



2500 S Power Rd, Suite 118
Mesa, AZ 85209

p. (602) 734-5353
f. (480) 830-5411

exhibitors@heug.org
www.alliance-conference.com

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WELCOME

Dear Valued Partner:

The Higher Education User Group will be holding our 2016 Alliance conference in Seattle, Washington at the Washington State Convention Center March 6-9, 2016.

Exhibiting at the Alliance 2016 Conference is a great way to reach your targeted audience. The Alliance Conference is dedicated to assisting Oracle/PeopleSoft project team members with their implementations, upgrades and 3rd party products and services. Our conference attendees encompass all levels of an Oracle/PeopleSoft team including project managers, business analysts, programmers, and executives.

In this prospectus you will find great sponsorship packages to meet the need of every vendor as well as marketing options that will give your company the additional exposure you desire.

To sign-up go to: <http://www.heug.org/sponsoralliance16>

If you have any questions about the program, marketing opportunities or the conference in general, please contact Jodi Coble HEUG Events and Sponsorship Sales Manager at (602) 792-9180 or by email at exhibitors@heug.org

We appreciate your interest in Alliance 2016 and look forward to seeing you in Seattle!

Best Regards,

2016 Conference Team

2016 SPONSORSHIP LEVELS

BENEFITS	PLATINUM	GOLD	SILVER	EXHIBITOR	SMALL VENDOR
Sponsorship Package Price	\$19,000	\$12,000	\$7,500	\$5,500	\$2,000
Sponsorship Package Price (HEUG,Online Vendors Only)	\$18,000	\$11,000	\$7,000	\$5,500	\$2,000
Booth space at ALLIANCE 2016	20'x20'	10'x20'	10'x10'	10'x10'	N/A
Upgrade to 20'x30' Booth	\$2,500	N/A	N/A	N/A	N/A
Upgrade to 20'x20' Booth	N/A	\$3,000	N/A	N/A	N/A
Upgrade to 10'x20' Booth	N/A	N/A	\$2,500	\$3,000	N/A
Corner Booth Available	Yes	Yes	\$500	No	No
Full Registrations Included	8 included	6 included	4 included	2 included	1 included
Max. Exhibit Hall Only Allowed to Purchase	8	6	4	1	0
Max. Additional Full Reg. Allowed to Purchase	Unlimited	Unlimited	Unlimited	4	3
Logo & Link on Conference Website	Yes	Yes	Yes	Yes	Yes
Logo on Conference Home Page	Yes	No	No	No	No
Pre-Conference Attendee List	Yes	Yes	Yes	Yes	No
Post-Conference Attendee List	Yes	Yes	Yes	Yes	No
Listed on Vendor Hall Entrance Signage	Yes	Yes	Yes	Yes	No
Logo on Vendor Hall Entrance Signage	Yes	Yes	No	No	No
Recognition at General Session	Yes	Yes	No	No	No
Included in ALLIANCE Coupon Book	Yes	\$750	\$750	\$750	N/A
Badge Scanning Unit	1	1	0	0	0
Vendor Track Full Presentations	1 included	1 included	\$1500	\$1500	N/A
Vendor Track Mini Presentations	\$750	\$750	\$750	\$750	N/A
May Co-Present Sessions with HEUG members	Yes	Yes	Yes	Yes	N/A
HEUG Online Subscriber Discount	\$1,000	\$1,000	\$500	\$0	\$0

www.heug.org/sponsoralliance16

SPONSORSHIP ADD-ONS

KEYNOTE SPONSORSHIP- \$5,000 (Exclusive)

