ALLSTATE FAMILY EXPO

DON’T MISS THE LARGEST EVENT FOR AFRICAN AMERICAN FAMILIES!

2017

THIS IS WHAT FAMILY LOOKS LIKE

THIRD ANNUAL FAMILY REUNION

CELEBRITY APPEARANCES

FAMILY FUN

SEMINARS

LIVE BROADCAST

FREE CONCERTS

EXHIBITOR PACKAGE

LABOR DAY WEEKEND
Thursday, Aug. 31 - Sunday, Sept. 3, 2017

Gaylord Palms® Resort & Convention Center Halls D-F
6000 West Osceola Parkway | Kissimmee Florida 34746
The Tom Joyner Morning Show is pleased to announce that Thursday, August 31st - Sunday, September 3rd, Labor Day Weekend, will mark the 2017 Allstate® Tom Joyner Family Reunion at the Gaylord Palms® Resort & Convention Center in Orlando, Florida. Since 2002, Tom Joyner has been celebrating culture with experiences that have offered the Black community some of the most recognized events in the country.

As one of the most organized and dynamic Black family gatherings in the nation, the Tom Joyner Family Reunion's Allstate® Family EXPO is the hub of this event, offering numerous ways to connect with this targeted consumer audience.

With the goals of uplifting and informing our growing, diverse community at large, the Tom Joyner Family Reunion's Allstate® Family EXPO highlights culture with 52,939 guest entries from different areas of the country as well as the regional community.

The Allstate® Family EXPO is FREE TO THE PUBLIC and offers a chance for attendees to experience premiere family activities, entertainment, seminars, and networking. We will continue to feature the following types for exhibitors:

1-College, Career & Community Zone, 2-Health & Beauty Zone, 3-Kids & Teen Zone, 4-Retail Zone, and the 5-Entertainment, Arts & Culture Zone. Also, returning will be the Fitness Zone that will feature celebrity fitness instructors.

As an Allstate® Family EXPO exhibitor, you will not only experience the excitement of diverse cultures, but also positive brand awareness for your organization at the event, online at BlackAmericaWeb.com and via our social media networks reaching nearly 2 million of Tom Joyner's members.

On behalf of REACH Media, Inc., we look forward to your organization being an exhibitor at our 2017 Allstate® Tom Joyner Family Reunion Family EXPO to showcase your brand to a loyal consumer base!
GAYLORD PALMS®
RESORT & CONVENTION CENTER
Florida

EXHIBITOR INFORMATION

Allstate Family EXPO
13760 Noel Road, Ste. 750
Dallas, TX 75240
FAX: 972-934-2042
PHONE: 972-789-1058

BlackAmericaWeb.com | Expo@ReachMediaInc.com
The Allstate® Family EXPO offers a chance for attendees to experience premiere family entertainment, seminars, exhibitors and networking.

SPECIFICALLY, THE FOLLOWING ZONES ARE FEATURED WITHIN THE EXPO:

College, Career & Community Zone
Education, especially higher education and community outreach are important, that’s why 65% of our attendees are college educated and many more are seeking exposure to more educational opportunities for themselves and their children. Colleges are featured in the expo along with key community organizations within this zone.

Also, for more than 19 years Tom Joyner has shown his love for higher education through the Tom Joyner Foundation which does only one thing and that is to help students continue their education at Historically Black Colleges and Universities (HBCUs). If your organization is a college or community organization, here’s your chance to connect with an audience that wants to hear from you.

