



ALLIANCE
NATIONWIDE EXPOSITION &
EVENT SERVICES

**The Fly Fishing Show
The Fly Fishing Show Atlanta**

Infinite Energy Center
Atlanta, GA
February 2-3, 2018

Prepared for and presented to:

Ben Furimsky, CMP, CEM, CSEP(contact)
Director of Education & Events
The Fly Fishing Show

Prepared and submitted by:

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Welcome

On behalf of Alliance Exposition Services, we appreciate this opportunity to present our proposal to The Fly Fishing Show. We pledge our commitment to provide nothing less than the finest in exposition service contracting. Our professional approach encompasses fulfilling the needs and objectives of The Fly Fishing Show, as well as those of your exhibitors.

Alliance Exposition Services was developed on one simple premise...Excellent Customer Service without the "red tape". Our service philosophy is embedded in all aspects of our company culture. We view this as our strategic competitive advantage. As such we screen, hire, train and reward each member of our veteran team who all understand and embrace our deeply held culture. Our Results Only Work Environment (ROWE) provides empowerment and high morale to our team, in addition to reducing our environmental footprint. Everyone is fully vested in your success and each member has the authority to make decisions to best suit your needs.

Alliance Exposition Services understands your objectives, and will deliver the promises we make in this proposal to you and your exhibitors. Our innovative and flexible approach to exposition management makes working together easy!

We are going to provide excellent service, quality equipment, creative and innovative décor and branding, while charging the absolute minimum.



Meet Your Dedicated Alliance Team

The Alliance Exposition Services The Fly Fishing Show veteran account team will be led by Michelle Trias.



Michelle Trias - National Sales Manager - Michelle has more than 11 years of experience and holds her CEM (Certified Exhibit Manager) designation, in addition to her B.A. degree in Hospitality Management from the University of Central Florida. Michelle began her trade show career by interning with a major General Services Contractor, where she was then offered a full-time position immediately upon college graduation. Throughout her tenure she was continuously promoted to various positions within exhibit rental sales, account management and regional sales before eventually being promoted to National Sales Manager. In addition to her solid understanding of the industry and breadth of experience, she is a solutions oriented manager, who makes all of her clients her first priority. Michelle is a trusted advisor with a consultative approach to help her clients achieve all of their goals, while providing personalized customer service every step of the way.



Jessica Pratti, Director of Account Management & Design - Jessica has acquired over 17 years of seasoned experience in the meeting industry which initiated in the show management arena overseeing exhibit programs, sponsorship operations and media production. In 1998, she moved to the General Services Contractor sector with a large, nationwide contractor. During her 14 years with the organization, she was promoted within Sales and eventually transitioned into Account Management. She has managed a broad scope of events in most major markets throughout North America and developed a solid foundation that encompasses all aspects of the event process from sales to onsite execution of convention center engagements, exhibit programs, special events, design and fabrication, and interactive market initiatives. Jessica joined Alliance in 2011.



Sintia Aponte, National Account Manager - Sintia joined the Alliance team with a strong foundation in Exhibitor Services and client support, which she acquired during her 7-year tenure with a nationally recognized General Service Contractor. She is well-versed in all things customer service, planning, logistics, and on-site management from a show manager as well as an exhibitor perspective. Sintia is a leader in managing several of Alliance's key national accounts and is a seasoned professional in producing events in a wide range of venues in most major markets throughout the country such as San Francisco, New York, Las Vegas and Orlando. In addition to providing proactive logistical management, Sintia's consultative and collaborative approach offers clients innovative solutions for all aspects of meeting and trade show environments. Sintia is committed to delivering the highest level in customer service.



Marty Soule, National Account Manager - Marty joined the Alliance team with a well-rounded and diverse foundation in both Operations and Project Management acquired over the course of his 17 year career in the General Service Contracting industry. This dynamic combination of skill sets and seasoned experience provide our clients with an extensive range of innovative solutions within a collaborative contractor-client framework. Marty has developed an impressive track record of exceeding client expectations and managing his client base by creating consultative partnerships. He is also well-versed in navigating and producing a wide range of meeting and trade show environments on a national level.