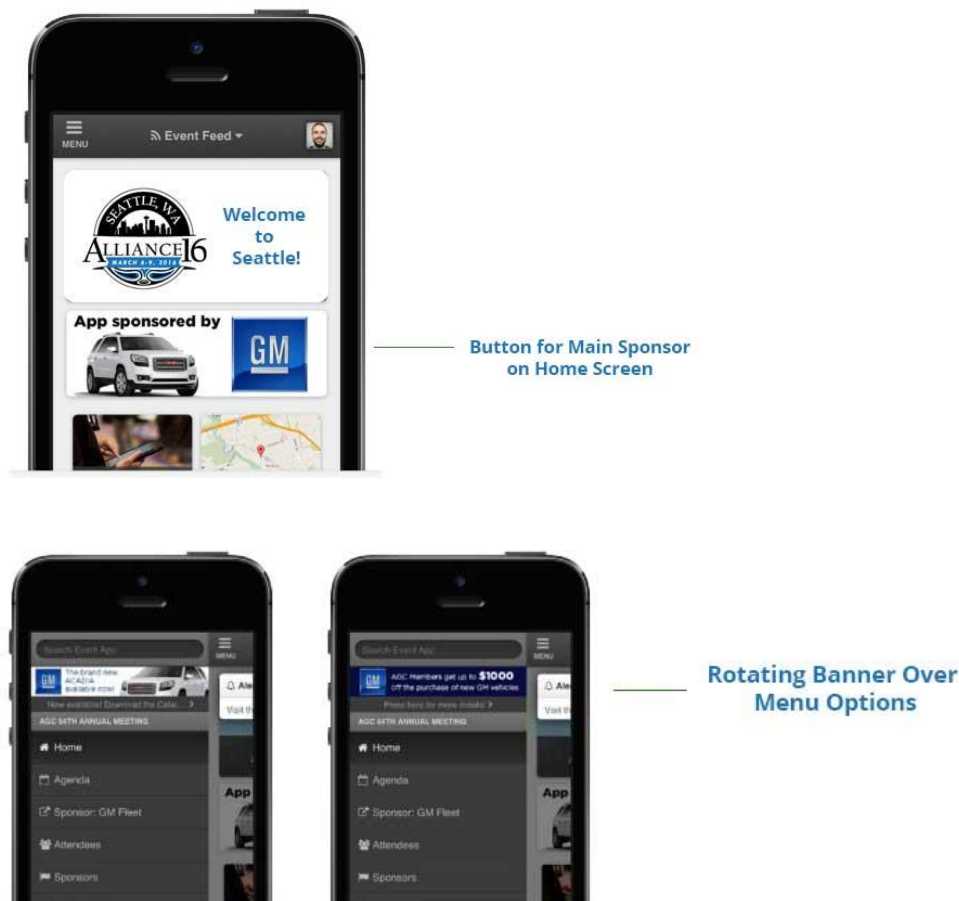
At Alliance 2016, we will have an inspirational keynote speaker. The keynote sponsor will have their logo on the overhead screens as attendees enter the hall. In addition, they will be able to have an executive from their company provide a 2 minute introduction of the keynote speaker. If possible, sponsor will be able to have a very limited number of attendees at the meet and greet with the keynote speaker.

TECHNOLOGY/WIFI SPONSORSHIP- \$7,500 (Exclusive)

Most Alliance 2016 attendees will be using a device to access the mobile app and other conference and work related materials. As the exclusive Technology/WIFI sponsor, you will have your graphic on the “splash” page for every attendee after they access the wifi network. In addition, your graphic will be the screensaver and wallpaper for the computers in the Cyber Café. Artwork is to be provided by sponsor company.

MOBILE APP MAIN SPONSORSHIP - \$5,000 (Exclusive)

Alliance 2016 will have an all new mobile app. The main sponsor of the app will have a button at the top of the home screen with their graphic or animated GIF front and center for all attendees to access. Clicking on the button can take members to your company profile in the app or to a special page on your website. In addition, sponsor will get one banner ad in the rotating banner ads of other sponsors and 5 alerts through the app. One on Sunday afternoon, two on Monday and two on Tuesday.



MOBILE APP BANNER AD SPONSORSHIP - \$1,500 (3 Available)

Alliance 2016 will have an all new mobile app. This sponsorship gives a banner ad in the rotating banner ad section of the app. There will be 4 ads playing in rotation for attendees to see over the menu area in the app. In addition, each banner ad sponsor will get 2 alerts sent through the app. One alert on Monday and One on Tuesday. Artwork is to be provided by sponsoring companies.