TJMS OFFERS UNIQUE BRAND AWARENESS ON MULTIPLE PLATFORMS
ON-AIR: The Tom Joyner Morning Show (TJMS) informs 8 million listeners nationwide on nearly 100 stations; reaching 1 in 4 African-American adults each week.
ON-LINE: BlackAmericaWeb.com, @TJMShow on Twitter, the Tom Joyner Facebook Page & Text Tom Club provide information to 1 million members.
ON-SITE: The Tom Joyner Family Reunion and other Tom Joyner events host tens of thousands attendees, reaching them directly.
**College Day**
Friday, Sept. 1, 2017 10am-5pm
This one-day experience is an opportunity to reach hundreds of college bound students from the Southeast region and around the country, allowing colleges, universities and other higher education related organizations to educate, inform and recruit. During “College Day,” local & regional high schools register to bring their upperclassmen and expose them to what the College Zone has to offer as well as additional seminars, scholarship contesting, recruiting, etc.

**Health & Beauty Zone**
For 14 years, Tom Joyner’s led the Take a Loved One to the Doctor Campaign, that’s designed to:

- Reduce the health disparity between Blacks & the general population
- Improve access to culturally relevant health care information
- Better educate members of the Black community regarding the benefits of prevention & treatment of serious diseases
- Create accountability in the Black community to take a more active role in encouraging loved ones to seek health care.

This zone extends the benefit of the TJMS’ health focus and highlights the beauty of Black culture as well.

**Kids & Teen Zone**
We “love the kids” and want to expose them to more positive, interactive experiences. From educational, to entertaining to entrepreneurial adventures, youth have a chance to be exposed to relevant products and services just for them.

**Retail Zone**
Get the trendy and latest items in the retail zone which offers the chance for many to be introduced or reminded of products and services targeting this audience.

**Arts, Culture & Entertainment Zone**
TJMS, the #1 urban radio show host invites the best in arts and entertainment to be a featured part of this event ranging from TV shows that may be looking for participants to fine arts to best-selling authors and beyond.

**Fitness Zone**
Check out our workout classes on Friday, Saturday and Sunday featuring expert celebrity instructors.

**About The Tom Joyner Morning Show**
In its 23rd year, the TJMS is the #1 Urban radio show in the United States. Hosted by Tom Joyner, along with Sybil Wilkes and J. Anthony Brown, the four-hour show delivers a combination of music, talk, listener interaction and comedy while informing, entertaining, mobilizing and empowering its audience. The show also features senior news analyst Roland Martin, Melody Hobson, Don Lemon, Sherri Shepherd, Damon Williams, Jacque Reid and The Celebrity Snitch “Huggy Lowdown.”
Erica Campbell and Willie Moore Jr. get ready for a soul stirring performance on Sunday inside the Expo

Singer Joe meets a small fan
**Survey Results Reveal that Respondents:**
- **99%** Recommend the event to others
- **98%** Would attend the event in the future
- **85%** Say family was the most important factor for attending the event
- **75%** Visited Florida because of the event

**Guests By Gender:**
- **63%** Female / **37%** Male

**Guests rated this event 4.8 (on a 5.0 scale)**

**TOP TEN MARKETS**
- Florida
- Maryland
- Illinois
- New York
- North Carolina
- Georgia
- Texas
- Ohio
- Pennsylvania
- New Jersey

**Guest Household Income**
- Under 35k: 10%
- 35k-50k: 15%
- 50k-65k: 14%
- 65k-90k: 22%
- 90k-120k: 16%
- 120k-150k: 8%
- 150k-185k: 4%
- 185k-200k: 4%
- 200,000+: 5%

**Guests By Age**
- 17 and under: 30%
- 18-24: 4%
- 25-54: 40%
- 55+: 26%

**Guests rated this event 4.8 (on a 5.0 scale)**
1. Kym Whitley and Jacque Reid lead their teams in the Walmart HBCU Challenge!

