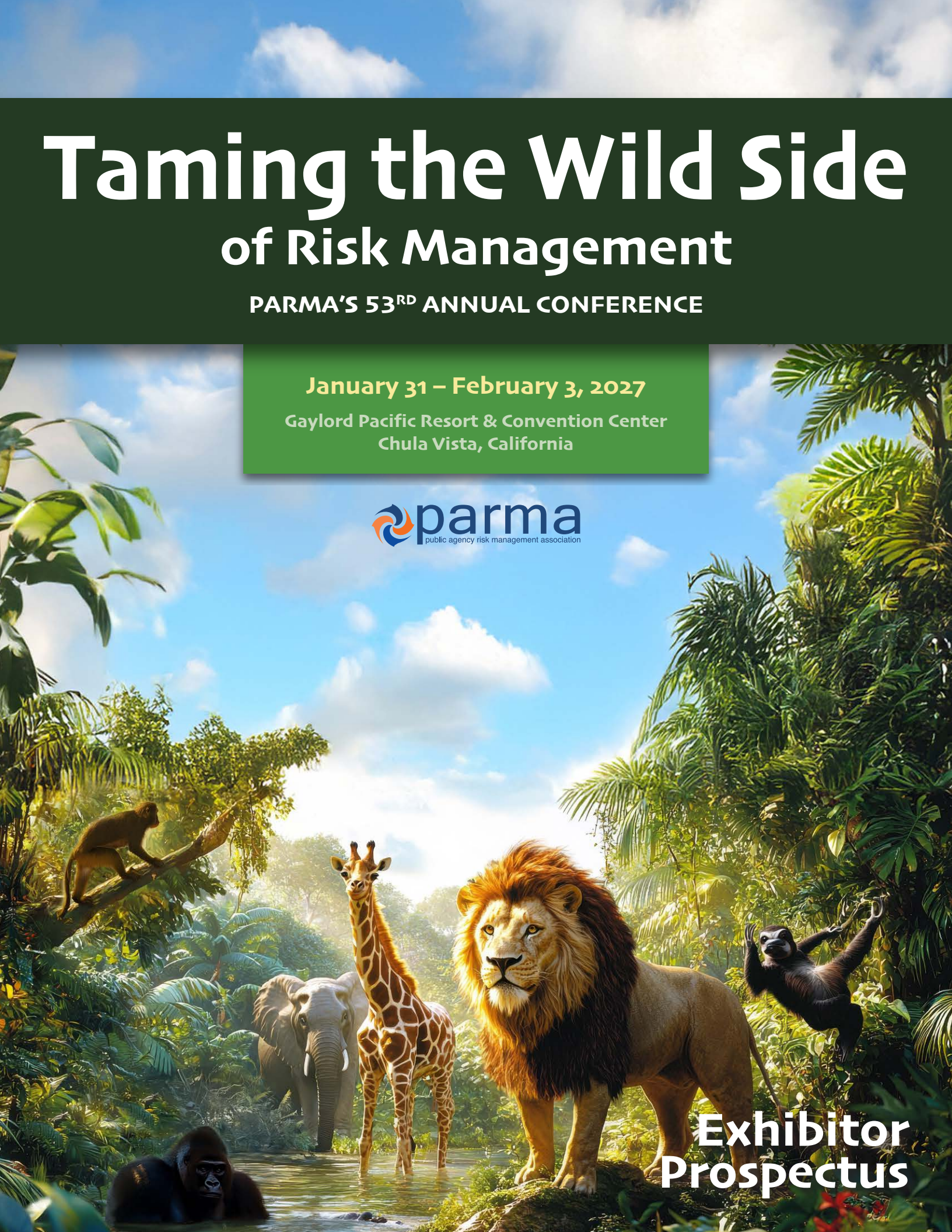


Taming the Wild Side of Risk Management

PARMA'S 53RD ANNUAL CONFERENCE

January 31 – February 3, 2027

Gaylord Pacific Resort & Convention Center
Chula Vista, California



Exhibitor
Prospectus



Exhibitor Information

Exhibitor Pricing for 2027

PARMA MEMBERS	Before 11/14/26	After 11/14/26
Standard Booth	\$2,100	\$2,300
Premium Booth	\$2,600	\$2,800
NONMEMBERS	Before 11/14/26	After 11/14/26
Standard Booth	\$3,100	\$3,600
Premium Booth	\$3,300	\$3,800

Exhibitor Registration Fee (after the first two comps)

	Before 11/14/26	After 11/14/26*
Member	\$549	\$649
Nonmembers	\$749	\$849

*Onsite pricing goes into effect on January 8, 2027.