Laura Graziano, National Account Manager - Laura has over 15 years of trade show experience in both the contractor and association sectors. Laura's industry experience commenced in Exhibitor Services at Hargrove, Inc. While at Hargrove, Laura became one of the first Account Managers in the company, was eventually promoted to Senior Account Manager and oversaw numerous key management functions that facilitated the growth of the department. Laura later joined the Account Management team at Freeman where she focused on planning and logistics for events in the Washington, DC market while managing several national traveling accounts. Her knowledge and foundation in event and logistics management includes a broad scope of trade shows and special events of various sizes and complexity from convention centers and hotels to outdoor venues. Laura joined Alliance in 2012 with a strong foundation in customer service, organization, logistics and communication.



Tina Lepere-Andrews, National Account Manager - Tina has over 14 years of well-rounded experience in the trade show and convention industry, specifically within the meeting planning and General Service Contracting sectors. She has managed accounts on a national scope and produced a wide-range of meetings and events in most major markets across the country with exemplary reviews in Customer Service, Account Management and National Sales during the course of her career. Tina's experience has provided her with a rich, well-rounded understanding of corporate events, exhibit sales and logistical management. She is an extremely dedicated professional who focuses on building strong, collaborative relationships with her clients through proactivity, partnership and exceptional organizational skills.



Christina Holmes, National Account Manager - Christina comes to us with 24 years of extensive and diverse industry experience leading creative and production teams in a variety of marketing environments that include corporate branding campaigns, live events, and exhibit programs. She spent 13 years as a Producer, Director of Production, and eventually Vice President with Jack Morton Worldwide where she managed various facets of the company's global business portfolio related to event production, promotion, sponsorship, exhibit, and corporate engagement projects. Christina continued to gain a comprehensive knowledge of the events industry and enhanced her ability to strategically manage a variety of exhibit/tradeshow environments based on her 10-year tenure with Brede Exposition.

Originally a North Carolina native, Christina now resides outside of Boston, MA.



Eric Patterson, National Account Manager - Eric acquired his in-depth managerial and customer service skills beginning in the retail industry. Over the course of 20 years he excelled and was promoted as a Trainer, Manager and a District Operations Director for a fortune 500 company. Eric began his career in the trade show industry in 2012 working as an operations manager for Alliance Exposition. During that time he traveled to multiple events across the country and oversaw the logistics of the conference onsite. He brings this knowledge of labor relations, event coordination, graphics and signage to the National Account Management team here at Alliance. Eric is extremely professional and thoughtful in his approach to the management of events and in communications with clients.



Connie Denton, "Exhibitor Expert Program" Manager - Connie joined the Alliance team in 2009. She is known for delivering exceptional customer service to exhibitors. Connie creates and distributes exhibitor service manual, then personally follows up with each exhibitor to ensure personalized and responsive customer service. She continues that exceptional service at show site, ensuring a smooth move-in and move-out process. Connie has developed and implemented numerous policies and procedures that have greatly enhanced the exhibitor experience for Alliance clients.



Mary Johnston Sullivan, "Exhibitor Expert Program" Manager - Mary has over 25 year experience in the exhibit/ meeting industry. Mary began her career as an Exhibitor Services Representative with Freeman in 1990 in the Boston office. Mary was promoted several times during her career with Freeman into various customer and operational roles including Freight Operations Supervisor . In 1997, Mary was promoted to the position of Director of Exhibitor Services leading a department of eighteen Exhibitor Service Professionals. Mary also served as a SME in the development of internal freight and marshaling yard training courses deployed to each branch. Mary was instrumental in developing training programs for Directors of Exhibitor Services with in Freeman and was tasked with training new hires for this position in Denver, New York, Toronto and Washington . Mary brings a wealth of customer and operational experience to our team. Mary joined Alliance in May 2014 as our Exhibitor Services Coordinator where she enjoys daily contact with our management and exhibitor customers and providing outstanding service to each and every one of them.