2. Guests get a great workout in the Health Markets Fitness Zone.


4. Tom Joyner gets social with our friends at the Experience Kissimmee booth.

5. The Home Depot teaches children how to do build, learn and create.

6. Select seniors participate in the AARP Disrupting Aging Hula Hoop Contest.

7. The “Daddy Do” hair contest, presented by As I Am is underway!

8. The Island of the Bahamas steel band paraded from the Expo to the Party in Da Backyard!

9. Walgreens greets Expo guests at the corner of happy and healthy.

10. A Sam’s Club associate greets Tom…he’s already a member.

11. Denny’s Pancake & Bacon say “Cheese” with an Expo guest!

12. ORS Olive Oil for Naturals sponsors AfroFunk DanceFit!
2016 EXPO EXHIBITORS & SPONSORS

AARP
African Pride
African Signatures
African Waistbeads by Ethea
AICPA Diversity and Inclusion
Akila's 100% Organic Shea Butters
Alabama A&M
Allstate Insurance S1
Aprhodisiac Butters & Skin Food
Arts & Crafts presented by Dream
Kids Detangler Miracle
AUTHOR: Dr. Paul C. Thornton
Bahama's Tourism
Beautiful Beings, LLC
Bent Publishing presents
Black Calendars
Best One Enterprises
Black College Football Experience (Videogame)
Bling-N-123
Bootlegs
Bou’Tique 3:16
Boyce Watkins
Bronner Bros.
BuddinWriters
Buffalo Soldiers
Charles Jenkins (Gospel Artist)
CIAYS MEGA
Clark Atlanta University
CURLS
Dance Dance Revolution
Dats My Sistas Boutique LLC
Denny’s
Derrick Townsel
DJ Andre Mack
Dreamtrips
Elite Status Entertainment
Empowering Visions
Evelyn’s Creations
Exotic Time Pieces
Experience Kissimmee
Fisk University
Florida Agricultural
Mechanical University
Florida Memorial University
Foundation for Sickle Cell Disease Research
Gabby Bows
Glamourous Glam’Ma, LLC
Graybill Realty & Associates
Hamilton Bookstore
Harold Wise
HealthMarkets
Hezekiah Walker (Gospel Artist)
Home Depot DIY Workshops Z1
Image of Perfection, Inc.
International Flhair
J Carroll Apparel
Jai’s Lite
Job Corps
Klassic Hatwear Fashion
Kym Whitley
Label Seven Apparel
Larry West’s West Wear
Clothing Company
Legacy
Life Survivor, LLC
Lifewise Choices Health Coalition
Loose Ends Salon
Marquis Rashold
Mars Fashion
Message Magazine
Michael Bethany (Gospel Artist)
My Rules/My Reality
MyRA
NAACP
NASA
National Museum of African-American History and Culture (NMAAHC) S2
Naturally Fly
Neighborworks
NutzZu & Courtside Coffee
One Love Gift and Souvenir
ONE VIP CARD
Orlando Connections
ORS/AfroFunk Dance Fitness
Paine College
PASTOR RIVA TIMS
Pray Pals
Qmerch
Raggs on the Boulevard
Rashida Jourdain/Encourage the Encourager
Redd’s Barbershop
Remembering The Goodtimes Foundation
Right Choice Boutique
Roots Flava-1
Sam’s Club
Say Hello to Vstream TV & Goodbye to Cable
Scholarship Leadership Institute
Sensational Fashion Jewelry
Shedrick Studio
Simply Healthcare Plans
Soror Bling
Spoiled Naturally
STAR 94.5
Stay Fly Skate Shop
Stephanie’s Boutique
Styles By Kutty
Success Rice
Suga Mamma’s Pound Cake
Sybil’s Book Corner & Pyramid Books
Texture My Way
The Elegant Elephant
The Fashion House of Hillary
The Herb Lady
The Holmes Education Post, LLC
The Maasai International
The Military Edge
The Shave Club (Celebrity Barber)
Tommy Ford
TransLife/Donate Life Florida
Tuskegee University
U. S. Consumer Product Safety Commission (CPSC)
U.S. Department of the Treasury
Unique Flavors LLC
Vitas Hospice
Walgreens
Walmart
Wendy Felton
Wendy Racquel Robinson
Wiley College
With These Hands
WOKB Radio
Worthy Cakes
Xavier University of Louisiana
Zainabu Natural Skincare Corp
Zuresh
### 2017 ALLSTATE® TOM JOYNER FAMILY REUNION