- Members \$749
- Nonmembers \$1,049

For Associate (non exhibitor or non public entity) pricing, see the Attendee Brochure.

Included in Booth Fee

- 8' deep by 10' wide by 8' high draped booth
- One 6' draped table with two chairs and waste basket
- 3' high draped side rails
- Standard one-line company sign
- Two full conference registrations for booth personnel

The Attendee List is included with Titanium, Platinum, Gold, and Silver sponsorship levels.

Insurance

If you exhibit, you will need to provide a Certificate of Insurance to Public Agency Risk Management Association.

Please email to: events@parma.com

Installation/Dismantling of Exhibits

INSTALLATION OF EXHIBITS

Sunday, January 31, 2027 — 1:00 PM – 6:00 PM

PARMA will not allow any installation of exhibits after the opening of the show unless permission is received from PARMA management.

DISMANTLING AND REMOVAL OF EXHIBITS

Tuesday, February 2, 2027 — 2:00 PM – 4:00 PM.

All exhibit material must be removed by 4:00 PM.

How to Register

All registration forms and the exhibitor rules and regulations are online at www.PARMA.com.

Important Dates and Deadlines

November 15, 2026: Exhibitor booth fees increase.

Early December 2026: Exhibitor Kits emailed from TriCord.

December 15, 2026: Deadline for sponsors to submit high resolution logo and other deliverable items needed. Please send to events@parma.com.

All items ordered through TriCord are the responsibility of the exhibiting company. Order forms for all items will be found in the Exhibitor Kit. The Exhibitor Kit will be sent out via email in early December 2026, from TriCord Trade Show Services.

Shipping of materials and installation fees are not included in the exhibit booth fee.

Arrangements for shipping and storage of displays and materials must be made through TriCord. The necessary forms will be emailed to you.

Please note: Early breakdown is NOT permitted and exhibiting company will be fined. For more details see terms & conditions on page 8.

If you exhibited with PARMA in 2025 and/or 2026 please contact events@parma.com for your personalized link to register for a booth and/or sponsorship. If you did not exhibit with PARMA in either of those two years, please [click here](#) to register for your booth and/or sponsorship.



