THE PREMIER ANNUAL EVENT FOR
THE ICE RINK INDUSTRY

RINK EXPO

19TH ANNUAL | JUNE 14-15

EXHIBITOR PROSPECTUS

BUFFALO NEW YORK NARCE 2023 NORTH AMERICAN RINK CONFERENCE & EXPO

USICERINKS.COM

PRESENTED BY:
U.S. ICE RINK ASSOCIATION
Serving The American Rink Industry Since 2000

RINK EXPO

TRADE SHOW

SCHEDULE

WEDNESDAY

JUNE 14, 2023

LOAD IN
10:00 a.m. – 3:00 p.m.

EXPO OPEN
Complimentary Beverages & Snacks
5:00 p.m. – 8:00 p.m.

THURSDAY

JUNE 15, 2023

EXPO OPEN
Complimentary Beverages
1:30 p.m. – 3:30 p.m.

LOAD OUT
3:30 p.m. – 6:30 p.m.

WELCOME TO NARCE

The North American Rink Conference & Expo (NARCE) has proven over the past seventeen years to be the premier annual educational event and exposition for the ice rink industry, and 2023 will be no exception! Once again, the United States Ice Rink Association will be offering their industry leading educational courses, which will attract hundreds of professionals to this year's event.

The *RINK* Expo at NARCE is the only time during the year that all of the top ice rink industry vendors come together under one roof to offer attendees the opportunity to preview their latest products and services. Face-to-face interaction with customers is still the most powerful means of creating a personal connection and building trust between a company and it's target audience. Throughout NARCE, you will have the opportunity to get to know current customers and prospects on an individual level, which will help you form strong bonds that lead to long lasting and profitable business relationships.

ATTENDEE DEMOGRAPHICS

By exhibiting at the RINK Expo, you will be putting your business in front of hundreds of ice rink industry professionals that have influence on the purchasing decisions of their organizations.

- **Who attends?** – Owners, General Managers, Operations Managers, Programming Directors, Recreation Directors & Coordinators, Ice Hockey and Figure Skating Administrators, Shift Supervisors, Operations personnel.
- **Where do they work?** - Profit & Non-Profit Organizations, Management Companies, Professional Sports Teams, Amateur Sport National Governing Bodies, Private & Municipal Facilities, Multi-Sport Facilities, Community Recreation Centers, Multi-purpose Arenas, Universities, Private Schools, Entertainment Centers, Youth Hockey Associations, Figure Skating Clubs.

BRINGING PROSPECTS AND LEADS TO YOU!

The United States Ice Rink Association wants your investment in the *RINK* Expo to yield a great return for your business. We are offering marketing tools that can be used to promote your company before the show, drive attendees to your booth during the show, and follow up with attendees after the show.

- *RINK* Expo invitations with your company logo and booth number for you to email your customers
- Company listing and booth number in the NARCE Event Guide distributed to every attendee
- Interaction with attendees during the evening Networking Social June 13, lunch June 14-15 and the evening Networking Social on June 15
- Prize raffles, cash drawings and complimentary beverages during the expo to maintain constant foot traffic
- NARCE attendee list for post-show marketing and follow-up

2022 NARCE EXHIBITOR LIST

- A-Gas
- All-American Arena Products
- American Athletic Shoe Co., Inc.
- Andrus Architecture
- Arena Warehouse
- AthleteTrax
- Athletica Sport Systems
- Autoworq / WM Ice Technics
- B32 Engineering Group
- Becker Arena Products
- Black Stone Sports
- Can-Ice International LLC
- Chemours
- CIMCO Refrigeration, Inc.
- Climate by Design International
- Covermaster Inc.
- Custom Ice, Inc
- Cypress Ltd. - REALice
- Drake Refrigeration
- EI Solutions, Inc.
- Energie Innovation, Inc.
- Engo North America
- Everything Ice
- Fastenal
- Finnlysport
- G&A Insurance, Inc.
- Geneva Capital LLC
- Gliding Stars
- Honeywell Refrigerants
- HTG Architects
- I.B. Storey US Inc.
- Ice Builders, Inc.
- Ice Rink Events
- Industrial Frigo USA Inc.
- REALICE - Ice Rink Technologies, Inc.
- Jackson Ultima Skate Company
- Jet Ice Limited
- JLG Architects
- Legacy Magic Travel
- LiveBarn, Inc.
- Marmak
- Minnesota Ice Arena Managers Association (MIAMA)
- Mollenberg-Betz, Inc.
- New England Sports Sales Inc.
- Nexxfield Inc.
- North East Ice Skating Managers Association (NEISMA)
- North West Rubber
- NoVent Refrigerant Services, Inc.
- OneHockey, Inc.
- Please Go Skate
- Power Play Hockey League
- Pro Net Sports Ltd.
- Resurface Corp. / Olympia
- Riedell Skate Company
- Riley Sports
- Rink Systems, Inc.
- Rocky Mountain Rink Association (RMRA)
- Rodgers Incorporated
- Safehold Special Risk, Inc.
- Slydysk
- Snomax International
- Sparx Hockey, Inc.
- Suburban Sports Group
- Suburban Sports Group
- Task Insurance Group
- Tempest Engineering
- Touchpoint Media / RINK Magazine
- U.S. Figure Skating
- United States Ice Rink Association
- US Speedskating
- USA Hockey, Inc.
- Way Cool Product Co. LLC
- Wisconsin Ice Arena Management Association (WIAMA)
- Zamboni Company

EXPAND YOUR NETWORK

NARCE provides exhibitors numerous opportunities to connect one on one with current customers and create new relationships with other industry professionals during lunches, at the trade show and during the organized socials below. These relationships are invaluable for cultivating new business.