2017 ALLSTATE® FAMILY EXPO: Thursday, 8/31/17 - Sunday, 9/03/17

**EXHIBITOR PRICES** *(NOTE: All prices INCLUDE tax)*

<table>
<thead>
<tr>
<th>BOOTH SIZE</th>
<th>EARLY BIRD EXHIBITOR’S SPECIAL Payment Deadline: Friday, April 21, 2017</th>
<th>EARLYBIRD EXHIBITORS Payment Deadline: Friday, April 21, 2017</th>
<th>NON-PROFIT, SMALL BUSINESS, &amp; GOVERNMENT EXHIBITORS* Payment Deadline: Friday, April 21, 2017</th>
<th>CORPORATE EXHIBITORS Payment Deadline: Friday, April 21, 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>10x10</td>
<td>Purchase an exhibitor booth by Friday, April 21, 2017 and receive two FREE tickets to Friday AND Saturday night’s concert featuring famous national recording acts to be announced <em>(Estimated value=$220)</em></td>
<td>$1,199</td>
<td>$1,699</td>
<td>$1,999</td>
</tr>
<tr>
<td>10x20</td>
<td></td>
<td>$2,199</td>
<td>$2,699</td>
<td>$2,999</td>
</tr>
<tr>
<td>10x30</td>
<td></td>
<td>$3,299</td>
<td>$3,799</td>
<td>$4,099</td>
</tr>
<tr>
<td>20x20</td>
<td></td>
<td>$4,299</td>
<td>$4,799</td>
<td>$5,099</td>
</tr>
<tr>
<td>20x30</td>
<td></td>
<td>$5,099</td>
<td>$5,599</td>
<td>$6,099</td>
</tr>
</tbody>
</table>

*Nonprofit & small businesses must fulfill the requirements established by the Internal Revenue Service or Florida nonprofit corporation laws. *A small business is one that employs less than six employees and has annual receipts of less than $500,000. Should proof of your eligibility be requested, the following documents must be provided within five business days: most recent tax return or most recent financial statement. Failure to produce verification of your business eligibility for the discounted booth rental rate may result in your business being denied the right to participate. Your initial deposit will not be refunded. Nonprofit corporations include foundations, educational organizations/institutions, churches, community based organizations and fraternal organizations.

Exhibitor Benefits (for 10x10 unless otherwise selected)
- Four Exhibitor credentials
- One paper booth sign
- Two chairs
- Pipe and drape
- One skirted 6-foot table
- Wastebasket

Questions? E-mail us at: Expo@ReachMediaInc.com
Exclusive Exhibitors
Due to closed sponsorship categories, the following types of exhibitors are prohibited from participating as vendors:
  Insurance | Casual Dining | Restaurants

Also, distribution of promotional bags is prohibited at booths (except for purchased merchandise/info).

Payment Policy and Options
Complete and send the Exhibitor Contract now with full payment. The booth assignment will not be made until full payment is received. All booth payments must be received by Friday, April 21, 2017 for Early Bird Exhibitors or Friday, July 28, 2017 for others. Note a 6% sales tax has been applied.

Returned Check Policy: Any checks returned will be assessed a $30 returned check fee &/or a $75 late fee will be added.

Cancellation & Refunds
NO refunds will be granted for booth cancellations after Friday, July 28, 2017. If exhibitor does not show by the end of the first day of exhibition, their booth may be sold without a refund. Booth must be staffed during the entire exhibition. Only credit cards and cash will be accepted on-site. An additional on-site fee will apply.