Sponsorship Levels

SPONSORSHIP LEVEL	Titanium \$21,000	Platinum \$16,000	Gold \$11,500	Silver \$8,000	Bronze \$4,000	Patron \$3,000
	Combination of sponsor items up to a \$15,000 value	Combination of sponsor items up to a \$10,000 value	Combination of sponsor items up to a \$7,500 value	Combination of sponsor items up to a \$5,000 value	Combination of sponsor items up to a \$3,500 value	Combination of sponsor items up to a \$2,500 value
Participate in the PARMA Conference Planning Meeting	✓ (Priceless)	✓ (Priceless)				
Associate Membership for One Year	\$450 value	\$450 value				
Recognition in Conference Marketing	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO
Recognition on Conference Signage	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO
Recognition at Sponsor Appreciation Lunch	Announcement & LOGO	Announcement & LOGO	Announcement & LOGO	Announcement & LOGO	Announcement & LOGO	Announcement & LOGO
Attendee List Electronically	✓ (Priceless)	✓ (Priceless)	✓ (Priceless)	✓ (Priceless)	TOTAL VALUE PACKAGE \$3,500	TOTAL VALUE PACKAGE \$2,500
PARMA Electronic Newsletter	One ad in our quarterly newsletter and premium placement of your logo & link to your website for one year. \$4,000 value	One ad in our quarterly newsletter and premium placement of your logo & link to your website for one year. \$4,000 value	One ad in our quarterly newsletter and your logo & link to your website for one year. \$3,000 value	Your logo & link to your company website in our quarterly newsletter for one year. \$2,000 value		
Website Sponsor Listing	Your logo and link placed on the home page of the PARMA website for one year as well as a banner ad on home page for two months. \$3,000 value	Your logo and link placed on the home page of the PARMA website for one year as well as a banner ad on home page for two months. \$3,000 value	Your logo and link to your website on the Events page of the PARMA website for one year. \$2,000 value	Your logo on the Events page of the PARMA website for one year. \$1,500 value		
Conference Booth	One premium booth & one standard booth (Includes 4 conference registrations) \$5,100 value	One premium booth (Includes 2 conference registrations) \$2,800 Value	One standard (Includes 2 conference registrations) \$2,300 Value	Booth is not included in this sponsorship.		
Complimentary Registration for Annual Conference	Six additional registrations up to \$3,894 value	Six registrations OR one standard booth up to \$3,894 value	Four registrations up to \$3,396 value	Three registrations up to \$2,547 value		
Your Logo Placed in the Event App	✓	✓	✓	✓		
Banner/Flag in the Exhibit Hall. Based on Location	✓	✓	TOTAL PACKAGE VALUE \$19,000	TOTAL VALUE PACKAGE 11,000		
Your Company Highlighted in the Exhibitor Listing in the App	✓ \$1,000 value	✓ \$1,000 value				
Golf Tournament Foursome	One foursome \$800 value	One foursome \$800 value				
Conference Mobile App Banner Ad	One banner ad \$2,000 value	One banner ad \$2,000 value				
One Reserved Table at Special Events	✓	✓				
Promotion of Sponsor's Educational Opportunities to PARMA Members for One Year	✓ \$2,500 value	✓ \$2,500 value				
Press Release to all PARMA Members	✓ \$2,500 value	TOTAL PACKAGE VALUE \$32,000				
Recognition at all six PARMA Chapter events annually. This is an Exclusive Titanium benefit only.	✓ \$3,000 value					
Company Logo with Link to Company Website Used in all Conference Email Marketing Pieces. Exclusive Titanium benefit only.	✓ \$800 value					
	TOTAL PACKAGE VALUE \$44,000					



Sponsorship Opportunities

PARMA's Signature Event

(Two available) \$15,000

The Wild Side After Dark

When the conference day ends, the adventure begins. Join fellow attendees for an exclusive evening at the San Diego Natural History Museum as we embrace The Wild Side After Dark. Enjoy exceptional cuisine, networking, and the opportunity to explore the museum while celebrating the art of taming risk in an unpredictable world. PARMA will create a scavenger hunt inside at The Nat with items that you provide.

Keynote Speaker **(One Available) — \$15,000**

In addition to recognition during the event, a representative from your company will introduce the keynote speaker and be given a photo opportunity with the speaker.

Welcome/Recovery Amenity Station

(One Available) — \$15,000

Once attendees have registered and picked up their badge they will help themselves to a variety of welcoming and refreshing products for arrival. For example, Shout wipes, chapstick, breath mints, liquid IV, hand lotion, etc. Includes signage with your logo.

Water Bottle **(One Available) — \$15,000**

Stations will be placed around the exhibit hall with water and your company logo on water bottle (chosen by PARMA) and your company logo on the water bottle.

Conference Tote Bags **(One Available) — \$15,000**

Prominently display your company logo while providing a helpful hand to attendees. Sponsors of the conference tote-bags will have your company logo displayed prominently on the bags given to all conference attendees. Includes cost of bags. Sponsorship commitment must be made no later than November 18, 2026.

Hotel Keycards **(One Available) \$10,000**

Increase your visibility by branding the hotel key envelopes. Attendees will be reminded of your company each time they retrieve their keycard to enter their hotel room. Sponsorship includes your company logo on custom designed envelopes for the host hotel(s). Sponsorship commitment must be made no later than November 18, 2026.

Lunch Sponsor **(One Available) — \$10,000**

The sponsoring company will be prominently recognized in marketing materials, onsite signage at the event, and an opportunity for brief remarks. If a box lunch is served a sticker with your company name and logo will be placed on each lunch box provided to all attendees.

