



LOGISTICS OFFICER ASSOCIATION  
**SYMPOSIUM 2017**  
NOVEMBER 14-17, 2017 | WASHINGTON, D.C.



## Call for Exhibitors, Sponsors and Advertisers

**Conference Dates:** November 14-17, 2017

**Exhibit Hall Dates:** November 14-17, 2017

**Location:** Gaylord National Resort and Convention Center - National Harbor, MD

### About the Conference

This year's theme L.I.V.E. (Leadership, Innovation, Velocity, Excellence) exemplifies the mission of the Symposium to offer a forum where senior leaders and career minded logisticians can collaborate to identify challenges and discuss real solutions to rapidly improve logistic capabilities and standards of today's U.S. Air Force.

Industry participation is a large part of the LOA Symposium's 35 years of outstanding success. In fact, the role of industry is critical. The continued goal of the Symposium is to facilitate interactive exchanges between industry, logistics leaders and decision makers to understand requirements and discuss capabilities.

**The Symposium offers unique sponsorship and exhibit opportunities which provide high value and return on investment (ROI) for your company.**

### Background:

The Logistics Officer Association is 4,000+ members strong and is comprised of military officers and civilians in the logistics field around the world. The purpose of the LOA is to enhance the military logistics profession and to strengthen logistics in the national security environment.

### Attendance:

The expected number of attendees is 900+. The attendees include senior logistics leaders, logistic operators, and Industry.

Past LOA Symposium attendees include:

- \* Secretary of the Air Force
- \* Chief of Staff of the Air Force
- \* Secretary of the Air Force for Installations, Environment, and Logistics
- \* Commander Air Force Materiel Command
- \* Commander U.S. Transportation Command
- \* Commander U.S. Southern Command
- \* Assistant Secretary of Defense for Logistics and Material Readiness
- \* The Joint Staff Director Logistics
- \* Headquarters Air Force Deputy Chief of Staff for Logistics, Installations and Mission Support
- \* Commander of Aeronautical Systems Center
- \* Commander of Defense Logistics Agency
- \* Commanders of Air Logistics Centers (Ogden, Tinker, and Warner Robins)



## Exhibit Opportunities

### Booth Sizes and Pricing:

- \_\_\_ 10x10 Government/Military (100 sqft) - \$2,900 (Premium)
- \_\_\_ 10x10 Government/Military (100 sqft) - \$2,600
- \_\_\_ 10x20 Government/Military (200 sqft) - \$5,800 (Premium)
- \_\_\_ 10x20 Government/Military (200 sqft) - \$5,200
- \_\_\_ 20x20 Government/Military (400 sqft) - \$11,600 (Premium)
- \_\_\_ 10x10 LOA Corporate Member (100 sqft) - \$3,700 (Premium)
- \_\_\_ 10x10 LOA Corporate Member (100 sqft) - \$3,500
- \_\_\_ 10x20 LOA Corporate Member (200 sqft) - \$7,100 (Premium)
- \_\_\_ 10x20 LOA Corporate Member (200 sqft) - \$6,800
- \_\_\_ 10x30 LOA Corporate Member (300 sqft) - \$10,300 (Premium)
- \_\_\_ 10x30 LOA Corporate Member (300 sqft) - \$10,000
- \_\_\_ 20x20 LOA Corporate Member (400 sqft) - \$13,600 (Premium)
- \_\_\_ 20x30 LOA Corporate Member (600 sqft) - \$16,900 (Premium)
- \_\_\_ 20x40 LOA Corporate Member (800 sqft) - \$27,200 (Premium)
- \_\_\_ 10x10 Non Corporate Member (100 sqft) - \$4,200 (Premium)
- \_\_\_ 10x10 Non Corporate Member (100 sqft) - \$4,000
- \_\_\_ 10x20 Non Corporate Member (200 sqft) - \$7,900 (Premium)
- \_\_\_ 10x20 Non Corporate Member (200 sqft) - \$7,700
- \_\_\_ 10x30 Non Corporate Member (300 sqft) - \$11,800 (Premium)
- \_\_\_ 10x30 Non Corporate Member (300 sqft) - \$11,500
- \_\_\_ 20x20 Non Corporate Member (400 sqft) - \$15,600 (Premium)
- \_\_\_ 20x30 Non Corporate Member (600 sqft) - \$19,400 (Premium)

Premium exhibit space is closer to the entrances and near food stations. Premium spaces are designated by a "p" following the booth number on the floorplan.