Exhibit Hall Location, Dates & Times
Gaylord Palms® Resort & Convention
Center Halls D-F
6000 West Osceola Parkway
Kissimmee, FL 34746

Exhibitor move-in: Thu., August 31st: 9am – 5pm

Hours of operation:
Thu., August 31st: 7pm-Midnight  Fri., September 1st: 9am – 6pm
Sat., September 2nd: 9am – 6pm     Sun., September 3rd: Noon – 6pm

Exhibitor move-out: Sun., September 3rd: 6pm-10pm

EXHIBITORS SAY
Thanks for an amazing experience at the TJFR!
-Major Cornelious “Nippy” Betz, Scholarship Leadership Institute

Once again, great location which is why I’m requesting the same location for next year (fingers crossed)!
-Larry West Jr., Larry West’s West Wear Clothing Company
The Expo Fan Fest Brings Out Our Favorite Stars

- Robert Townsend gets surrounded by fans in the expo.
- Tommy Ford hung out with us too. May he rest in peace.
- Tisha Campbell-Martin greets a little lady.
- Chrisette Michelle takes a selfie with two teens.
- El Debarge & Myra J chat with Expo guests.
- Even Erica Campbell is a fan of Tom!

“We can’t wait to come back next year. Thanks so much!”
Rozalynn, Gabby’s Bows

“I wanted to personally ‘thank you’ for all of your hard and taking such good care of us over the years. You are truly appreciated!”
Sydney Coles, Aunt Jackie’s/Africa’s Best Textures

EXHIBITORS SAY
COMPANY NAME ____________________________________________

EXHIBIT NAME (if different from Company Name) ____________________________________________

CONTACT PERSON ____________________________________________ TITLE ____________________________________________

STREET ADDRESS ____________________________________________

CITY ____________________________________________ STATE ____________________________________________ ZIP __________

PHONE ____________________________________________ FAX ____________________________________________ E-MAIL ____________________________________________

WEBSITE ____________________________________________

EVENT DAY CONTACT PERSON: ____________________________ CELL: ____________________________

DESCRIPTION OF PRODUCT, SERVICE OR JOBS BEING OFFERED
(Must be completed. This will determine your placement on the exhibit floor and event announcements. Also, identify any special needs.):

AUTHORIZED SIGNATURE ____________________________________________ DATE __________

NOTE: I understand and accept the terms of this contract as listed in this package as final and binding. I agree to follow all rules and regulations set forth by REACH Media Inc. and the Gaylord Palms’ Resort & Convention Center in Orlando, FL. This signed contract constitutes a binding legal agreement. Please accept or reject any application. Return a copy for your records. REACH Media, Inc. reserves the right to assign booth locations and accept or reject any application.

PAYMENT INFORMATION
CIRCLE TYPE OF ORGANIZATION: NON-PROFIT SMALL BUSINESS GOVERNMENT CORPORATE

SELECT TYPE OF SERVICE PURCHASED AND IDENTIFY PRICE:

☐ ALLSTATE® FAMILY EXPO BOOTH SIZE ___________________ BOOTH PRICE $ ___________________

TOTAL AMOUNT FOR SERVICES (NOTE: a 6% sales tax is included in price): $ __________

CIRCLE METHOD OF PAYMENT Visa MasterCard AMEX Check

CHECK/CREDIT CARD NUMBER ____________________________________________ EXPIRATION DATE ____________________________________________

NAME (as it appears on the card) ____________________________________________

Credit Card Holder address, city, state & zip code: ____________________________________________

CARDHOLDER’S SIGNATURE ____________________________________________CVV/CVC __________

FAX OR EMAIL YOUR CONTRACT TODAY WITH CREDIT CARD INFO TO: 972-934-2042 / Expo@ReachMediaInc.com OR Make check payable to: REACH Media, Inc. c/o Allstate Family EXPO 13760 Noel Road, Ste. 750 Dallas, TX 75240

IMPORTANT NOTE: A copy of the credit card (front & back) and drivers license must accompany this authorization.

Please note that vendors CAN NOT purchase booths through any other entity EXCEPT directly through Reach Media Inc. NO other entity is authorized to sell booths and we DO NOT ALLOW any food vendors on site.