Portrait Lounge **(One Available) — \$10,000**

The Professional Portrait Lounge offers attendees the opportunity to have headshots taken by professional photographers free of charge and the sponsor receives one-on-one face time with the attendees. Sponsorship includes signage at the Portrait Lounge location, email notifications to encourage attendees to get their pictures taken. Sponsorship commitment must be made no later than November 18, 2026.

Your Company Logo on the Lanyard

(One Available) — \$10,000

Your company logo on the lanyard which is provided to all attendees. Sponsorship includes the lanyards. Sponsorship commitment must be made no later than November 18, 2026.

WiFi Sponsorship **(One Available) — \$10,000**

All conference attendees will have WiFi access throughout the event, where guests can log in on their own laptops or smart phones. Enjoy high-profile brand exposure while giving attendees the necessary service of WiFi.

Closing Speaker **(One Available) — \$10,000**

Sponsor will be given five minutes to address attendees and will introduce the closing speaker as well as have a photo opportunity with the speaker.

Café PARMA **(One Available) — \$10,000**

Café PARMA is a welcome treat in the exhibit hall for all attendees. The Café features a barista making pick me up beverages. Sponsorship includes beverage sleeves with your company logo and an opportunity for a company liaison to walk around the area, put out promotional material and discuss the company.



Sponsorship Opportunities

Registration Area Sponsor (One Available) — **\$10,000**

Sponsorship of registration area includes your company logo on the registration desk kickplates. This will give your company premium visibility throughout the conference.

Ribbon Wall (One Available) — **\$7,500**

The ribbon wall will be wrapped with your logo and will offer attendees a variety of fun and whimsical ribbons to stick onto their name badge. This is a fun way for attendees to break the ice and discuss their ribbons.

Breakfast (Two Available) — **\$7,500**

PARMA will offer a continental breakfast each morning. The sponsoring company will receive recognition in all marketing materials and event signage.

Massage Station (Two Available) — **\$7,500**

A very popular PARMA conference feature that allows attendees to receive special treatment. Your sponsorship includes recognition throughout one day of the Conference that includes signage at massage station, massage therapists will wear your company's shirt (if provided). Massage Station must be located in your booth.

Balloon Arch (One Available) — **\$7,500**

Enhance the event with a stunning balloon arch featuring your company logo, designed to create a memorable centerpiece. Perfect for photo opportunities and adding a festive touch, this customized arch highlights your brand while welcoming guests in style.

Popcorn at Your Booth (One Available) — **\$7,500**

Draw in the crowd with the irresistible aroma of freshly popped popcorn at our booth! A fun and tasty treat, it's the perfect way to engage visitors, spark conversations, and leave a lasting impression.

Highlighters/Pens (One Available) — **\$5,000**

Highlighters for attendees will be placed in the tote bags for all to use. Sponsor provides the highlighters/pens.

Create Your Own (Unlimited) — **\$5,000**

Interested in sponsoring an item for the attendees but it's not outlined? Give us a call to customize your perfect sponsorship. The cost of the sponsored item is not included. Sponsorship commitment must be made no later than November 18, 2026.

Reception in Exhibit Hall — **\$5,000**

After the luncheons, take this opportunity to sweeten conference attendees toward your company by sponsoring the Dessert Reception in the exhibit hall.

Attendee Cash Prizes (One Available) — **\$5,000**

Recognition as conference CASH prize sponsor during reception as well as introduction by Emcee of one staff member to pull the winning name and special thank you by Emcee.

Conference Signs (One Available) — **\$5,000**

Company name and logo on all session signage throughout the conference. Sponsorship commitment must be made no later than November 18, 2026.

Conference AM Break (Three Available) — **\$5,000**

Your company logo on signage near break stations.

Conference PM Break (Two Available) — **\$5,000**

Your company name and logo on signage near break stations.

Item in Tote Bag

(Multiple Available) — \$3,000*

You provide promotional items with your logo on them and we will add them in the conference tote bag. Item must be approved by Sponsorship Manager and no item containing any liquid substances will be permitted.