Brian Yuska, Director of Operations - Brian joined the Alliance team in June of 2011 as an operations manager. Prior to joining Alliance, Brian had a 20 year career in the retail sector where his focus was on store operations and financial planning. Brian held key management positions with such large corporations as Target, Old Navy, and Ulta Salon and Cosmetics. Brian's corporate logistics background has provided innovative processes and quality control measures, unique to Alliance.



Geovani Andrade, Operations Manager - Geovani began his career in the convention industry as an operational foreman in for Freeman in 2001, where he was responsible for supervising large crews and managing extensive show management projects for many very large events. Geovani is one of Alliance's most requested supervisors, and is known for his extremely proactive approach, his expertise in pre-show planning and his strong customer service skills. His experience both with Freeman and Alliance has offered him the opportunity to master labor and facility regulations nationwide.



Gilbert "Gil" Larson, Operations Manager - Gilbert started in 1996 as a lead foreman for Freeman MIS. In 2000, Gil became head lead foreman for shows like Home Builders Assn, PGA, NBAA, and American Heart Association. Gil has "grown up" in the industry and has a true passion for excellence when it comes to all areas of the trade show production realm. He is extremely detailed and very proactive with managing labor and servicing clients. He is a true team player who constantly receives accolades from our clients, and our facility partners alike.



Exhibit Schedule

Event	Date	Time
Alliance Access:	Thursday, February 1, 2018	7:00 a.m.-11:00 a.m.
Exhibitor Move-in:	Thursday, February 1, 2018	11:00 a.m.-6:00 p.m.
Show Day:	Friday, February 2, 2018	9:00 a.m.-6:00 p.m.
Show Day:	Saturday, February 3, 2018	9:00 a.m.-5:30 p.m.
Exhibitor Move Out:	Saturday, February 3, 2018	5:30 p.m.-9:30 p.m.
Alliance Clear:	Saturday, February 3, 2018	11:59 p.m.



Management Requirements

FLOOR PLANS

Alliance Exposition Services will develop an initial floor plan. Our fully automated drafting department is equipped with the latest in industry software and computer technology. Alliance Exposition Services utilizes software such as AutoCad, 3D Studio Max, and Adobe Creative Suite. Our design staff is fluent in both PC and Mac platforms. In addition to quickly producing floor plans, our drafting department also has the ability to produce three-dimensional schematics and various required exhibit floor, poster session, registration, meeting room, and association area layouts.

- Alliance is pleased to provide floor plans at **No Charge** with up to three complimentary revisions. Additional revisions will be provided at \$75 per hour.
- Alliance will secure necessary approvals from the facilities and local fire prevention authorities for **No Charge**.

ENTRANCE TREATMENT

Alliance will provide an entrance treatment with your specified messaging thoughtfully designed using your show look and logo.

- Alliance will provide this Entrance Treatment at **No Charge**.

TRADE SHOW EXHIBIT BOOTH PACKAGES

Alliance will provide the following for each 10' x 10' inline booth space in any standard drape color:

- Back wall & Side Rail Drape
- 7" x 44" Standard Booth ID Sign
- Installation & Dismantle Labor
- Floor Marking

Exhibits will be provided at **No Charge**

MISC FURNISHINGS

Alliance will provide the following furnishings:

- 8' high Pipe and bases at \$1.00 per linear foot (Labor to Install and Dismantle Included)
- 8'x 30" tables at \$30.00 each
- 8' x 40" tables at \$35.00 each
- 6' x 30" tables at \$25.00 each
- 6' x 40" tables at \$28.00 each
- 4'x 30" tables at \$20.00 each
- 4' x 40" tables at \$25.00 each
- Stools \$12.85 each



DRAPE

Alliance will provide 3' and/or 8' banjo drape for masking, storage, and other required areas within the exhibit hall, as requested by The Fly Fishing Show.

- 3' drape.....\$1.95 per linear foot
- 8' drape.....\$2.25 per linear foot
- 10' drape...\$6.00 per linear foot
- 12' drape...\$10.00 per linear foot

Drapery in other heights is available and will be quoted upon request.