**Rotating Banner Over
Menu Options**

CLOSING NIGHT CELEBRATION “NEIGHBORHOOD” SPONSORSHIPS- \$5,000-\$10,000

For Alliance 2016, we are breaking the Closing Night party up into Seattle themed “neighborhoods” sponsored by specific vendors. There will be various neighborhoods available for sponsorship. Each neighborhood will be different and enable unique sponsor opportunities such as Washington wine and craft beer tastings. More info will be available in the Fall. To learn more, please contact Jodi Coble at [jacoble@heug.org](mailto:jcoble@heug.org) or (602) 792-9180.

EXECUTIVE FORUM - \$4,000 (4 Available)

Send 2 of your executives to the Executive Forum to meet and mingle with C-level Executives from our member organizations. Sponsorship includes signage at the Executive Forum, participation in event for two of your team members, as well as participation in the Executive Forum Reception.

ATTENDEE BADGE HOLDERS - \$4,000 (4 Available)

Your logo or company name will be prominently displayed on 1,000 badge holders. If desired, the badge holders can also be provided in your corporate colors to make your company stand out. Artwork is to be provided by sponsoring companies and all logos will be white, unless a white Badge holder is selected. If a white badge holder is selected, the company can select the single color of the imprint.

ESCALATOR WRAP SPONSORSHIP- \$4,000 (3 Available)

As attendees are using the escalators from the street to the conference area, market your company and your booth with an escalator wrap. There are 3 sponsorship opportunities for levels 1-2, 2-3 and 3-4.



EXHIBITOR MEETING ROOMS- \$750 each day (Monday and Tuesday | 5 Rooms Available)

Alliance has small 400 sq. ft. vendor meeting rooms available in the conference center for vendors to use as offices and to have meetings with attendees. These will be offered on a first come, first serve basis. All catering and A/V can be contracted through the conference center and are the responsibility of the exhibitor.



EXECUTIVE MEETING ROOMS - \$1,500 each day (Monday and Tuesday (3 Rooms Available)

Alliance 2016 has 3 very well appointed meeting rooms in the convention center annex (across the street from the main conference center) that vendors can use for meeting rooms. You can choose the meeting room you would prefer in the registration form. All catering and A/V can be contracted through the conference center and are the responsibility of the exhibitor.

EXECUTIVE MEETING ROOM 1



EXECUTIVE MEETING ROOM 2



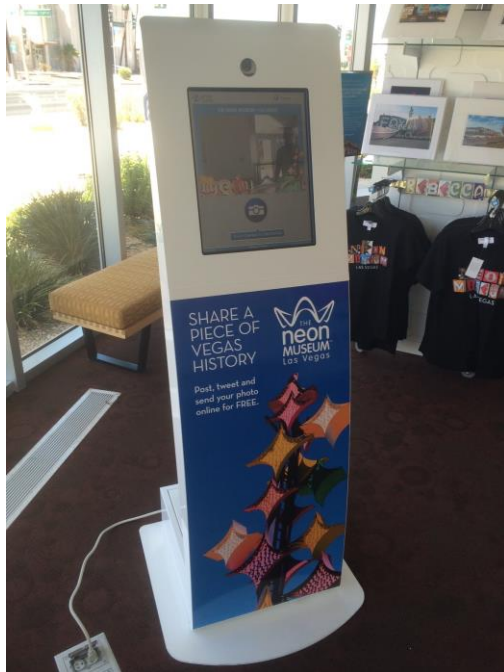
EXECUTIVE MEETING ROOM 3



www.heug.org/sponsoralliance16

SOCIAL MEDIA KIOSK SPONSORSHIP - \$3,500 (Exclusive)

Alliance 2016 is excited to provide our social media kiosk where attendees can get their picture taken, choose the custom digital frame they would like around their picture and email, tweet or post the picture to their social media channels. As a sponsor, the kiosk will be wrapped with your logo, you will get a custom frame for attendees to choose with just your branding and all Alliance 2016 frames will also include your logo. All attendees will be encouraged to use the kiosk after registration and picking up conference materials and the kiosk will also be in the Closing Night Celebration area for attendees to use as well. Artwork is to be provided by sponsor.