**Silver Sponsors and above qualify for the Attendee List.*



Branding Opportunities

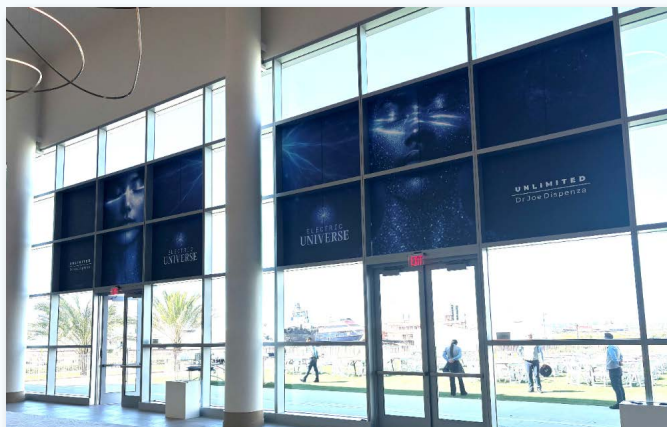
Breakout Foyer Window Graphics

(Two Available) **\$10,000 - \$12,500***

Showcase your brand with custom **Breakout Foyer Window Graphics** prominently displayed on the glass windows surrounding the conference breakout meeting rooms. Located along heavily traveled pathways, these graphics provide exceptional visibility as attendees move between educational sessions throughout the event.

This premium branding opportunity places your company in front of attendees multiple times each day, creating lasting impressions and reinforcing your presence where learning and networking happen. Sponsors are responsible for providing artwork in accordance with event specifications.

**Depends on lift rental requirements at time of purchase.*



Column Graphics (Three Available) **\$10,000 each**

Turn a highly visible architectural feature into a powerful branding opportunity with custom **Column Graphics** displayed in a prominent, high-traffic area of the conference venue (Port of San Diego Foyer). These eye-catching graphics provide repeated exposure as attendees move between educational sessions, networking events, and the exhibit hall, keeping your brand front and center throughout the event. Column Graphics offer a unique way to maximize your conference presence by transforming everyday spaces into impactful advertising. Sponsors are responsible for providing artwork in accordance with event specifications.



Freestanding Stackable Sponsor Cubes

(One Available)

\$10,000

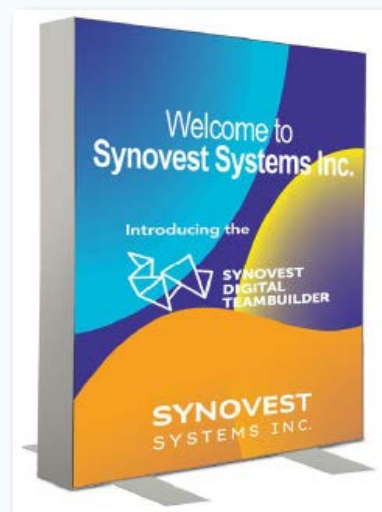
Position your brand front and center with this exclusive sponsorship opportunity. Your custom-branded freestanding stackable cube display will be showcased in a high-traffic, premium location near the PARMA meeting space, ensuring maximum visibility throughout the conference. As attendees travel between educational sessions, networking events, and meetings, your company will enjoy repeated exposure to key decision-makers and industry professionals.



10' x 10' Freestanding Plug-In Light Box

(One Available) **\$7,500**

Illuminate your brand with a custom 10' x 10' freestanding plug-in light box displayed in a prominent, high-traffic location during the conference. The backlit graphic creates a vibrant, attention-grabbing display that stands out throughout the day, ensuring your message is seen by attendees as they move between education sessions, networking events, and the exhibit hall.



Branding Opportunities

Balcony Glass Custom Graphic (One Available) \$7,500

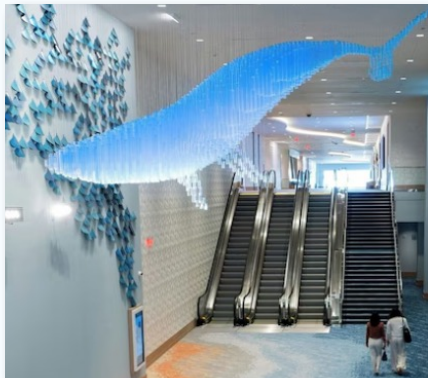
Make a bold statement with a custom graphic displayed on the balcony glass. Featuring **84 square feet** of high-impact branding, this premium sponsorship provides exceptional visibility throughout the event as attendees move between educational sessions, networking events, and the exhibit hall.