NETWORKING SOCIAL #1

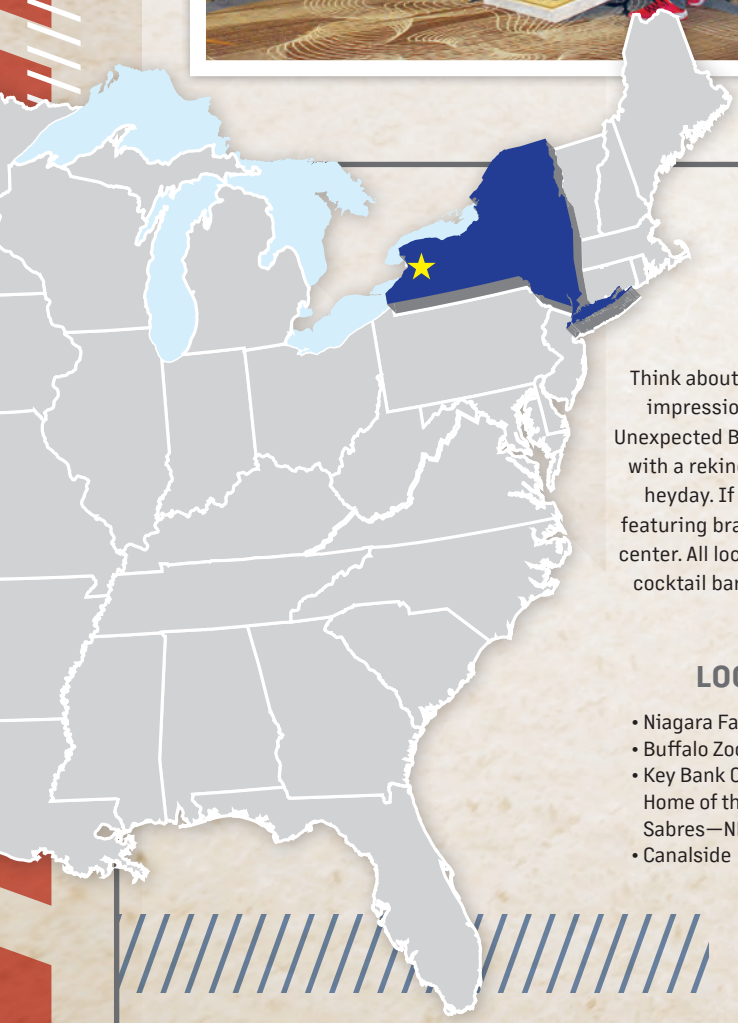
Tuesday 6/13 — 5:00–6:30 p.m.

- Complimentary beverages & Hors d'oeuvres provided to attendees, instructors, sponsors and exhibitors

NETWORKING SOCIAL #2

Thursday 6/15 — 7:30–9:30 p.m.

- Enjoy complimentary beverages with other attendees, instructors, sponsors & exhibitors
- Compete in the 8th annual "Bag Toss Tournament"
- Participate in the 3rd annual "Niagara Falls Barrel Race" following the bags tournament



BUFFALO, NY

HOST CITY FOR NARCE 2023

Think about Buffalo for a moment. Are you thinking about snow and rust? Then your impression of the city definitely needs an upgrade. It's time for you to meet the Unexpected Buffalo. If you've been here before, we're the same city you know and love with a rekindled sense of innovation and enthusiasm not seen since our industrial heyday. If you're a first-time visitor, be prepared for an unexpected experience featuring brand new attractions, top-tier sports venues and a welcoming convention center. All located in close proximity to inventive restaurants, hip craft breweries and cocktail bars, exciting tours, endless entertainment, and our booming waterfront, Buffalo is the destination you never expected.

LOCAL ATTRACTIONS & ENTERTAINMENT

- Niagara Falls
- Buffalo Zoo
- Key Bank Center—Home of the Buffalo Sabres—NHL
- Canalside
- Sahlen Field—Home of the Buffalo Bisons AAA baseball team
- Shea's Performing Arts Center
- Albright Knox Art Gallery
- Buffalo Erie County Naval and Military Park
- Chippewa Entertainment District
- And much more!