CUSTOM DIGITAL FRAME WITH YOUR COMPANY BRANDING



CONFERENCE WATER BOTTLES - \$7,500 (3 Available)

All attendees will be given a high quality BLUE ALUMINUM water bottle for their use during and after the conference. Your corporate logo on the water bottle with the Alliance 2016 logo is a great way to keep your corporate brand literally in the attendees' hands for long after the conference. In addition, we will have 1 x 1 wraps on 40 water coolers in different session rooms. All three Sponsors will be acknowledged on the water cooler wrap. Each sponsor will provide a single color logo which will be imprinted in white on 1,333 water bottles. Deadline for purchase and artwork is December 11, 2015. If all three water bottle sponsorships are not purchased, the HEUG reserves the right to not produce this item and refund the single sponsors fee.



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VENDOR FULL PRESENTATION - \$1500 (20 Available)

Available to Platinum, Gold, Silver, and Exhibitor Levels. A one hour session to conference attendees on the topic of your choice. Note that this item sells out very quickly as a limited number of vendor session slots are available. PAST CONFERENCE ATTENDANCE AT VENDOR PRESENTATIONS SHOWS THAT VENDORS THAT GET THEIR ABSTRACT IN PRIOR TO REGISTRATION OPENING GENERALLY GET THE HIGHEST SESSION ATTENDANCE.

VENDOR MINI PRESENTATION - \$750 (20 Available)

A 30-minute session to conference attendees on the topic of your choice. Note that this item sells out very quickly as a limited number of vendor session slots are available. PAST CONFERENCE ATTENDANCE AT VENDOR PRESENTATIONS SHOWS THAT VENDORS THAT GET THEIR ABSTRACT IN PRIOR TO REGISTRATION OPENING IN DECEMBER GENERALLY GET THE HIGHEST SESSION ATTENDANCE.

CHARGING STATION SPONSOR - \$2,500 (4 Available)

This is a new sponsorship for 2016! As more and more attendees rely on their mobile devices for information about the conference and for keeping up at work while at the conference, battery life is critical. As a Charging Station Sponsor, you will have branding on one charging station at the conference. Charging stations will be strategically placed in the conference center for attendees to charge their devices.

**UMBRELLA SPONSORSHIP - \$6,000 (3 Available)**

On average it rains 17 days a month in March in Seattle, so this sponsorship can be a lifesaver for many attendees. All attendees will get an umbrella to use at, and take home, from Alliance 2016. Each vendor will get 1333 blue umbrellas with their logos imprinted in white on them. Umbrellas will be given to attendees at registration and any extras will be given to the sponsor(s). If all three umbrella sponsorships are not purchased, the HEUG reserves the right to not produce this item and refund the sponsors fee.

HOTEL KEY CARD SPONSORSHIP - \$3,500 (Exclusive)

Attendees at the Grand Hyatt and the Sheraton will receive their room keys upon check-in with your logo and graphics on it! What an excellent branding opportunity that members will see (and use) every day while at the conference. 2500 hotel key cards will be provided and split between the two hotels. Sponsor will provide the artwork for the keycard.

CONFERENCE CENTER BANNERS- \$2500 (4 Available)

Market your company and booth at the entrance of the exhibit hall with a hanging 4'x20' banner. Sponsor will supply the artwork.

INTERNATIONAL RECEPTION - \$3,000 (5 Available)

Every year the HEUG welcomes our international members who are attending Alliance by hosting a reception in their honor. Sponsoring the International Reception provides an excellent opportunity for your company to meet and network with international HEUG attendees, Oracle representatives, etc. Sponsorship includes signage and up to 4 of your staff to participate.

COUPON BOOK SPONSORSHIP - \$750 (30 Available)