AISLE SIGNS

Alliance will provide 2' x 3' floor stickers at the front each of aisle (one per aisle).

- Alliance will provide this service at **No Charge**.

AISLE CARPET

Alliance offers premium quality aisle carpet in a full array of colors to choose from. Our quality control standards assures The Fly Fishing Show that carpet will be in excellent condition and recyclable.

- Aisle Carpet will be provided at **\$2.90 per square yard**.

EVENT GRAPHICS MANAGEMENT DESIGN & TECHNOLOGY

Alliance Exposition Services will provide the services of our design and graphics team who are capable of high level design work, digital graphics, show card signs, banners printed on various materials and custom work. The Alliance design team is fluent in all current industry software and dual operating systems.

Box - Alliance offers Show Management an online project management tool to facilitate and simplify the graphics approval process. This system is available to show organizers 24/7/365. We created this system to enable event managers to:

- Review design & graphic elements
- Document changes
- Approve signs & graphic proofs at your convenience

SIGNS & GRAPHICS PRICING

Alliance will provide all signs, banners, and graphics for The Fly Fishing Show Show Management. Alliance will guarantee the following discounted signage rates to The Fly Fishing Show based on completion of production milestones. Alliance will have the capability to produce any on-site sign orders without Surcharges. Alliance is pleased to offer discounted rates for all graphics that are received and approved 21 days in advance, please see the below for pricing.

Type	Unit Price >21 Days out	Unit Price < 21 Days out
22" x 28"	\$65 each	\$79 each
28" x 44"	\$89 each	\$109 each
Meter Boards – Single Sided	\$225 each	\$295 each
Meter Boards – Double Sided	\$325 each	\$425 each
Banner Material	\$11 sq. ft	\$13 sq. ft



CLEANING/TRASH REMOVAL

Alliance Exposition Services will provide show cleaning services for The Fly Fishing Show. This includes the removal of all trash to prepare the exhibit hall for show opening and then returning the room to its prior condition before the next event.

- Alliance will provide this service at **\$32.00 per man hour.**

SHOW MANAGEMENT DISCOUNTS

STANDARD FURNITURE

Furniture and carpeting from our standard furnishings inventory, required for the show office, meeting rooms, association exhibits, etc. will be provided at our list rates, less 50%.

SPECIALTY FURNITURE

Specialty custom furniture will also be provided at a 25% discount.

LABOR

Alliance is pleased to extend the following labor rates:

Straight-time Monday- Friday 8:00 a.m.-5:00 p.m. \$71.00

Overtime Monday -Friday 5:00 p.m.-8:00 a.m. and All Day Saturday and Sunday \$115.50



Exhibitor Management

The efficient and courteous handling of exhibitor requirements is an essential element in a successful show. Alliance Exposition Services believes that exhibitors are both of our very valued customers and should be treated accordingly.

EXHIBITOR EXPERT PROGRAM

Our leading exhibitor ordering technology combined with our personalized "**EXHIBITOR EXPERT**" program will be offered to The Fly Fishing Show and will provide your exhibitors first class service from Alliance.

- Exhibitors will be contacted by their own personal "Exhibitor Expert" who will reach out to them individually to introduce Alliance and to provide guidance, advice and assistance with any service that they need.
- In addition to our fully staffed Exhibitor Service desk, Alliance will provide an on-site "Exhibitor Expert" during move-in and move-out. The expert will act as a concierge and will bring VIP service to the exhibitors by visiting each exhibitor in their booth, assuring all orders have been received, and even placing new orders on demand with Alliance's mobile technology.

SERVICE CENTER

An attractive and functional Service Center will be staffed during all move-in/move-out hours. We will provide the necessary counters and furniture for all "official contractors".

ACCOUNTING/INVOICING

Alliance Exposition Services has all exhibitor services automated on computers for pre-show and show site orders. This computerization will assist exhibitors in settling their invoices at show site.

EXHIBITOR SERVICE KIT

Alliance Exposition Services will prepare and electronically send each exhibitor a link to our "on-line" manual containing order forms for all rates and services. We will assist in coordinating the order forms for any additional contractors you may select, such as floral, photography, security, models, etc. A copy of the Alliance Exhibitor Service Kit will be sent over for approval prior to publishing.



