

Penalties

As stated previously, as a condition for exhibiting, each exhibitor agrees to observe all policies, terms, rules and regulations. Those who violate these conditions will forfeit priority points. *Violations will also affect the company's booth location at the following meeting.*

- First violation: The Company does not accrue priority points for its participation for the year.
- Second violation: The Company loses 50 percent of its accrued priority points.
- Third violation: The Company loses the remaining 50 percent of its accrued priority points.
- Fourth violation: The Company is not eligible to exhibit at future Academy meetings.

The foregoing penalties are merely examples. In all cases, the Academy reserves the right to impose additional penalties.

For example, in the event of an egregious violation, or any repeated failure to observe the policies, terms, rules, and regulations outlined in the Exhibitor Prospectus, the Academy reserves the right to terminate the exhibit onsite and may refuse assignment of space for future Academy meetings. In addition to the policies, terms, rules, and regulations specified in the Exhibitor Prospectus, the preceding policies, terms, rules and regulations must be adhered to by each exhibiting company and its representatives and agents. Breaches or infractions by an exhibitor in any year may be considered by the Academy, in its sole discretion, in determining whether to close an exhibit onsite or to refuse applications for exhibit space for any future year. Infractions of the spirit of the policies, terms, rules, and regulations by a current or potential exhibitor at any time may be considered in determining whether or not to accept an application from such company seeking to exhibit at any Academy meeting. If any exhibiting company fails to observe the policies, terms, rules, and regulations outlined in the Exhibitor Prospectus, or engages in practices in connection with the expo that are deemed unfair or deceptive by the Academy, in its sole discretion, the Academy reserves the right to terminate the exhibit onsite and/or refuse assignment of space for future Academy meetings.