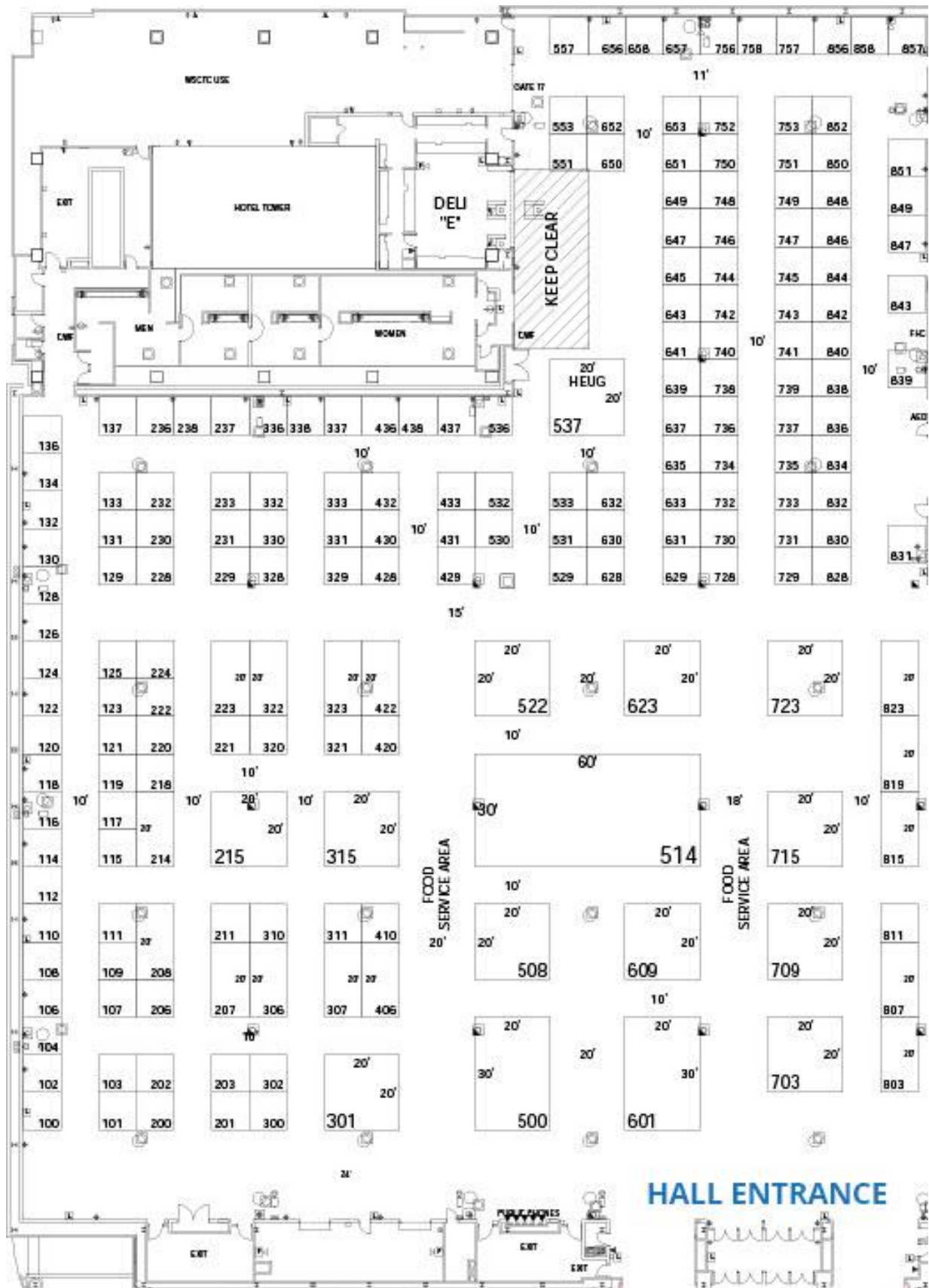
The coupon book is designed to fit inside the attendee badge holder so it can be easily carried with them throughout the conference. It will also contain attendee drink tickets, as well as the sponsor coupons. Coupons can be used to advertise new products or services, direct traffic to your booth by using it as a draw ticket; market your Alliance sessions or presence in the exhibit hall, etc.

CATERING POLICY

ARAMARK is our exclusive service provider of Food and Beverage at WSCC. A Catering Sales Manager will be assigned to work with you on the details of your event. No outside Food or Beverage may be brought into WSCC for the consumption of guests, exhibitors, attendees, or show staff. Labor crew is permitted to bring in their own personal meals while working onsite.

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VENDOR HALL LAYOUT



RULES & REGULATIONS

PLEASE READ CAREFULLY. THE FOLLOWING INFORMATION IS CONSIDERED PART OF THE EXHIBITOR CONTRACT TERMS AND CONDITIONS. It is the responsibility of each exhibiting partner to know and understand these rules & regulations.