Client References

We encourage you to contact our clients and ask them about the professionalism of the Alliance team. Let them tell you how easy we are to work with and how professional we are with signs, freight, operational planning, floor plan turn-around, and meeting deadlines. We hope to work with The Fly Fishing Show and we believe our references will give you the confidence you need to move forward with Alliance as your partner.

Hearing Loss Association of America (HLAA) - Convention

Nancy Macklin, Director of Events and Marketing

301.657.2248 ext. 106

NMacklin@hearingloss.org

Alliance is the full Tradeshow Contractor providing all services for four years.

"I LOVE Alliance – They are so helpful, professional, and courteous. The Alliance staff is always on top of things – very quick replies to me and to our exhibitors. They work well with the convention center and/or hotel staff. I really can't say enough good things about them – I hope to always have them as our decorator."

Nancy Macklin, Director of Events and Marketing

Hearing Loss Association of America

National Association for Home Care (NAHC) – NAHC Annual Meeting & Exposition

Ron Everly, Vice President of Conventions & Meetings

202-547-7424

ree@nahc.org

Alliance is the full Tradeshow Contractor providing all services for five years.

"Alliance has been a great asset to NAHC. They are reliable, professional and a pleasure to work with. It is great to work with someone who can anticipate your needs and be proactive with their clients. They truly take time to understand our needs!"

Ron Everly, VP, Exhibits

National Association for Home Care & Hospice



Alliance Company Profile

"Alliance" is more than our name, it's our mission.



Mark Yuska, President - With his 20+ years of experience in General Service Contracting, Mark Yuska founded Alliance Exposition Services in early 2008. Alliance is headquartered with a full-service facility, in Sterling, VA. Alliance has grown Nationwide with representation in almost every major city. Alliance Exposition Services is currently the fastest growing General Service Contractor in the US; to date we are servicing over 300 shows and events annually.



Inc. Magazine honored Alliance Exposition Services as one of the nation's fastest-growing private companies by adding it to the prestigious 500|5000 list in 2013 and 2014. We attribute the company's huge success and tremendous growth to a highly selective team development process in combination with very thoughtful daily decision making. We have discovered that this process leads to empowered employees who deliver outstanding customer service. According to Eric Schurenberg, Editor in Chief of Inc. Magazine, the 2013 list was harder to get into than any other year in than ever in its history. As an Inc. 5000 honoree, Alliance Exposition Services now shares a pedigree with some of the nation's most enduringly successful companies like Intuit, Zappos, Under Armour, Microsoft, Timberland, Pandora, Cliff Bar and Oracle, just to name a few. In addition to Alliance Exposition Services, the list included powerhouse companies like Alex and Ani, LivingSocial, Bojangles and Otterbox.

Alliance is flexible and nimble with great people! We have strategically built a group of veteran industry team members who operate in a progressive work environment known as ROWE (Results Only Work Environment). This employment strategy creates a feeling ownership and high morale among our team. Each team member is empowered to make decisions, which leads to loyalty and excellent customer service.

At Alliance, we stand out from the competition because we take a unique, personalized approach to every trade show and event we produce and we approach our resource model differently. Every day, our teams of event experts tirelessly pursue innovative new ways to achieve our overall mission. We are constantly building on and strengthening our strategy by:

- Hiring the industry's most reputable, experienced and creative people, and empowering them with the tools and support required to meet each customer's unique needs
- Holding strong to our core values – Integrity, Accountability and Quality – in every decision we make
- Providing comprehensive product options to meet every budget for events of all sizes
- Employing easy to use, innovative technology like online exhibitor ordering and workflow systems to help make your job easier
- Always putting the people who use our services at the center of everything we do.

Alliance's paramount focus is on analyzing and understanding our client's needs and providing access to solutions that are customized and cost-effective.