For Internal Use Only

Authorized Signatures:

Sr. Vice President Exec. Vice President
RULES & REGULATIONS

1. Terms: Payment shall as set forth in the quotation of the exhibitor package or invoice unless otherwise provided in writing.

2. Collections and Attorney Fees: Exhibitor agrees to pay all collections agency fees and expenses, all other costs of collection, including reasonable attorney fees and court costs which may be incurred by REACH Media, Inc. in pursuing collection and payment.

3. Exhibitors’ Note of Extreme Importance: (Regarding Counterfeit, Pirate, or Bootleg Merchandise): No vendors will be allowed to sell or promote any tapes, CDs, record albums, apparel, or any other goods unauthorized by the licensed distributors or on behalf of Reach Media, Inc., Home of the Tom Joyner Morning Show Any unauthorized sale of said items will result in expulsion from the exhibit hall without refund in addition to possible prosecution.

4. Prohibited Articles & Activities: Pornography or any sexually explicit materials, gasoline, kerosene, acetylene, propane gas, helium balloons, or other flammable or explosive substances or excessively noisy exhibits are not permitted in the building. All curtains, flags, decorative materials, etc. must conform to the requirements of all inspecting authorities. Any article brought into or removed from the convention center is subject to search by security. Also, the following consumer activation is prohibited at booths: taking photos and distributing bags (except plastic).

5. Product Sampling: All product samples items must be preapproved by REACH Media, Inc. and all food samples must be prepackaged, weigh less than 5 oz. and is something that the manufacturer offers or is known for (Example: airline peanuts). Sale of food or beverages is not permitted.

6. Booth Noise Level: Music and all other sound must be kept to a low decibel level to be determined at first day of show. Speaker must sit below the three (3)-foot side railing and turned facing the eight (8)-foot back wall drape. Booths with a loud noise level will be subject to expulsion from the exhibit hall without refund.

7. Aisles & Hallways: All convention center aisle space, entryways and hallways are under the control of the Exhibit Committee and shall not be used for exhibit purpose. Anyone using this space for demonstration, solicitation of business, or distribution of cards or flyers may be evicted from the hall.

8. Wheeled Vehicles: No motorized, wheeled vehicles of any type are permitted within the Convention Center. Exhibitors may bring their own hand trucks and/or dollies for use to set up their booth. REACH Media, Inc. does not provide hand trucks. This item is available only through Show decorator for a fee. No roller-skating is permitted within the Convention Center. Any exhibit requiring a motor vehicle within their display MUST contact REACH Media, Inc. prior to booth set-up day and arrange for a specific move-in time for such vehicles. All vehicles located within a booth space must contain no more than two gallons of gasoline, have the

Continued on next page
battery disconnected, and the gas tank lid/cap must be taped. Failure to comply with this requirement is a violation of the fire codes and could result in the vehicle being removed from the hall. For safety reasons, no children are allowed in exhibit hall during set-up.

9. Dismantling: Booth dismantling before stated end time of the hours of operation is a disruption to exhibition and increases show liability. Please adhere to requested times. If exhibitors want the show decorator to store their display, please call or go to the show decorator booth to make arrangements. It is the responsibility of the exhibitor to remove exhibit and exhibit materials. Any booth not dismantled and removed by 9:00p.m. on Sunday, September 3, 2017 will be dismantled and discarded. It is important that the exhibit hall be cleared prior to 9:00 p.m. Anyone with items in the hall after 9 p.m. will incur labor charges. Loading via the dock is recommended. In order to allow ample loading time, load your material on the dock before driving your vehicle to the dock.

10. Registration: REACH Media, Inc. will maintain an information desk located near the dock doors. Badges will be distributed during move-in at this location prior to the start of the exhibition and are used only as an identifier.