These rules and regulations are a bona fide part of the contract for exhibit space with the Higher Education Users Group Conference, hereinafter referred to as Alliance, which is organized and managed by members of the Higher Education Users Group Conference Committee, hereinafter referred to as the Show Management. On behalf of Alliance, the Show Management reserves the sole right to render all interpretations, amend and enforce these regulations and to establish any and all further regulations not specifically covered below to assure the general success and well being of Alliance. Each exhibitor, for himself, his employees, and his contractors, agrees to abide by these regulations and by any amendments or additions hereafter made by the Show Management. Alliance is a unique opportunity to network with representatives of many different institutions, and with other exhibiting partners, in the sharing of implementation strategies and experiences. As such, exhibiting partners must have existing higher education clients with a focused business, or product, that provides unique opportunities for the Alliance membership. The Show Management reserves the right to decline, prohibit, deny access, or remove, any exhibit which in its sole judgment is contrary to the character, objectives, and best interests of Alliance or its attendee audience. This reservation includes, but is not limited to, any violation of any public policy, or these rules and regulations, and extends to persons, things, printed matter, products, and conduct. The Show Management reserves the right to refuse applications of concerns not meeting standards required or expected, as well as the right to curtail exhibits or parts of exhibits that reflect against the character of the meeting. The Show Management's decision and interpretation shall be accepted as final in all cases.

1. VALID APPLICATION FOR SPACE AND SPONSORSHIP.

Applicants for exhibit space and conference sponsorship are required to execute and forward the Application and Contract for Exhibit Space.

2. PAYMENT FOR SPACE.

Upon receipt and acceptance of the Exhibitor Sponsorship purchase by Show Management an invoice will be prepared and can be paid online or via check. Payment is due immediately. All booth and sponsorship payments are to be made payable to "The Higher Education User Group" *and must be in US funds only, drawn on a US bank. International sponsorships may be paid using wire transfers directly to JP Morgan Chase Bank (SWIFT:CHASUS33; Routing/ABA Number 021000021, Account 830207676) and should reference the HEUG Invoice Number*. All checks must be mailed, along with a copy of the invoice to:

*HEUG ALLIANCE Conference
c/o Tate & Tryon
2021 L Street NW, Suite 400
Washington, DC 20036*

NOTE: Booths WILL NOT be assigned until the online application and payment has been received.

3. CANCELLATION AND REFUNDS.

While Exhibitor may cancel this contract at any time, Exhibitor understands and agrees to pay Alliance the full fee listed on this contract at time of cancellation if it has not been paid online already. The Exhibits Chair must be notified in writing (letter, fax, or email) of any Cancellations. The cancellation date is the date notification is received. No refunds will be provided for cancellations. Failure to appear at the show does not release exhibitor from responsibility for payment of the full cost of the space rented, and any sponsorships committed to. In the event of cancellation, space and

sponsorship(s) revert back to the Show Management for use at its sole discretion. Reselling of the space and sponsorship(s) shall not affect the refund schedule.

4. CANCELLATION, TERMINATION, OR POSTPONEMENT BY SHOW MANAGEMENT

In the event that any unforeseen occurrence shall render the fulfillment of this agreement impossible by Alliance, the parties shall mutually amend or terminate this agreement at Show Management's option. Exhibitor hereby waives any claim against Show Management for damages or compensation. Show Management shall not be financially liable in the event the show is interrupted, cancelled, moved, or dates changed, except as provided herein.

5. ASSIGNMENT OF BOOTH LOCATION.

Wherever possible, booth locations will be assigned based upon exhibitor's stated preferences, level of sponsorship, and timing of receipt of contract. The Show Management, however, reserves the right to make the final determination of all booth assignments in the best interests of the Alliance.

6. USE OF BOOTH, SUBLETTING BOOTH.

No exhibitor may assign, sublet, or apportion his booth to or with another business entity or individual without the express permission in writing from the Show Management. No exhibitor may show or demonstrate products or services other than those manufactured or handled in the normal course of his business.