Our model is unlike many of our competitors. Our processes in place are precise, yet flexible and have been thoughtfully considered based on the broad array of our team's experience of what has worked and what has not worked well in the industry as a whole. This new model allows us to be extremely flexible, creative and cost-effective.

We have done in-depth reviews and analysis on reducing overhead and exploring ways to keep costs to a minimum while making our account management and operations teams run seamlessly. We have many great industry partners around the country, which allows us complete flexibility.



We take pride in creating a one-of-a-kind experience for our exclusive customer base. Our goal is to create an environment every day where we are a true partner, and our team is an extension of our client's staff. We are leaders in the industry, not order takers. We are always looking for the best way to approach each event individually with personal care and attention. Unlike many competitors, we have the flexibility with our business model to truly customize our services to each client's needs depending on their goals, show size and city rotation.



Terms

BINDING EFFECT

This contract inures to the benefit of and is binding upon both parties and their successors and assigns to the effect, in the event that all or any portion of either company is sold or transferred or in the event that any of the events contemplated by this agreement are sold or transferred, the selling-transferring party shall notify the purchaser/transferee of this contract and as part of any such transaction shall require that this contract be honored by the purchaser/transferee as to those events effected by the sale or transfer. All parties signatory to this contract recognize, in writing as part of this agreement, the right of Alliance to complete said contract.

CANCELLATION OF EVENT

In the event that it is necessary to cancel any event listed within this agreement prior to the scheduled opening due to any cause beyond the control of The Fly Fishing Show, including but not limited to: damage to or destruction of the convention and exhibit building, or strikes, Alliance shall be reimbursed only for direct costs incurred by Alliance prior to the date of cancellation.

PAYMENT TERMS

100% of estimated show management invoice is due 30 days prior to the first day of move-in. Payment in full is due no later than 15 days after show close. Amounts in dispute are due 15 days after resolution of dispute. Please note that a processing fee of 3% will be added to any invoices over \$2,000.00 when paid by credit card.

EXHIBITOR LIST

The Fly Fishing Show agrees to send Alliance Exposition Services an initial exhibitor list at least 30 days prior to the opening of the The Fly Fishing Show Atlanta. If exhibitors sign up after this date, The Fly Fishing Show will provide Alliance Exposition Services with this information as it becomes available. In the event an exhibitor list is not received by this date, Alliance reserves the right to charge an additional 25% fee on top of the booth package pricing stated within this contract.

CONFIRMATION DEADLINE

Arrangements must be confirmed by [redacted] or the prices herein are subject to change.

EXCLUSIVITY CLAUSE

The Fly Fishing Show acknowledges and agrees that Alliance Exposition Services, LLC. shall serve as the official service contractor and in the interests of safety, continuity and control, shall be the exclusive on-site service contractor in the exhibit hall, meeting rooms and all other show management areas including, but not limited to, drayage, vacuuming, custom cleaning and all booth furnishings, including floor coverings and drapery installation, signage, and the labor necessary to complete the stated services, except however that Alliance will consent to such services that are provided by the facility on an "exclusive basis", i.e. an "in-house exclusive service" as it is commonly referred to in our industry and not an optional value added service. When necessary, at its discretion, Alliance shall appoint official common and air carriers.



CONFIDENTIALITY

Alliance expects that our proposal and all other information disclosed about Alliance will be treated as confidential. Simply stated, all information submitted by Alliance should be used internally for evaluation purposes by The Fly Fishing Show or with outside parties, such as consultants, accountants, or attorneys who are retained by The Fly Fishing Show. The Fly Fishing Show will not release this material to any other outside party without the express written agreement of Alliance.

The Parties hereto acknowledge that each Party's Confidential Information is the property of the Disclosing Party and the disclosure of the Confidential Information to the Receiving Party does not convey any right, title or license in the Confidential Information to the Receiving Party. The Receiving Party shall not appropriate the Confidential Information to its own use or to the use of any third party.