11. Liability: Each exhibitor must make provisions for the safeguarding of his goods, materials, equipment, and display items. General overall guard service will be provided by REACH Media, Inc. for the exhibition period, but the guard service will not be responsible for loss of material by theft or for any cause. The exhibitor must surrender space occupied by him in the same condition as it was at the time of occupancy. The exhibitor is responsible for all damages to the exhibit hall and for any and all claims and demands on account of injury, death, or damage to property occurring in or upon the exhibitor’s booth space or because of the acts of the exhibitor, his employees, servants, agents, licensee, or contractors. The exhibitor agrees to indemnify and hold harmless the managing entity (REACH Media, Inc., Gaylord Palms® Resort & Convention Center in Kissimmee, FL, Show decorator and sponsors) and/or the owner from and against any/all liability, claims, and demands which may arise from or asserted in connection with the foregoing undertaking and responsibility of exhibitor. Neither the managing entity, its service contractors, the management of the convention, nor the owners at the convention headquarters, their agents, servants, contractors, employees, will be held liable for any claims except for claims for damages or injuries caused by or resulting from negligence of the managing entity and/or owner, the management of the convention and the owners and their respective agents and employees. Exhibitor acknowledges that he is responsible for obtaining insurance in such amounts as deemed appropriate to comply with obligations herein and for his own protection. Exhibitor shall pay all costs and expenses (including reasonable attorney’s fees) arising from any and all liability for any rental or occupancy of exhibit booth space and expressly release REACH Media, Inc. the Convention Center and sponsors from all liability which may arise including injury, damage, or loss to any person or property. Exhibitor further releases and discharges REACH Media, Inc., Gaylord Palms® Resort & Convention Center in Kissimmee, FL, Show decorator and sponsors from any and all liability for any loss, injury, or damage to persons or property that exhibitor may sustain while participating in the Tom Joyner Family Reunion.

12. Overnight Security/Storage: Overnight security storage is available for items you wish to store through Show decorator for a fee.

13. Signage/Care of Building: Signs must be professional, of appropriate size/nature, and displayed within the limits of the leased space. Organizer reserves the right to remove signs deemed unacceptable. No attachment of any kind is to be made to any part of the building.

14. Force Majeure: In the event that circumstances beyond REACH Media, Inc.’s reasonable control occur, including, without limitation, inclement weather, forces organizer to stage the event at another time or cancel the event, such a failure to hold the event on its originally scheduled date or at all may result in exhibitor fee being refunded.

15. Subletting: It is understood that no booth space is to be sublet. Any unauthorized subletting will result in expulsion from the exhibit hall without refund.

16. Release: Participation in the Tom Joyner Family Reunion, Allstate Family EXPO provides consent to utilize any photos, videos, and/or additional media coverage by REACH Media, Inc., Gaylord Palms® Resort & Convention Center in Kissimmee, FL, Show decorator and sponsors) and/or the owner from and against any/all liability, claims, and demands which may arise from or asserted in connection with the foregoing undertaking and responsibility of exhibitor. Neither the managing entity, its service contractors, the management of the convention, nor the owners at the convention headquarters, their agents, servants, contractors, employees, will be held liable for any claims except for claims for damages or injuries caused by or resulting from negligence of the managing entity and/or owner, the management of the convention and the owners and their respective agents and employees. Exhibitor acknowledges that he is responsible for obtaining insurance in such amounts as deemed appropriate to comply with obligations herein and for his own protection. Exhibitor shall pay all costs and expenses (including reasonable attorney’s fees) arising from any and all liability for any rental or occupancy of exhibit booth space and expressly release REACH Media, Inc. the Convention Center and sponsors from all liability which may arise including injury, damage, or loss to any person or property. Exhibitor further releases and discharges REACH Media, Inc., Gaylord Palms® Resort & Convention Center in Kissimmee, FL, Show decorator and sponsors from any and all liability for any loss, injury, or damage to persons or property that exhibitor may sustain while participating in the Tom Joyner Family Reunion.