VISITBUFFALONIAGARA.COM

EXHIBITOR SCHEDULE

RINK EXPO

TUESDAY
JUNE 13, 2023

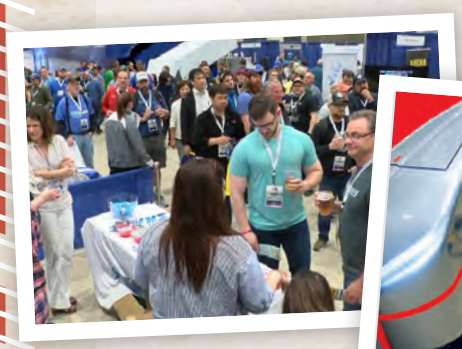
2:30 p.m. – 4:30 p.m.	**Exhibitor Check-In**
5:00 p.m. – 6:30 p.m.	**Networking Social** *(Attendees & Exhibitors)*

WEDNESDAY
JUNE 14, 2023

8:30 a.m. – 2:30 p.m.	**Exhibitor Check-In**
10:00 a.m. – 3:00 p.m.	**Exhibitor Hall Load-In**
12:30 p.m. – 1:30 p.m.	**Lunch** *(Attendees & Exhibitors)*
5:00 p.m. – 8:00 p.m.	***RINK* Expo - Tradeshow**

THURSDAY
JUNE 15, 2023

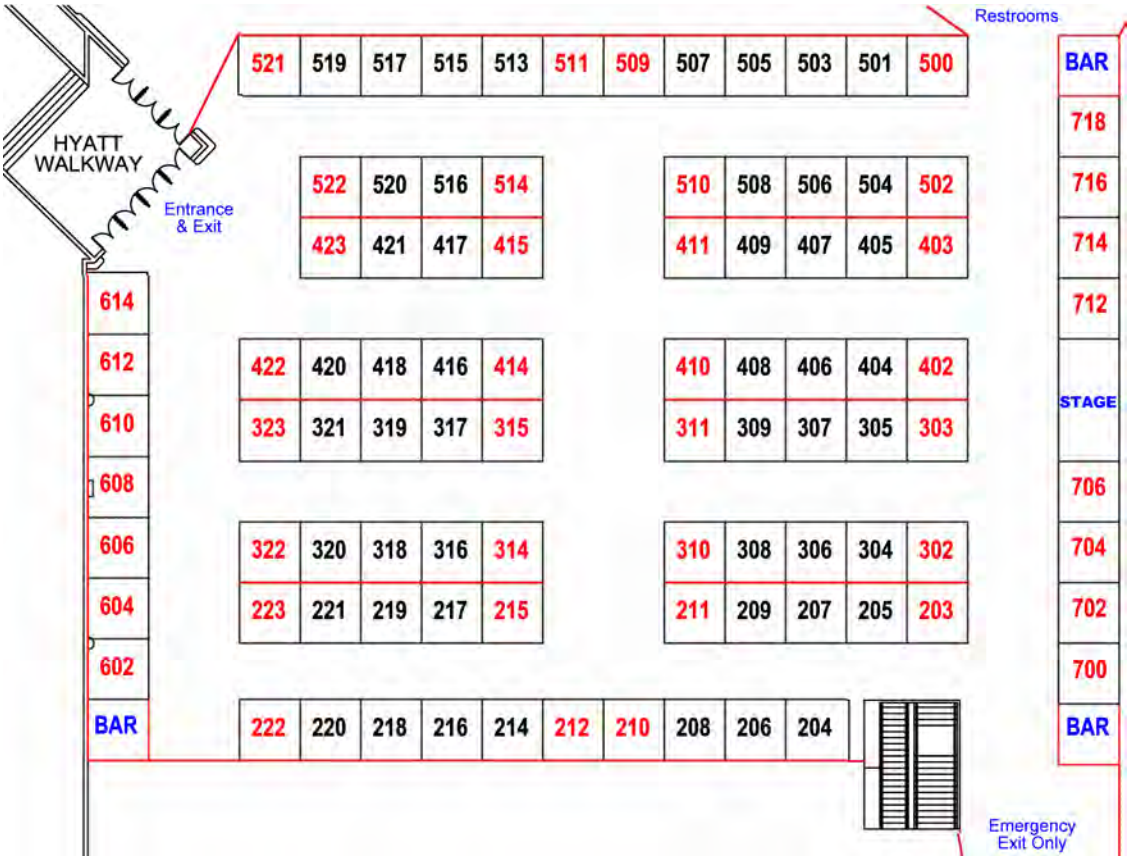
12:30 p.m. – 1:30 p.m.	**Lunch** *(Attendees & Exhibitors)*
1:30 p.m. – 3:30 p.m.	***RINK* Expo - Tradeshow**
3:30 p.m. – 6:30 p.m.	**Exhibitor Hall Load-Out**
7:30 p.m. – 9:30 p.m.	**Networking Social** *(Attendees & Exhibitors)*



PLEASE NOTE:

- Exhibitor check-in at Hyatt Regency Buffalo
- *RINK* Expo trade show held in Buffalo Niagara Convention Center North Exhibit Hall
- Tuesday and Thursday night attendee networking socials are open to exhibitors
- Complimentary lunch for exhibitors on Wednesday and Thursday

BUFFALO NEW YORK NARCE 2023 NORTH AMERICAN RINK CONFERENCE & EXPO



EXHIBITOR BOOTH PACKAGES

PACKAGE 1

- *10' x 10' Booth + Sign (Company Name & Booth #)*
- *$1,575 Vendor Member*
- *$2,200 Vendor Non-Member*

PACKAGE 2

- *10' x 10' Booth + Sign (Company Name & Booth #)*
- *(1) 6' skirted table, (2) chairs, (1) wastebasket*
- *$1,675 Vendor Member*
- *$2,300 Vendor Non-Member*

Notes:

- *Both booth packages include 8' back and 3' side pipe & drape, and the exhibit hall floor is not carpeted.*
- *Additional furniture, fixtures and labor not included in package #2 may be ordered through Hale Expo Service.*
- *Electrical and Internet needs are ordered separately through the Buffalo Niagara Convention Center*
- *All booths include two (2) Exhibitor Badges. Additional Exhibitor Badges may be purchased at the rate of $85 per badge*
- *Exhibitor badges include access to: Networking Social on 6/13, Lunch 6/14 & 6/15, and Networking Social on 6/15*
- *Add $200 for premium booth locations (Red booth numbers on floor plan above)*

RINK EXPO HOURS

Load-In

Wed., June 14: 10:00a - 3:00p

TRADE SHOW

Wed., June 14: 5:00p - 8:00p

Thur., June 15: 1:30p - 3:30p

Load-Out

Thur., June 15: 3:30 - 6:30p

2023 NARCE - RINK EXPO BOOTH SPACE APPLICATION

Registrars Name _____ Phone _____ E-mail _____

Company / Exhibitor _____ Address _____

City _____ State/Prov _____ Zip/Postal _____ Country _____

Phone _____ Email _____ Website _____

Exhibitor Rep Badges *(Badges 1 & 2 included with each booth)*

Name (Badge 1): _____ Title: _____ Email: _____

Name (Badge 2): _____ Title: _____ Email: _____

(Badges 3 & 4 are $85 each)

Name (Badge 3): _____ Title: _____ Email: _____

Name (Badge 4): _____ Title: _____ Email: _____

Preferred Booth Location

1st Choice: _____ 2nd Choice: _____ 3rd Choice:_____ 4th Choice: _____ 5th Choice: _____

Payment Information

Booth Package 1 *($1,575 Vendor Member, $2,200 Non-Member)*: _ $ _____

Booth Package 2 *($1,675 Vendor Member, $2,300 Non-Member)*: _ $ _____

Premium Location Fee *($200 - Red Booth # on Floor Plan)*: _ $ _____

Additional Exhibitor Rep Badges *($85 Each)*: _ $ _____

TOTAL: $ _____

☐ Check enclosed ☐ MasterCard ☐ Visa ☐ Amex ☐ Discover

Credit Card #: __ __ __ __ __ __ __ __ __ __ __ __ __ __ __ __

Expiration Date: __ __ / __ __ __ __

Name on Card: _____

Signature: _____

Credit Card Billing Address:

Address _____

City _____ State/Prov _____ Zip/Postal _____

Country _____

Email or mail application and payment to:
United States Ice Rink Association
1775 Bob Johnson Drive
Colorado Springs, CO 80906
jefft@usicerinks.com

Payment Terms:
Full payment is due with '2023 NARCE - RINK Expo Booth Space Application'. A signed and dated copy of the '2023 NARCE - RINK Expo Booth Space Agreement' (see following pages) must also be included with this application. Booth spaces are assigned on a first come first served basis. Management reserves the right to assign Exhibitor to a space other than specified above. A transaction confirmation, countersigned booth space agreement and Exhibitor Manual will be emailed to Exhibitor within 48-hours of receipt of booth application and agreement.

2023 NARCE - RINK EXPO BOOTH SPACE AGREEMENT

1. The actual occupancy of the Space by Exhibitor is of the essence of this Agreement. If Exhibitor does not occupy such space as of the time of the commencement of the Show, Management is authorized to occupy such space or to cause such space to be occupied as Management deems in the best interest of the Exhibition without in any way releasing Exhibitor from any liability hereunder.

2. Any posted rules and regulations, the Exhibitors' Manual, as may be amended from time to time and any attachments are made a part hereof as though fully incorporated herein, and Exhibitor agrees to be bound by all of them. Management reserves the right to amend or supplement the terms, conditions, rules and regulations, in its sole discretion, as conditions of the Show dictate.

3. Non-refundable payment is required upon Exhibitor's return to Management of the application in order to reserve a booth. In the event Exhibitor cancels, withdraws, downsizes, defaults, or is not present for the Exhibition, there will be no refund or allowance. This policy will be strictly enforced.

4. In the event Exhibitor seeks to cancel this Agreement, withdraw from the Exhibition, or downsize the Space, Exhibitor may only do so by giving written notice to Management, by certified mail, return receipt requested, not later than April 1, 2023. The date of cancellation, withdrawal or downsize shall be the postmark date on the notice. Exhibitor agrees that the amount of the fee paid shall be liquidated damages and not a penalty, and the parties agree that such amount constitute a reasonable provision for liquidated damages. In case of downsizing, in addition to the assessed liquidated damages, the location of Exhibitor's Space on the floor plan of the Exhibition may be moved. In the event Exhibitor defaults in any of its obligations, Management shall have the right to direct Exhibitor to vacate the Exhibition hall as well as the right to pursue any other remedy afforded it by law.

5. Exhibits will be limited to those companies or other entities offering products or services of specific interest to registrants. Management reserves the right to determine the eligibility of any product for display. Exhibiting manufacturer's representatives or distributors must list their participating principals as the Exhibitors of record. Only the sign of Exhibitor may be placed on the Space or in the printed list of exhibitors of the Exhibition. No exhibitors or advertising will be allowed to extend beyond the space allotted to Exhibitor, or above the back and side rails of such space. Exhibitor agrees that its exhibit shall be installed and shall remain from day to day in strict compliance with this Agreement. Management reserves the right to reject, eject, or prohibit any exhibit in whole or in part, any exhibitor or any exhibitor's representatives upon Management's good faith determination that the exhibit is not in accordance with these terms and conditions.