Current floor plan is available at <http://www.expcad.com/host/fx/techforums/17LA3/exfx.html#floorplan>

### Additional Information:

NEW FOR 2017 - Small Business Innovation Pavilion

LOA is excited to announce the addition of the Small Business Innovation Pavilion offering certified small businesses (WOSB, SDVOSB, HubZone, 8a) an opportunity to exhibit their innovative product or service at the Symposium. Qualifying companies receive a 20% discount for a 10x10 booth and 1 complimentary registration.

Criteria for qualifying to be located in the Pavilion:

- \*Certified Small Business verification
- \*Applicants must provide a one page summary that highlights how your company uses innovation to solved problems in logistics
- \*Acknowledge that if selected, your booth will be located within the Pavilion

Provide your submission to Jondavid DuVall at [coo@loanational.org](mailto:coo@loanational.org)

### Exhibit Amenities

- Pipe and drape dividing the booth spaces
- Carpeting
- Two complimentary staff badges per booth regardless of size (minimum of a \$1,700 value). Additional exhibitor booth passes are available at a discounted rate.



## Booth Partners:

Exhibitors and sponsors are permitted to have partner companies. There is a \$125.00 charge per partner company. Partner companies are included in the guide with a description and logo.

## Additional Exhibit Services

Booth services such as electricity, Internet, booth furniture, booth cleaning, etc. must be purchased separately through the conference decorator. Additional information about options and fees is available on the Symposium website in the exhibitor kit. The exhibitor kit is posted online approximately eight weeks prior to the Symposium.

## Exhibitor Booth Staff

Contracted exhibiting companies receive two complimentary staff registrations. Additional cost for each booth representative over the allotted free badges is \$500. You may register complimentary and additional staff from your vendor portal provided once contracted to exhibit.

## Advertising Opportunities

*Advertising is available in the conference program guide.*

[https://tools.eventpower.com/paperclip/web\\_asset/20321/original\\_eventPower\\_PrintAdSpecs\\_17LA.pdf](https://tools.eventpower.com/paperclip/web_asset/20321/original_eventPower_PrintAdSpecs_17LA.pdf)

Advertisement artwork must be submitted by October 20, 2017.

- Premium Full Page Cover (Outside Back Cover) - \$3,000
- Inside Back Cover - \$2,500
- Inside Front Cover (SOLD) Northrop Grumman
- Full-Page Color - Non Exhibitor - \$2,300
- Full Page Color - \$1,500
- Half Page Color - Non Exhibitor - \$1,300
- Half-page Color - \$1,000

## Sponsorship Opportunities

*All sponsors will be recognized in the Symposium program guide, listed on the website, and most will be included in event signage.*

### **Platinum Level**

**SOLD** Northrop Grumman

### **Diamond Level**

**SOLD** Boeing; Lockheed Martin

### **Gold\* - \$15,000**

(1 sold/3 available)

Gold level sponsors will receive Symposium wide exposure.

- \* Two reserve seats at a table for the Annual Awards Luncheon
- \* Special recognition by LOA hosts at Annual Awards Luncheon
- \* Inclusion on a list of sponsors in the post-symposium ER
- \* Bold listing and company description in the 2017 Symposium Program Guide
- \* Sponsor will be posted on Symposium email promotions



\* Choice of one of the following event sponsorship opportunities, on a first come, first serve basis:

- Beverage Napkins with your company logo for use at the Ice Breaker Reception (sponsor to provide napkins)
- One insert in attendee welcome packet (sponsor to provide printed inserts with LOA National Board approval) --non-exclusive
- Coffee Break Sponsor (non-exclusive)
- One, one-minute commercial to be aired at 2017 Symposium. These commercials will also be aired to the virtual audience
- Preferred logo placement on Symposium website
- 5% of rotating banner time on mobile app

\_\_\_ **Small Business Innovation Pavilion\* - \$3,000**

NEW for 2017! This is the inaugural year for the sure to be successful Small Business Innovation Pavilion. Small businesses have the opportunity to submit an application detailing their innovative product or service to become a part of the pavilion. Those selected will then have the opportunity to pitch their innovation to the Symposium attendees. The sponsor will have signage prominently displayed at the entrance to the pavilion, on the website and on other printed material.

