, Exhibitor understands that all losses and damages that it may suffer as a consequence of a Show Adjustment or cancellation are its responsibility and not that of NAWLA or its directors, officers, employees, agents or subcontractors. Except as otherwise provided for above, Exhibitor understands that it may lose all monies it has otherwise incurred for the Show, including travel to the Show, setup, lodging, decorator freight, employee wages, etc.

## 12. CARE OF BUILDING

Exhibitors will be held responsible for any damage caused by fastening displays or fixtures to the building floors, walls or columns or to standard booth equipment or for damage caused in any other manner. Exhibitors may not apply paint, lacquer, adhesives or any other coating to building columns and floors or to standard booth equipment.

## 13. EXHIBITOR LIABILITY, INDEMNIFICATION & INSURANCE

Exhibitor remains solely responsible for the safety of its personnel and property at all times during transit to and from the exhibit hall and within the exhibit hall. Show Management is not responsible for the

exhibitor's personnel and/or property or any loss thereto from any cause.

Exhibitor hereby waives and releases any claims or demand it may have against any of the show management by reason of injury, any damage or loss of any of its personnel or property. North American Wholesale Lumber Association (NAWLA) and the Convention Center are to be listed as additional insureds on a primary and noncontributory basis with respect to general/auto/umbrella liability. Exhibitor agrees that it will indemnify and hold Show Management harmless against all claims on account of injury was caused wholly or in part by any act or omission of exhibitor or any agents, employees, contractors, guests, licensees or invitees.

This indemnification of Show Management by exhibitor is effective unless such injury was caused by the sole negligence or gross negligence or willful misconduct of Show Management. If Show Management is made a party to any litigation commenced by or against exhibitor, or relating to this lease or the premises leased hereunder, then EXHIBITOR WILL PAY ALL COSTS AND EXPENSES, including reasonable attorneys' fees, INCURRED BY OR IMPOSED UPON SHOW MANAGEMENT BY REASON OF LITIGATION. NAWLA recommends that exhibitor obtain its own insurance at its expense for loss or damage to property or injury to persons.

## 14. SPECIAL REQUESTS

**NO SMOKING POLICY** – NAWLA's policy is No Smoking. Therefore, smoking is not allowed within the exhibit hall at any time including installation and dismantle. All exhibitors are required to obey local fire ordinances.

**AUDIO-VISUALS** – Audiovisual presentations must be arranged so that aisles are not blocked and must be presented in a sound-proof room.

**COURTESY** – The right and privileges of an exhibit shall not be infringed upon by any other exhibitor. Interviews, demonstrations, distribution of literature, etc. must be made from inside the exhibitor's booth. Exhibitors may not enter another exhibitor's booth or photograph/investigate another exhibitor's products at any time without the express permission of that exhibitor.

**CANVASSING** – Canvassing outside the booth is forbidden. Vendors and/or exhibitors may not distribute materials to other exhibitors at any time. All business must be conducted from within each exhibitor's booth.

**CONDUCT** – Unethical conduct or infraction of rules on part of the exhibitor or its representatives will subject the exhibitor or both to dismissal from the Expo. In this

event, it is agreed no refund shall be made by NAWLA.

**MUSIC** – Exhibitors are responsible for establishing any necessary license agreements for copyrighted music within the booth space or hospitality functions. Music has to be kept at a level so as not to disturb or interfere with the other exhibits.

**PROMOTIONAL ACTIVITIES** – Further, Exhibitor shall not engage in any promotional activities, which NAWLA determines to be outside the purpose and/or character of Traders Market as determined by NAWLA in its sole discretion.

## 15. LIMITATION OF LIABILITY

IN NO EVENT SHALL THE FACILITY, Traders Market, NAWLA, THEIR OWNERS, MANAGERS, OFFICERS OR DIRECTORS, AGENTS, EMPLOYEES, INDEPENDENT CONTRACTORS, SUBSIDIARIES AND AFFILIATES (COLLECTIVELY "NAWLA PARTIES") BE LIABLE TO THE EXHIBITOR OR ANY THIRD PARTY HIRED BY OR OTHERWISE ENGAGED BY THE EXHIBITOR FOR ANY LOST PROFITS OR ANY OTHER INDIRECT, SPECIAL, PUNITIVE, EXEMPLARY, INCIDENTAL OR CONSEQUENTIAL DAMAGES, INCLUDING ATTORNEY'S FEES AND COSTS, ARISING OUT OF THIS APPLICATION AND CONTRACT OR CONNECTED IN ANY WAY WITH USE OF OR INABILITY TO USE THE SERVICES OUTLINED IN THIS APPLICATION AND CONTRACT OR FOR ANY CLAIM BY EXHIBITOR, EVEN IF ANY OF THE NAWLA PARTIES HAVE BEEN ADVISED, ARE ON NOTICE, AND/OR SHOULD HAVE BEEN AWARE OF THE POSSIBILITY OF SUCH DAMAGES. EXHIBITOR AGREES THAT NAWLA PARTIES' SOLE AND MAXIMUM LIABILITY TO EXHIBITOR, REGARDLESS OF THE CIRCUMSTANCES, SHALL BE THE REFUND OF THE EXHIBIT BOOTH FEE. EXHIBITOR AGREES TO INDEMNIFY AND DEFEND THE NAWLA PARTIES FROM ANY CLAIMS BROUGHT BY A THIRD PARTY HIRED BY, OR ENGAGED BY THE EXHIBITOR FOR ANY AMOUNT BEYOND THE EXHIBIT BOOTH FEE. FURTHER, EXHIBITOR AGREES TO PAY ALL ATTORNEYS' FEES AND COSTS INCURRED BY NAWLA PARTIES ARISING OUT OF, OR IN ANY WAY RELATED TO, THIS CONTRACT. EXHIBITOR SHALL BE SOLELY RESPONSIBLE FOR ITS ATTORNEYS' FEES AND COSTS.