6. Exhibitor agrees to indemnify and hold harmless Management and the sponsor, owner, Exhibition hall and the municipality in which the Show is being held, and each of their respective officers, agents and employees, against all claims, losses, suits, damages, judgments, expenses and costs (including, without limitation, reasonable legal fees) and charges of every kind arising out of or resulting from its execution of this Agreement or its occupancy of the Space by reason of personal injuries, death, property damages or any other cause sustained by any person. Management shall not be responsible for loss or damage to displays or goods belonging to Exhibitor, whether resulting from fire, storms, acts of God, air conditioning or heating failure, theft, pilferage, mysterious disappearance, bomb threats or other causes. All such items brought to the Exhibition are displayed at Exhibitor's own risk, and should be safeguarded at all times.

7. Management will provide the services of a reputable protective agency during the period of installation, the Show, and dismantling, and Exhibitor agrees that the provision of such services constitutes adequate discharge of all obligations of Management to supervise and protect Exhibitor's property within the Show. Exhibitor may furnish additional guards at its own cost and expense only with prior approval by Management. Exhibitor agrees that Management shall not be liable in the event of any errors or omissions in the Exhibitor's Official Directory listings or in any promotional material. Management makes no representations or warranties with respect to the number of other exhibitors or attendees at the Show or the demographic nature of such attendees.

8. If Exhibitor's Space is not occupied by the time set for completion of installation of displays, the Space may be repossessed by Management for any purpose it may see fit. If Exhibitor breaches any of its obligations or covenants under this Agreement, including without limitation any rule or regulation promulgated pursuant to this Agreement, Management may, without notice, terminate this Agreement. In the event of such default, Management may thereupon direct Exhibitor forthwith to remove its employees, agents or servants, and all of its articles of merchandise and other personal property from the Space and from the Exhibition Hall.

9. Exhibitor shall not sub-license, assign or otherwise permit any person to occupy the Space or any part thereof, or use the Space for the exhibition of anything not specified in this Agreement. Exhibitor may not exhibit, offer for sale, give as a premium, or advertise articles not manufactured or sold in its own name, except where such articles are required for the proper demonstration or operation of Exhibitor's display, in which case identification of such articles shall be limited to the regular nameplate, imprint, or other identification which in standard practice appears normally on them. Exhibitor may not permit non-exhibiting companies' representatives to conduct business in or about its Space. Exhibits must be used solely for the purpose of promoting Exhibitor's products or services and shall not be used for other business purposes. Rulings of the Management in its sole discretion shall in all instances be final with regard to use of any exhibit space.

10. Exhibitor is liable for any damage caused to building floors, walls or columns, any other area or element of the building, or to standard booth equipment, or to other exhibitors' property. Exhibitor may not apply paint, lacquer, adhesives, or other coating to building columns and floors or to standard booth equipment.

11. Exhibitor shall employ only union labor as made available by official contractors in the installation and dismantling of its exhibit, and in its operation when required by union agreements. An exhibitor planning to build special displays shall employ union display companies in their fabrication, carpentry and any electrical work in such displays, which must bear AFL-CIO union labels.

12. Electricity, gas, water, and other utilities, as well as other special services needed by individual exhibitors, are provided only when Exhibitor orders and agrees to pay for them directly to the persons authorized to supply such services in conformity with governmental, insurance and other requirements.

13. Booth representatives shall be restricted to Exhibitor's employees and its authorized representatives. Booth representatives shall at all times wear badge identification furnished by Management. Management may at any time limit the number of booth representatives. The Space must be staffed by Exhibitor during all hours the show is open.

14. Booth representatives will not be allowed to access Space during show closed hours. Booth representatives will only be able to access Space 15 minutes prior to Show open each day.

15. All wiring on displays and display fixtures must conform to the applicable standards established by various insurers, governmental agencies and standard fire inspection ordinances. All display wiring must exhibit the seal and/or such other indicia of official approving agencies as may be required at the site of the Show.

16. All applicable fire and safety laws and regulations must be strictly observed by Exhibitor. Cloth decorations must be flameproof. Wiring must comply with local fire department and underwriters' rules. Smoking in exhibits is forbidden. Crowding will be restricted and aisles and fire exits must not be blocked by exhibits. No decorations of paper, pine boughs, leafy decorations or tree branches are allowed. Acetate and most rayon drapes are not flameproof and may be prohibited. No storage behind exhibits is provided or permitted.

17. Exhibitor acknowledges that any live or recorded performances of music or other audio or video (collectively, "Performance") by or one behalf of Exhibitor at the Show must be licensed from the appropriate copyright owner or its agent. Exhibitor warrants to Management that it will take full responsibility for obtaining any necessary licenses to play or perform such Performance and agrees to defend, indemnify and hold harmless Management from any damages or expenses incurred by Management due to Exhibitor's use or authorization of use of such Performance, including but not limited to legal fees.

18. The operation of games of chance, lottery devices, or the actual or simulated pursuit of any recreational pastime is permitted only to the extent permitted by applicable law and upon the prior written approval of Management.