Escalator Graphic (One Available) \$6,000

Take your brand to the next level with custom **Escalator Graphics** displayed on one of the conference's most traveled pathways. Positioned to capture attendees' attention as they move throughout the venue, this high-impact sponsorship provides continuous visibility and repeated impressions during the event. The graphic will cover one side of an escalator.

Escalator Graphics transform a functional space into a memorable branding opportunity, ensuring your company stands out while attendees travel between educational sessions, networking events, and the exhibit hall. Sponsors are responsible for providing artwork in accordance with event specifications.



4' x 6' Freestanding Plug-In Light Box (One Available) \$5,000

Illuminate your brand with a custom **4' x 6' freestanding plug-in light box** displayed in a prominent, high-traffic location during the conference. The backlit graphic creates a vibrant, attention-grabbing display that stands out throughout the day, ensuring your message is seen by attendees as they move between education sessions, networking events, and the exhibit hall.



8' x 10' Freestanding Fabric Backdrop (One Available) \$3,500

Increase your brand visibility with a custom **8' x 10' freestanding fabric backdrop** displayed in a prominent, high-traffic location during the conference. This premium branding opportunity provides continuous exposure as attendees gather, network, and travel between conference activities, making it an ideal way to reinforce your company's presence throughout the event. The large-format display offers an eye-catching canvas for your custom artwork, ensuring your brand stands out and leaves a lasting impression on attendees.

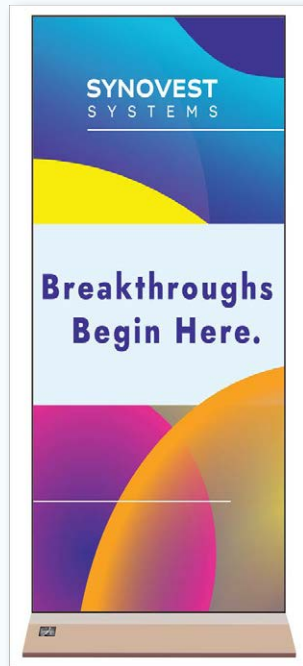


Branding Opportunities

39" x 79" Battery-Powered Light Box

(One Available) \$3,500

Showcase your brand with a vibrant **39" x 79" battery-powered light box** strategically placed in a high-traffic area throughout the conference. The illuminated display delivers exceptional visibility and draws attendees' attention as they move between educational sessions, networking events, and the exhibit hall. With its sleek, modern design and cordless operation, this premium branding opportunity creates a polished, eye-catching presence that keeps your company top of mind throughout the event.



36" x 84" Meter Board (One Available) \$2,500

Capture attendees' attention with a custom **36" x 84" meter board** strategically placed in a high-traffic location throughout the conference. This large-format display provides excellent visibility as attendees travel between educational sessions, networking events, and other conference activities, making it an effective way to increase brand recognition. With its prominent placement and professional presentation, a meter board is an ideal opportunity to showcase your company, promote a product or service, or reinforce your conference presence.



Escalator Runner (One Available) \$3,500

Take your brand to the next level with a custom **Escalator Runner** displayed on one of the conference's most traveled pathways. Positioned to capture attendees' attention as they move throughout the venue, this high-impact sponsorship provides continuous visibility and repeated impressions during the event.



Advertising Opportunities

Banner Ad on the PARMA Website – \$1,000 per month

Smart Phone App Sponsorship Opportunities

Overall Phone App Sponsorship – \$4,500*

- Your logo prominently displayed when an attendee opens the app, a watermark logo (if provided by sponsor) will display on the schedule page of the app, and one banner ad that will scroll across the app.

Banner Advertisement (Three Available) – \$2,000*

This banner ad will scroll at the top of the app. Upon clicking the banner ad, the attendee will be taken to your company/exhibit booth in the app.

- This sponsorship is included in all Titanium & Platinum Sponsorships.