\_\_\_ **Silver\* - \$10,000**

(5 available)

Silver level sponsors will receive Symposium wide exposure as well as the following benefits:

- \* Two reserved seats at a table for the Annual Awards Luncheon
- \* Special recognition by LOA hosts at Annual Awards Luncheon
- \* Inclusion on a list of sponsors in the post-Symposium ER
- \* Bold listing and company description in the 2017 Symposium Program Guide
- \* Sponsor will be posted on Symposium email promotions
- \* Preferred logo placement on Symposium website
- \* One-page color insert in participant welcome materials (sponsor to provide printed inserts with LOA National Board Approval)
- \* 3% of rotating banner time on mobile app

\_\_\_ **Networking Lounge**

**SOLD** Northrop Grumman

\_\_\_ **Loggie Reception\* - \$6,000**

(1 sold/2 available)

\_\_\_ **Welcome Reception for Attendees\* - \$6,000**

(1 sold/2 available)

The Welcome Reception takes place in the Exposition Hall. Sponsorship includes recognition at the reception, on printed material and on the Symposium website.

\_\_\_ **Notepad/Folio\* - \$6,000**

Exclusive (only 1 available)

Your company logo and the LOA Symposium logo will appear on the front of the notepad handed out to all military and government attendee. The item is selected by the discretion of the LOA planning team. The cost of the sponsorship includes the production of the item.

\_\_\_ **Registration Sponsor\* - \$5,000**

Exclusive (only 1 available)

All attendees must register to attend, why not have your company's brand be the first thing they see? The sponsor receives recognition on the registration page as well as onsite at the registration desk and printed signage.

\_\_\_ **Hotel Room Key\* - \$5,000**

Exclusive (only 1 available)

This is an excellent way to get your company's brand literally in the hand of all attendees staying at the event hotel. Your logo and the event brand will appear on the hotel keys and will be given to all attendees at hotel registration.

\_\_\_ **Symposium Photographer and Photo Gallery Sponsor\* - \$5,000**

Exclusive (only 1 available)

The photo gallery page is very popular for attendees to view following the event. The sponsor receives recognition on the event website and on printed material as well as on the photo gallery page.



— **Symposium Pens - \$4,500**

Exclusive (only 1 available)

All attendees will receive a pen with your company logo and Symposium logo at the registration desk. The cost to produce the pen is included in the sponsorship. The pen is chosen by the LOA planning team.

— **Lunch Sponsor (Wednesday)\* - \$4,000**

(1 sold/3 available)

Why not have your company's logo prominently displayed as attendees pass through the lunch buffet? Sponsor also receives verbal recognition via announcements in the exhibit hall, on the website and on printed material.

— **Symposium Bags**

**SOLD** Pratt & Whitney

— **Charging Station\* - \$4,000**

Exclusive (only 1 available)

Located near the Exhibition Hall the charging station allows attendees to charge their mobile devices. Supporter's name is prominently displayed on the charging station.

— **Save the Date Sponsor\* - \$4,000**

Exclusive (only 1 available)

This item will be distributed to all attendees of the Symposium reminding them of the dates for next year's Symposium.

— **Thursday Lunch Sponsor\* - \$4,000**

(4 available)

The lunch will be served in the exposition hall. Sponsorship benefits include recognition during the lunch, logos on multiple signs, and recognition in the Expo Guide.

— **Mobile App Sponsor\* - \$4,000**

Exclusive (only 1 available)

Sponsor will be recognized as the mobile app sponsor on the Summit website, program guide, and on signage at the Summit.

Sponsor's logo will appear within the mobile app. The mobile app will be used by the attendees of the Summit providing branding to hundreds.

— **Continental Breakfast\* - \$3,500**

(1 sold/3 available)

Sponsor logo on signs at breakfast stations.

Sponsor also receives verbal recognition via announcements in the exhibit hall, on the website and on printed material. Breakfast is the most important meal of the day!

— **LOA University Continental Breakfast - \$3,500**

Exclusive (only 1 available)

LOA University takes place on the first day of the Symposium. This breakfast is a perfect opportunity for the career minded logisticians attending LOA U to network. The sponsor will have their logo prominently displayed at the breakfast buffet, on the website and on other printed material.