19. Management reserves the right to determine whether the character and/or attire of booth personnel is acceptable and in keeping with the best interests of other exhibitors and the Show. Further, Exhibitor expressly agrees that it will not, nor will its employees or representatives, conduct official exhibitor functions in private rooms during business hours of the Show.

20. Management shall have full discretion and authority in the placement, arrangement, and appearance of all items displayed by Exhibitor, and for good cause at Management's sole discretion may require the replacing, rearrangement or redecorating of any item or of any booth, and no liability shall attach to Management for costs or damages that Exhibitor may incur thereby. An Exhibitor who builds special background or side dividers must make certain that the surfaces of such dividers are finished so as not to be unsightly to exhibitors in adjoining booths (no logos, no graphics). If such surfaces remain unfinished at 3:00 p.m. of the day of the opening day of the Show, Management shall authorize the official decorator to effect the necessary finishing, and Exhibitor must pay all charges incurred as a result. In addition, if Exhibitor has not finished setting up its displays by 3:00 p.m. of the day of the opening day of the Show, Management reserves the right to have such displays installed at Exhibitor's expense. Management will not allow any noise or moving of exhibits after 3:00 p.m. the day of the opening of the Show. No exhibit may be built or erected to exceed the height limitations of the Exhibition hall. Any Exhibitor whose booth exceeds the height limitation will be required at its own expense to alter the display in order to conform to those regulations.

21. Any demonstration or activity that results in obstruction of aisles or prevents ready access to nearby exhibitors' booths shall be suspended for any periods specified by Management.

22. In the event that the premises in which the Show is or is to be conducted shall become, in the sole discretion of Management, unfit for occupancy, or in the event the holding of the Show or the performance of Management under the Agreement is substantially or materially interfered with by virtue of any cause or causes not reasonably within the control of Management, this Agreement and/or the Show (or any part thereof) may be terminated by Management. Management shall not be responsible for delays, damage, losses, increased costs or other unfavorable conditions arising by virtue of cause or causes not reasonably within the control of Management. If Management terminates this Agreement and/or the Show (or any part thereof) as aforesaid, then Management may retain such part of Exhibitor's fee as shall be required to recompense it for expenses incurred up to the time such contingency shall have occurred, and there shall be no further liability on the part of either party. For purposes hereof, the phrase "cause or causes not reasonably with the control of Management" shall include but not be limited to: fire, casualty, flood, epidemic, pandemic, earthquake, explosion or accident, blockade embargo, inclement weather, governmental restraints, restraints or orders of civil defense or military authorities, act of public enemy, acts of terror, riot or civil disturbance, strike, lockout, boycott or other labor disturbance, inability to secure sufficient

Continued

equipment, local, state or federal laws, ordinances, rules, orders, decrees or regulations whether legislative, executive or judicial, whether constitutional or unconstitutional, or acts of God.

23. In the event of a dispute or disagreement between Exhibitor and Management, or between two or more exhibitors, all interpretations of the rules governing the Show, actions, or decisions concerning this dispute or disagreement with Management shall be resolved by binding arbitration pursuant to the rules then in effect of the American Arbitration Association at a place to be determined by Management.

24. All goods and exhibits arriving at the convention hall will be received at receiving areas designated by Management. All incoming goods and exhibits must be plainly marked with Exhibitor's name, address and telephone numbers, and all charges must be prepaid.

25. Management will maintain the cleanliness of all aisles. Exhibitor must, at its own expense, keep all exhibits clean, neat and in good order. All exhibits must remain fully intact until the Show has officially ended. Disturbing or disassembling an exhibit prior to the official closing hour of the Show can result in a refusal by Management to accept or process exhibit applications from Exhibitor for subsequent exhibitions. Exhibits must be removed from the building by the time specified in the Exhibitors' Manual. In the event Exhibitor fails to remove its exhibit in the allotted time, Management reserves the right, at Exhibitor's expense, to dispose of all of Exhibitor's property, to ship the exhibit through a carrier of Management's choosing, to place the exhibit in a storage warehouse at Exhibitor's expense subject to Exhibitor's disposition, or to make such other disposition of the exhibit as Management in its sole discretion may deem desirable without any liability to Management.

26. The photographic rights for the Show are reserved to Management, and photography at the Show required by Exhibitors may be carried out at moderate charge by the Official Photographers (as designated by Management) if desired. Exhibitors wishing to make their own arrangements for the photographing of their exhibit must apply to Management, whose permission shall not be unreasonably withheld.

27. Exhibitor is advised to see that its regular company insurance includes extraterritorial coverage, and that it has its own theft, public liability, and property damage insurance.

28. Management shall bear no responsibility for damage to Exhibitor's property, for lost shipments either coming in or going out, nor for moving costs. Damage to inadequately packed property is Exhibitor's own responsibility. If its exhibit fails to arrive, Exhibitor is nevertheless responsible for exhibit space costs. Exhibitor is advised to ensure against these risks.

29. Any matters not specifically covered by the terms of this Agreement shall be subject to the decisions of Management at its sole discretion. Management shall have full power to interpret, supplement, amend and enforce all rules, regulations and other terms of this Agreement.

30. Deposit of Exhibitor's check does not constitute acceptance of this Agreement which shall not be binding until signed by Management and a copy returned to Exhibitor.

31. Any attempted assignment of this Agreement by Exhibitor shall be null and void and shall constitute a material breach, resulting in cancellation.