7. OPERATION OF EXHIBITS.

The Show Management reserves the right to restrict the operation of, or evict completely, any exhibit which, in its sole opinion, detracts from the general character of Alliance as a whole. This includes, but is not limited to, an exhibit which, because of noise, flashing lights, method of operation, display of unsuitable material, or changes in exhibitor's business relationships with Higher Education or Oracle, is determined by the Show Management to be objectionable to the successful conduct of Alliance as a whole. All demonstrations or other promotional activities must be confined to the limits of the booth space. Each exhibitor is responsible for keeping the aisles near its exhibit space free of congestion caused by demonstrations or other promotions.

8. BOOTH SET-UP

Booth Set-up must be complete by the time noted on the conference website for Exhibitor Move-in. If the exhibitor is not present in the vendor hall setting up their booth 1 hour prior to end of vendor move-in timeframe for 10 x 20 booths or smaller, or 2 hours prior to end of vendor move-in timeframe for 20 x 20 booths or larger show management reserves the right to have the show decorator set-up their booth if the booth is present. All costs for the set-up and related charges will be billed to the exhibitor.

9. PROMOTIONAL MATERIALS AND MARKETING ACTIVITIES.

Alliance is intended to be a forum for the exchange of information pertaining to the implementation and support of PeopleSoft/Oracle applications in the Higher Education and Public Sector. Exhibitor participation is intended to support that objective and is not a direct sales. Exhibitor also agrees that the use and distribution of promotional materials at or around the conference facility, in exhibit areas, session areas, hotel, etc. (i.e. anywhere other than the Exhibitor booth), including but not limited to flyers, circulars, and souvenirs, is subject to approval by the Show Management. This includes any materials to be included in the attendee registration bag as an optional service that Exhibitor has contracted for. The Exhibits Chair must receive approval requests and samples related to such marketing materials. Show management will not make attendee registration information available to exhibitors unless stated otherwise in the prospectus. However, exhibitors may collect this information at their booth when provided voluntarily by each attendee. Other options are available to sponsoring exhibitors please contact the exhibit chair.

10. EXHIBITOR KIT, OFFICIAL EXHIBITS CONTRACTOR.

The Exhibitor Kit will be made available on the conference web site. It can be downloaded and as such will not be mailed in printed form. All policies, rules, and regulations contained in the Exhibitor Kit or its equivalent as provided by Show management are hereby incorporated by reference and made part of this contract. The kit has been assembled by our official exhibits contractor, Freeman, Inc., and provides information pertaining to exhibits hours, setup and take down times, standard booth information, shipping instructions and cutoff dates, freight storage costs, etc. It is the responsibility of each exhibitor to obtain this information and to ensure that they are aware of all rules, guidelines, and critical dates regarding set up, take down, acceptable display configurations, and shipping, as well as any additional services required such as electrical, audio/video, etc. Exhibitors wishing to have displays that do not conform to the standard booth layout must provide the Exhibits Chair with a copy of their proposed display plans for approval.

11. EXHIBITOR'S AUTHORIZED REPRESENTATIVE.

The exhibiting firm assumes full responsibility for its authorized representative to follow all Alliance Rules and Regulations.

12. EXHIBITOR BADGES, REGISTRATION & EXHIBIT STAFFING.

Exhibitor staff must register as regular attendees through the online registration system, or onsite (at prevailing rates). Exhibitor booths must be staffed at all times during show hours. Exhibitor's must not pack, remove, or dismantle, their booth prior to the close of the show. Exhibitor staff not on booth duty may attend conference sessions.

13. LIABILITY AND INSURANCE.

All property of the exhibitor remains under his custody and control in transit to and from the exhibit hall and while it is in the confines of the exhibit hall. Neither the Show Management, its service contractors, the management of the exhibit hall, nor any of the officers, staff members, or directors of any of the same are responsible for the safety of the property of exhibitors from theft, damage by fire, accident, vandalism, or other causes, and the exhibitor expressly waives and releases any claim or demand he may have against any of them by reason of any damage or loss of any property of the exhibitor. It is recommended that exhibitors obtain adequate insurance coverage, at their own expense, for property loss or damage and liability for personal injury.