— **Lanyards**

**SOLD** Boeing

— **Symposium Program Guide/Agenda\* - \$3,000**

(3 available)

Every attendee will receive a printed program guide at registration. Why not have your company logo printed on the cover? The sponsor's logo will also appear at the top of the agenda page, on the website and on other printed material.

— **Morning & Afternoon Break Sponsor\* - \$2,000**

(1 sold/5 available)

— **Patron Supporter\* - \$2,000**

Sponsorship includes recognition on the website and printed program guide as well as 1 registration pass.



\_\_\_ **Flyer Distribution\* - \$600**

Provide a one-page marketing flyer that will be handed out during registration.

\_\_\_ **LOA Scholarship - \$500**

The LOA Scholarship Program promotes education for those who are members of LOA and enlisted members of the Armed Forces. The program is sustained entirely through donations of its members and corporate partners. Scholarship Donations are tax deductible. Donations of \$500 or higher will receive: >> Two reserved seats at Annual Awards Luncheon >> Special recognition and group photo at Annual Awards Luncheon

\_\_\_ **Media Sponsor**

**SOLD** Tactical Defense Media

**Exhibit Hall Raffle:**

This activity is another means of getting conference attendees to your booth. Each attendee will be required to visit a certain number of booths and get their raffle cards marked and enter the raffle. Items will be raffled off during the exposition. Participating companies will be listed on all promotions surrounding the raffle. NOTE: Other items are available for the raffle and price may vary depending on the item. Please contact your account manager for details and options.

\_\_\_ **iPad - \$800**

\_\_\_ **Exhibit Hall Raffle - Google Nexus - \$500**

\_\_\_ **Exhibit Hall Raffle - Kindle HD - \$500**

\_\_\_ **Exhibit Hall Raffle - Samsung Galaxy - \$500**

\_\_\_ **Donate an Item**

**Payment Deadlines**

\* 50% liable at contract signing and 50% due immediately.

\* 100% liable on August 16, 2017 and 100% due August 16, 2017.

\* Your Company is liable for contracted funds based on the following payment schedule. Late payments (where funds have not cleared bank) can result in sponsored items not being ordered. While still contractually liable for amounts due, any exhibitor not paid at event set up will not be allowed to set up their booth. If payments are not received within the terms listed below, show management reserves the right to re-sell and/or re-assign the exhibit space or re-sell sponsored items with the contracting organization remaining liable as stated in the contract terms and conditions.

## 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) 740-1941 or email to LPowell@eventPower.com.

**Step 3:** Register personnel through the conference Website.

**Notes:** Booth numbers are subject to change.

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

*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.*

## Company & Contact Information

Company Name: _____			
Contact 1: _____		Contact 2 Billing Contact: _____	
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 50% liable for contracted funds at 180 days prior to the program and 100% liable for contracted funds at 90 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

Partnership Package: \$ _____	Booth Selection: 1 <sup>st</sup> choice _____ 2 <sup>nd</sup> choice _____ 3 <sup>rd</sup> choice _____ (booth numbers are subject to change)
Sponsorship /Advertising: \$ _____	
Exhibit Space: \$ _____	P.O. #: _____
Discount: \$ _____	<b>W-9 Form:</b> To obtain eventPower's W9 form visit <a href="http://www.eventPower.com/w9">www.eventPower.com/w9</a>
Total Contracted Amount: \$ _____	
Payment Method:	<input type="checkbox"/> Check Payable to: eventPower Mail to: eventPower, Accounts Receivables, 5667 Stone Road, Box 575 Centreville, VA 20120 (NOT a P.O. Box)
	<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  
5667 Stone Road, Box 575  
Centreville, VA 20120  
(please note this is not a P.O. Box)

## Event Production Company/Merchant Contact Information:

Direct Marketing Productions, Inc. DBA: eventPower 5667 Stone Road, Box 575 Centreville, VA 20120 (this is not a P.O. Box)	Laurie Powell, Director of Sales Telephone: (703) 740-1940 Fax: (703) 740-1941 Email: LPowell@eventPower.com Website: <a href="http://www.eventPower.com">www.eventPower.com</a>
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### 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.