32. Exhibitor agrees to pay interest at the rate of 1% per month (12% per annum) on all past due balances to Management. Exhibitor further agrees to pay all collection costs, including but not limited to court costs, collection fees, and attorney's fees.

33. This Agreement contains the entire understanding of the parties. It may not be orally modified. Only an agreement in writing and signed by a duly authorized representative of the party against whom enforcement of any waiver or modification is sought will be enforceable.

34. This Agreement is deemed to be entered into in the State of Colorado and governed by the laws of the State of Colorado. Management shall not be obligated to enforce its rights in the State of Colorado, and instead, may enforce its rights in the jurisdiction of Exhibitor's place of business, the City and State where the Show is to be held, and any other proper jurisdiction.

35. Operation of hotel suites for sales or entertainment purposes is strictly prohibited during the open hours of the Show.

36. Mechanical or electrical devices which produce sound must be operated so as not to disturb other exhibitors. Management reserves the right to determine the placement and acceptable sound level of all such devices.

37. Management shall have the right to set off against any amount that may be due to Management from Exhibitor, pursuant to this Agreement or otherwise in connection with the Show, any amounts owed to Management or its affiliates by Exhibitor or its affiliates for any reason. In addition, Management shall have the right to apply any amounts received from Exhibitor under this Agreement or otherwise to any other amounts due to Management from Exhibitor or its affiliates.

38. Admission is open to adults affiliated with the industry served by the Show. No persons under 18 years of age will be admitted to any trade exhibition. Management shall have sole control over admission policies at all times. However, consumer (public) shows will have no age restrictions.

39. Subject to the foregoing, the distribution of samples, souvenirs, publications, etc., or other sales or sales promotion activities must be conducted by Exhibitor only from within its Space. The distribution of any articles that interferes with the activities of, or obstructs access to, neighboring booths, or that obstructs aisles, is prohibited. No article containing any product other than the product or materials made or processed or used by Exhibitor in its product or service may be distributed except by written permission of Management. In no event shall Exhibitor use the Space to promote any other exhibition or conference.

40. The Exhibitor shall conduct and operate its exhibit so as not to annoy, endanger or interfere with the rights of other exhibitors and visitors. Any activity resulting in complaints from any other exhibitor or any visitor, which, in the sole opinion of Management, interferes with the right of others or exposes them to annoyance or danger, may be prohibited by Management.

41. All advertisements with signed insertion orders are non-cancelable and non-refundable. In the event of cancellation, Exhibitor shall be responsible for full payment. Management reserves the right to reallocate such advertising space at its discretion. All advertisements are subject to approval by Management. Management has the right to offer new products or positions throughout the show cycle that may not be listed on the Official Directory.

42. The Booth Service Package is being provided as a service to the Exhibitor. Any property that is purchased or leased in order to provide such service is merely incidental to the rendering of such service to the Exhibitor. Thus, the provider of the service will incur all applicable sales and use taxes on such property when purchased or leased.

Agreement Accepted By:

Authorized Exhibitor Representative (Print) _____

Authorized Exhibitor Representative (Signature) _____

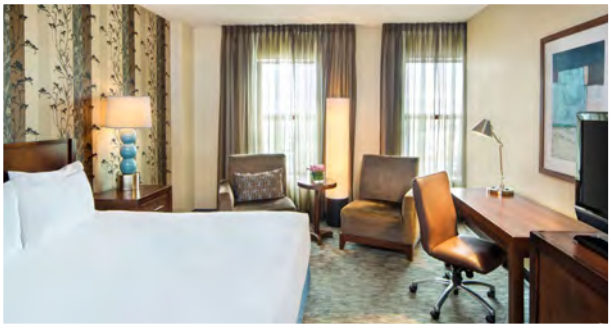
Date: ____/____/____ E-mail: _____

Show Management Representative (Print) _____

Show Management Representative (Signature) _____

Date: ____/____/____

HOST HOTEL INFORMATION



HYATT REGENCY BUFFALO
TWO FOUNTAIN PLAZA, BUFFALO, NY 14202

RESERVE NOW

Book your room at the Hyatt before **May 22, 2023** to receive the NARCE discounted group rates starting at **$144/night** *(single or double occupancy)*

BOOK EARLY!
EVENT ROOM BLOCK SELLS OUT QUICKLY!

1 ONLINE BOOKING

hyatt.com/en-US/group-booking/BUFFA/G-NRC3

2 PHONE BOOKING

Call 888-591-1234 / Group Code: **NRC3**

Traditional Elegance, World-Class Service and Modern Luxury that is centrally located in the heart of the business, entertainment, and dining districts. Connected to the Buffalo Niagara Convention Center, the Hyatt Regency Buffalo is the most convenient hotel in the city.