14. INDEMNIFICATION (SHOW MANAGEMENT & ALLIANCE).

Exhibitor agrees that it will indemnify and hold and save Show Management whole and harmless of, from, and against all claims, demands, actions, damages, loss, cost, liabilities, expenses and judgments recovered from or averted against Show Management on account of injury or damage to person or property to the extent that any such damage of injury may be incident to, arise out of, or be caused, either proximately or remotely, wholly or in part, by an act, omission, negligence or misconduct on the part of Exhibitor or any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees or of any other person entering upon the Premises leased hereunder with the express or implied invitation or permission of Exhibitor, or when any such injury or damage may in any other way arise from or out of the occupancy or use by Exhibitor, its agents, servants, employees, contractors, patrons, guests, licensees or invitees of the Premises leased hereunder. Such indemnification of Show Management by Exhibitor shall be effective unless such damage or injury may result from the sole negligence, gross negligence or willful misconduct of Show Management. Exhibitor covenants and agrees that in case Show Management shall be made a party to any litigation commenced by or against Exhibitor or relating to this lease or the Premises leased hereunder, then Exhibitor shall and will pay all costs and expenses, including reasonable attorney's fees and court costs. Incurred by or imposed upon Show Management by virtue of any such litigation. Property Damage. Neither Show Management nor Exhibitor shall be responsible for any loss of or damage to property of the other party hereto, including, but not limited to, loss or damage occasioned by theft, fire, smoke, acts of God, public enemy, riot, civil commotion, or other insurable casualty, and Show Management and Exhibitor expressly waive any claim for liability against the other party hereto with respect to any such loss or damage. Accordingly, it shall be the responsibility of Show management and Exhibitor, respectively, to secure its own insurance or otherwise protect itself and its property against such loss or damage. Use of Certain Property. Exhibitor will assume all costs arising from the use of patented, trademarked, or franchise materials, devices, processes or dramatic rights used on or incorporated in the exhibitor's space. Exhibitor shall indemnify, defend and hold harmless Alliance, Show Management, facility management, and their officers, directors, members, agents and employees from and against all claims, demands, suits, liability, damages, losses, costs, attorneys' fees and expenses of whatever kind or nature, which might result from or arise out of use of such material(s) described above.

15. WAIVER.

Show Management shall not be deemed to waive any of its rights hereunder unless such waiver is explicitly stated as a waiver in writing and signed by Show Management. No delay or omission by Show Management in exercising any of its rights shall operate as a waiver of such rights and a waiver of rights in writing on one occasion shall not be construed as a consent to, or a waiver of, any right or remedy on any future occasion.

16. ATTORNEYS' FEES.

Should Show Management find it necessary to employ an attorney or attorneys to enforce any of the provisions of this agreement to protect in any manner its interest or interests under this agreement. Show Management, if it is the prevailing party, shall be entitled to recover from the other party all reasonable costs, charges, and expenses including attorneys' fees.

17. AMERICANS WITH DISABILITIES ACT.

Exhibitors acknowledge their responsibilities under the Americans with Disabilities Act (hereinafter "Act") to make their booths accessible to handicapped persons. Exhibitor shall also indemnify and hold harmless Alliance, Show

Management, and facility against cost, expense, liability or damage which may be incident to, arise out of or be caused by Exhibitor's failure to comply with the Act.

18. SOCIAL FUNCTIONS/SPECIAL EVENTS.

Any social function or special event planned by an exhibiting company, to take place during the Alliance conference, must be pre-approved by Show Management.

19. OTHER REGULATIONS.

Any and all matters not specifically covered by the preceding rules and regulations shall be subject solely to the decision of Show

20. CHILDREN AND MINORS.

Children under the age of 16 are not allowed on the tradeshow floor during move-in and move-out. All Alliance registered attendees and guests must be at least 18 years of age.

MANAGEMENT. THE SHOW MANAGEMENT SHALL HAVE FULL POWER TO INTERPRET, AMEND, AND ENFORCE THESE RULES AND REGULATIONS, PROVIDED ANY AMENDMENTS, WHEN MADE, ARE BROUGHT TO THE NOTICE OF EXHIBITORS. EACH EXHIBITOR, FOR HIMSELF AND HIS EMPLOYEES, AGREES TO ABIDE BY THE FOREGOING RULES AND REGULATIONS AND BY ANY AMENDMENTS OR ADDITIONS THERETO IN CONFORMANCE WITH THE PRECEDING SENTENCE.