GENERAL INDEMNITY

Alliance Exposition Services, LLC will indemnify The Fly Fishing Show for any and all damages, liabilities, claims, losses and expenses which may be incurred by The Fly Fishing Show arising out of or resulting from any act or omission by Alliance Exposition Services, LLC or its agents, directors, officers, or employees; and any action, suit, proceeding, investigation, assessment or judgment arising out of or incidental to this Agreement, including, in any event, reasonable fees and disbursements of counsel. The Fly Fishing Show agrees to indemnify Alliance Exposition Services, LLC in respect of any and all damages, liabilities, claims, losses and expenses which may be incurred by Alliance Exposition Services, LLC arising out of or resulting from (i) any act or omission by The Fly Fishing Show its agents, directors, officers or employees; and (ii) any action, suit, proceeding, investigation, assessment or judgment arising out of or incidental to this Agreement, including, in any event, reasonable fees and disbursements of counsel (whether prior to or at trial or in appellate proceedings).

INSURANCE AND LIABILITY

At all times during the term of this Agreement, Alliance Exposition Services, LLC, shall, at its own expense, maintain Worker's Compensation Insurance, as well as all hazards Public Liability and Property Damage Insurance in an amount of not less than Five Million Dollars (\$5,000,000.00) coverage per person. Such insurance shall be in such form and with such companies (each of which shall be legally authorized to transact business in the State of the Show's location) as shall be acceptable to Promote. Alliance Exposition Services, LLC shall provide Show Management with true copies of all such policies of insurance within sixty (60) days after the signed date of this agreement, showing The Fly Fishing Show as an additional insured and a loss-payee. Show Management may, in its sole discretion, on thirty (30) days written notice to Alliance Exposition Services, LLC, require to obtain additional or different insurance coverage as The Fly Fishing Show reasonably requests.



RESOLUTION OF DISPUTE

Any controversy or claim arising out of, or relating to this Agreement, including but not limited to cancellation of any Event or termination of this Agreement for any reason other than non-renewal of the Agreement, shall be subject to reasonable efforts of Alliance Exposition Services, LLC and The Fly Fishing Show to resolve any such controversy or claim within fifteen (15) days written notice from either party to the other of the existence of such a controversy or claim and, if such controversy or claim is not resolved within said fifteen (15) days, the controversy or claim may be submitted to arbitration, in lieu of any other recourse, in Virginia, subject to agreement by the parties. If the parties agree to arbitration, the following procedures shall be followed: (a) Selection of Arbitrators - The panel shall consist of one mutually agreed upon arbitrator. This arbitrator shall be an individual with at least five (5) years of significant experience in the association meeting planning industry. (b) Discovery - Discovery shall be permitted in accordance with the rules established by the arbitrators unless otherwise agreed to by the parties, but both parties agree to submit, at least thirty (30) days in advance of the hearing, copies of all documents to be introduced into evidence before the arbitrators, and each shall allow a deposition to be taken of any expert witness no later than thirty (30) days before the hearing. (c) Rules - The arbitration shall be conducted by and under the Commercial Rules of the American Arbitration Association, except as otherwise provided or agreed to by the parties. The fees of such arbitrators shall be borne equally by each party. (d) Effect of Decision - The arbitration decision shall not limit the parties' rights to appeal or file for judicial review, or exert their rights to a trial by jury.



Conclusion

This completes the basis of Alliance Exposition Services' proposal to serve as your Official Tradeshow Contractor for the The Fly Fishing Show Atlanta.

When making your final decision, please consider our commitment to:

- Creative and consultative exposition management with an expert team
- Sensitivity to budgetary needs
- New and innovative approach to exposition management that will offer The Fly Fishing Show new value and service levels

We would welcome the opportunity to meet with you personally, to present our services further elaborate on our business model and why we believe an Alliance/The Fly Fishing Show partnership would be beneficial to The Fly Fishing Show.

Again, thank you for this opportunity.

Michelle Trias, CEM
National Sales Manager
Alliance Exposition Services



Electronic Acceptance of Document

Presented to:

Fly Fishing Show Atlanta

June 21, 2017, 11:59:04 AM

Accepted by:

Ben Furimsky

ben@flyfishingshow.com

September 28, 2017, 7:03:58 PM

IP Address: 71.212.175.241