Hotel Highlights

- Complimentary Wi-Fi in guestrooms
- 24-hour 'Stay Fit' Fitness Center
- Rooftop Indoor heated pool
- 24-hour business center
- Laundry / Dry Cleaning
- Market place with grab and go snacks
- Atrium Bar & Bistro
- Starbucks located in lobby

AIR TRANSPORTATION

Airport

- The Buffalo Niagara International Airport located 13 miles from the Hyatt

Airlines

- American Airlines
- Delta
- Frontier
- JetBlue
- Southwest
- United

BUFFALOAIRPORT.COM

GROUND TRANSPORTATION

To/From Airport

- **ITA Shuttle Service** – (Call 716-633-8294, Phone is answered "Airport Taxi")
  - Average Cost: $21 one-way
- **Uber / Lyft** – Average Cost: $25 one-way
- **Taxi** *(Various Options)* – Average Cost: $35 one-way

PARKING

- **Hotel Valet Parking** – with In/Out privileges
  - $25 / Daily
- **Augspurger Parking Ramp** – (On corner across from Hyatt)
  - $2 / Hourly
  - $9 / Daily Maximum
  - $5 / After 5pm Mon-Thurs

U.S. ICE RINK ASSOCIATION

Serving The American Rink Industry Since 2000

ANNUAL MEMBERSHIP BENEFITS

INDIVIDUAL

$75

- Annual subscription to *'RINK Magazine'* (6 printed issues)
- Access to the *'RINK Magazine'* online electronic issue archive (issues 2007–present)
- Annual subscription to our weekly digital member newsletter, the *'RINK Network'*
- Annual subscription to *USA Hockey Magazine* and Skating Magazine
- Access to our association 'Members Only' Facebook Group available for you to interact and network with other members
- Access to the "Members Only" resource areas of **usicerinks.com**
- Receive a **25% registration discount** to participate in our online courses and in-person Regional Training Programs
- Receive a **25% registration discount** to attend our annual professional development conference and trade show; North American Rink Conference & Expo
- Opportunity for you to earn one of our industry recognized certifications:
  - *Certified Ice Rink Manager (CIRM)*
  - *Certified Rink Administrator (CRA)*
  - *Certified Ice Technician (CIT) Recognized by the NHL*
- Place unlimited complimentary Seeking Employment ads in *RINK Magazine* and on the **usicerinks.com** classifieds page
- Opportunity for you to serve as an elected Individual Member representative on the U.S. Ice Rink Association Board of Directors

U.S. ICE RINK ASSOCIATION

Serving The American Rink Industry Since 2000

APPLY ONLINE TODAY!

FILL OUT YOUR APPLICATION TO BECOME A U.S. ICE RINK ASSOCIATION MEMBER AT

USICERINKS.COM

FACILITY

$275

- Annual subscription for 5 facility employees to *'RINK Magazine'* (6 printed issues)
- Access to the *'RINK Magazine'* online electronic issue archive available to all employees (issues 2007–present)
- Annual subscription to our weekly digital member newsletter, the *'RINK Network'* for all employees
- One annual subscription to *USA Hockey Magazine* and Skating Magazine
- Access to our association 'Members Only' Facebook Group available for all employees to interact and network with other members
- Access to the "Members Only" resource areas of **usicerinks.com** available to all employees
- Complimentary use* of the Asset Inventory Module available in the Recreation Facility Asset Management (RFAM) software package from our partner Marmak *($3,000 value)*
- Receive up to a **25% registration discount** for all employees to participate in our online courses and in-person Regional Training Programs
- Opportunity for your facility to host one of our Regional Training Program events
- Up to a **25% registration discount** available for all employees to attend our annual professional development conference and trade show, the North American Rink Conference & Expo
- Opportunity for you to earn one of our industry recognized certifications:
  - *Certified Ice Rink Manager (CIRM)*
  - *Certified Rink Administrator (CRA)*
  - *Certified Ice Technician (CIT) Recognized by the NHL*
- Place unlimited complimentary Help Wanted, Used Equipment For Sale &/or Wanted ads for your facility in both *RINK Magazine* and at **usicerinks.com**
- Opportunity for an employee to serve as an elected Facility Member representative on the U.S. Ice Rink Association Board of Directors

* *Complimentary use of our "STEM Program" for high school field trips*

VENDOR

$375

- Company listing in our online searchable 'Vendor Member Directory' located at **usicerinks.com**
- Company listing in our digital 'Vendor Member Directory' flipbook which is emailed quarterly to our members and every indoor ice rink in the U.S.
- Opportunity to provide us with printed promotional materials for inclusion in all Individual and Facility membership packets and in student packets for our Regional Training Program events
- Opportunity to direct mail all Individual and Facility members once during your annual membership period *(cost of mailing not included in annual membership dues)*
- Opportunity to send a company promotional email to all Individual and Facility members once during your annual membership period
- Opportunity to submit a company press release for the 'Industry News' section of *RINK Magazine*
- Receive a **25% discount** on print and digital advertising rates for *RINK Magazine* and the digital 'Vendor Member Directory' flipbook
- Receive a **25% registration discount** for exhibitor booth space in the trade show at the annual North American Rink Conference & Expo (NARCE)
- Opportunity for you company to be an event sponsor for the annual North American Rink Conference & Expo (NARCE)
- Annual subscription for 2 employees to *'RINK Magazine'* (6 printed issues)
- Access to the *'RINK Magazine'* electronic issue archive at usicerinks.com available to all employees (issues 2007-present)
- Annual subscription to our weekly digital member newsletter, the *'RINK Network'* for all employees
- Access to our association 'Members Only' Facebook Group available for all employees to interact & network with other members
- Place unlimited complimentary Help Wanted ads for your company in both *RINK Magazine* and at **usicerinks.com**
- Opportunity for an employee to serve as an elected Facility Member representative on the U.S. Ice Rink Association Board of Directors