Trade Show Alerts (Five Available) – \$1,000*

- Via the app, PARMA will send two alerts that you develop, per day, to all attendees.

* Sponsorship of this item does not qualify for the Attendee List.

Official App for the PARMA Annual Conferences

Continue to use the PARMA app throughout the year to refer back to sessions you attended and find handouts that were downloaded. Our app is not just a “once a year” tool for you!



Register for an Exhibit Booth and/or Sponsorship

If you exhibited with PARMA in 2025 or 2026, please email events@parma.com for your personalized link to register for a booth or purchase a sponsorship.

If you did not exhibit, send an email to events@parma.com and request a link to purchase a booth or sponsorship.



Gaylord Pacific Resort and Convention Center

1000 H Street, Chula Vista, CA 91910

You will receive the hotel booking link upon paying for your booth and registering your booth personnel. Please note that you must do both to receive the hotel links.

Upon FULL PAYMENT of your exhibit booth you will receive a link to make your hotel reservations. The PARMA group rate and room block are guaranteed until the cut-off date of Friday, January 8, 2027, at 5:00pm, OR UNTIL THE BLOCK IS FULL, whichever comes first. The special rate for the PARMA conference is \$355.

2027 ANNUAL GOLF TOURNAMENT

Sunday, January 31, 2027

SINGING HILLS GOLF CLUB AT SYCUAN
3007 Dehesa Road, El Cajon, CA 92019



REGISTRATION: 8:30–10:00 a.m.
Shotgun Start: 10:00 a.m.
SCRAMBLE | CONTESTS | PRIZES | AWARDS





Exhibitor Rules and Regulations

Contract for Space

The exhibit contract and booth space request, the formal notice of space assignment, and the full payment of rental charges together constitute a contract between PARMA and the Exhibitor for the right to use the assigned booth space in compliance with these rules and regulations.

Space Assignment

Space assignment is made on a first-come basis for Exhibitors and is confirmed when the firm sends in their contract and booth space payment. However, PARMA does reserve the right to place, move or relocate any Exhibitor in case of necessity for the total benefit and operation of the conference. PARMA will make every effort to place Exhibitors in the areas of their choice and, once a space is paid for, confirm that space to that Exhibitor.

Cancellation

If an Exhibitor cancels a booth space contract prior to November 14, 2026, all fees paid with the exception of 25% will be returned. In addition, cancellation of a booth after November 14, 2026, will result in a full forfeiture of monies collected as of that date. If an Exhibitor rents a booth, pays in full, but does not attend the conference, no refund of the booth rental will be provided.

Exhibitor Admission

Admission shall be by badge. Badges are not transferable. Rights of an Exhibitor shall not be assignable to any other firm or person. Security will be monitoring the door for badges.

Care of Exhibit Space

The exhibit floor, and each booth space occupied by Exhibitor, will be cleaned daily. Exhibitors, however, must cooperate by not throwing refuse on the floor, or any other material which will endanger public safety or inconvenience other Exhibitors during exhibition hours. Exhibits must be put in proper shape and in order before the opening hours of the show day. Booths not in order before the opening hour may be straightened by PARMA at the expense of the Exhibitor.

Booth Decoration

PARMA will supply standard booth equipment consisting of a rear background of curtains on a frame not to exceed eight feet in height, two side dividers of curtains on frames not to exceed three feet and one one-line name sign, with booth number, unless Exhibitor has more than one booth and requests to have additional signs. Also included is a draped table, two chairs and a waste basket. All other booth equipment and decorations will either be supplied by the individual Exhibitor or may be rented from the official PARMA decorator.

Exhibitor Solicitations

Exhibitors must limit their activities to within the confines of their booth space. Exhibitor activities must be conducted in a manner consistent with non-interference of activities legitimately exercised by other Exhibitors. The distribution of Exhibitor's products, catalogues, pamphlets, printed materials, souvenirs, etc., must remain within the confined area of the booth space and at no time should protrude into the exhibit hall aisles. No Exhibitor's promotional activities will be permitted outside the confines of the Exhibitor's booth space. Any firm or organization without an assigned booth space will not be permitted to solicit business within the trade show area.

Penalty for Early Break Down:

Early breakdown is NOT permitted and exhibiting company may be ineligible to exhibit in future PARMA conferences. If there are extreme circumstances, please contact events@parma.com for approval.

Electrical, Drayage & Material Transportation

PARMA has contracted with TriCord Trade Show Services to provide electrical and drayage needs for the PARMA Conference. Exhibitors are responsible for their own electrical, drayage, and the transportation of materials to and from the exhibit hall.

Hold Harmless & Indemnity

The Exhibitor assumes all responsibility for any loss, theft, or damage to Exhibitor's displays, equipment, and all other property while on the Hotel premises for the PARMA Conference and hereby waives any and all claims and/or demands it may have against the Public Agency Risk Management Association, its Officers, Board Members and Consultants and the Hotel. In addition, the Exhibitor agrees to defend, indemnify and Hold Harmless the Public Agency Risk Management Association, its Officers, Board Members and Consultants and the Hotel from and against any and all liabilities, obligations, claims, damages, suits, costs and expenses, including, without limitation all attorney fees and costs, arising from directly or indirectly and/ or in connection with the Exhibitor's occupancy and/or use of the exhibition premises or any part thereof and/or any act, error and/or omission of the Exhibitor or its employees, subcontractors and/or agents. Exhibitor shall provide to Public Agency Risk Management Association a Certificate of Insurance with General Liability, Auto, Workers' Compensation (if there are employees) and an Additional Insured Endorsement by December 20, 2026. The certificate and endorsement should be issued to: Public Agency Risk Management Association, c/o PARMA Exhibit Sales, 1 Capitol Mall, Suite 800, Sacramento, CA 95814 and must name PARMA, its Officers, Directors and Consultants as additional insured. Coverage limits shall be \$1,000,000 per occurrence/\$1,000,000 aggregate for GL, \$1,000,000 for Auto and Statutory limits for Workers' Compensation. All coverage limits and insurers must be acceptable to PARMA.

Labor

Exhibitors are required to comply with the labor regulations as determined between PARMA, the local unions, and the Hotel.

Security

PARMA will provide security service for the exhibit area during non-show hours. As further protection, PARMA management encourages each Exhibitor to have at least one employee in their booth during the hours of move-in and particularly during the hours of move-out, so that each Exhibitor will assist in the security of their individual materials. PARMA management also encourages that the exhibit booth should be staffed at all times during the regular show hours by qualified regular employees of the Exhibitor. However, in all cases, the ultimate responsibility of security lies with the Exhibitor at all times, and PARMA will not be held liable for the loss or theft of any or all items from an exhibit booth.

Hospitality Suites/Conflict with PARMA Sanctioned Events

It is strictly forbidden for any sponsor, Exhibitor or non-Exhibitor to establish a hospitality suite for promotional purposes or for direct sales. Any sponsor or exhibitor observing a non-Exhibitor promoting products should notify PARMA management immediately. Sponsor, Exhibitor or non-Exhibitor is not allowed to hold any event during PARMA sanctioned event times. All non-PARMA events need to be approved by PARMA.

Non-Compliance to Rules & Regulations

Each Exhibitor, and all employees, agree to abide by the rules and regulations given herein and by subsequent amendments and additions, considered by PARMA management to be in the best interest of all Exhibitors. Upon non-compliance with the rules formulated, PARMA management reserves the right to prohibit, reject, or eject an Exhibitor, Exhibitor's representatives, or exhibit in whole or part, with or without giving cause. If cause is not given, PARMA's liability shall not exceed the return to the exhibiting company of the rental at the time of ejection. If an Exhibitor is ejected for violation of these rules, or for any other reason, no return of rental money shall be made.

Amendment to Rules

These rules, regulations and conditions have been drawn for the purpose and intention of providing a well-balanced, well-regulated, attractive and successful exposition. Any and all matters, or questions, not specifically covered by the preceding rules and regulations shall be subject solely to the decision of PARMA management. In an effort to provide the greatest good to the greatest number, PARMA management shall have full power to so interpret the rules and regulations or make such rulings as may appear to be for the best interest of the entire exposition and all amendments of the foregoing rules shall bind the Exhibitors.