

November 27-December 2

EXHIBIT CONTRACT FOR VIRTUAL SPACE  
GREATER NEW YORK DENTAL MEETING®

For questions regarding exhibiting at the GNYDM,  
contact Ms. Carla Borg at [carla@gnydm.com](mailto:carla@gnydm.com).

1. EXHIBITOR BOOTH SPACE APPLICATION

The person listed below with their contact information, will serve as your primary exhibitor contact and will receive the Exhibitor Updates (by e-mail), and the Virtual Exhibitor Dashboard.

COMPANY INFORMATION

Company Name for exhibitor listing section

Company Website

Company Email

Company Phone Number

Company Fax Number

Company Toll Free Number

CONTACT INFORMATION

Primary Contact Person (Receives all exhibit information)

Title

Address

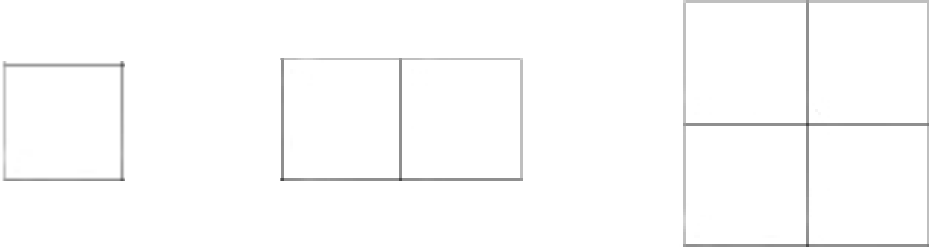
CityStateZip

CountryPostal Code

Contact PhoneContact E-Mail

VIRTUAL EXHIBIT BOOTH SPACE CHOICES AND CHARGES

\_\_\_\_\_ \$975.00 USD/STANDARD    \_\_\_\_\_ \$1,475.00 USD/GOLD    \_\_\_\_\_ \$1,975.00 USD/DELUXE



Exhibitors contracting booth space will be entitled to the following in their booth space:

2020 EXHIBITOR PACKAGES	STANDARD	GOLD	DELUXE
Cost	\$975.00	\$1,475.00	\$1,975.00
Booth Size (footprint)	10x10	10x20	20x20
Company Listing	yes	yes	yes
Company Profile	yes	yes	yes
List of Products and Services	yes	yes	yes
Company REP Listing	3	5	7
PDF Brochure	3	5	10
Logo	yes	yes	yes
Link to External Website	1	3	3
On Demand Video	0	1	4
YouTube Link	no	no	yes
Social Media Links	yes	yes	yes
Company Logo for Floor Plan	yes	yes	yes
Booth Wallpaper Photo	yes	yes	yes
Press Release	1	2	3
Coupon Offerings	1	2	3
Podcast	1	2	3
Company Contact Photo	1	2	3
Product ShowCase	6	12	18
Special Events	yes	yes	yes
Visitor Reports	yes	yes	yes
MyExpo Users Reports	yes	yes	yes
Adding a GIF to the Floor Plan	no	no	yes
If using Conference Module - Offering an exhibitor a slot in the daily events/sessions	yes	yes	yes

GREATER NEW YORK DENTAL MEETING®

PRODUCT CLASSIFICATION FORM

This table indicates the maximum listings allowed to an exhibitor:		
Standard Package up to 6 product listings	Gold Package up to 12 product listings	Deluxe Package up to 18 product listings

Provide a brief description of primary products and/or services: \_\_\_\_\_

\_\_\_\_\_

PRODUCT CLASSIFICATION: From the classification listing below, select the appropriate code numbers for the categories which best describe your products/services. Indicate code for each product description in the space below up to your maximum (See reverse side).

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
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11. \_\_\_\_\_
12. \_\_\_\_\_
13. \_\_\_\_\_
14. \_\_\_\_\_
15. \_\_\_\_\_
16. \_\_\_\_\_
17. \_\_\_\_\_
18. \_\_\_\_\_

<b>AB03</b>	3D Printing	<b>CU05</b>	Curing Units	<b>IR05</b>	Irrigators	<b>PU02</b>	Publications, Professional & Scientific
<b>AB05</b>	Abrasives, Disks/Points/Wheels	<b>DA05</b>	Darkroom Equipment & Supplies	<b>LA05</b>	Laboratory Equipment & Supplies	<b>PU05</b>	Pulp Testers
<b>AC05</b>	Acrylics & Accessories	<b>DE05</b>	Dental Dealers	<b>LA07</b>	Lasers	<b>RE05</b>	Record Keeping Systems
<b>AI04</b>	Air Abrasives	<b>DE06</b>	Dental Equipment, Mobile/Portable	<b>LA09</b>	Lathes, Chucks	<b>RE06</b>	Refining Resources
<b>AI05</b>	Air Compressors	<b>DE07</b>	Dental Hygiene Materials	<b>LA12</b>	Laundry Services	<b>RE08</b>	Repair Kits, Denture
<b>AL05</b>	Alloys	<b>DE08</b>	Dental Laboratories	<b>LE01</b>	Leasing	<b>RE09</b>	Repair Services
<b>AM05</b>	Amalgamators	<b>DE09</b>	Dental Lab Equipment & Supplies	<b>LI05</b>	Lights, Operating	<b>RE10</b>	Restorative Materials & Accessories
<b>AN05</b>	Analgesia/Anesthesia Equipment & Supplies	<b>DE10</b>	Dental Office Design	<b>LI06</b>	Lights, Other	<b>RE11</b>	Retirement Programs
<b>AN06</b>	Analgesics	<b>DE12</b>	Dentifrices	<b>LO05</b>	Loupes	<b>RE13</b>	Retraction Materials
<b>AN08</b>	Anatomical Models	<b>DE14</b>	Denture Adhesives	<b>LU05</b>	Lubricants	<b>RU05</b>	Rubber Dam & Accessories
<b>AN10</b>	Anesthetics	<b>DE15</b>	Denture Base, Reline, Repair Resins	<b>MA05</b>	Marketing Aids & Research	<b>SA05</b>	Saliva Ejectors
<b>AN12</b>	Antibacterial Soaps & Detergents	<b>DE16</b>	Denture Cleaners	<b>MA08</b>	Masks	<b>SA10</b>	Saliva, Synthetic
<b>AN14</b>	Antibiotics	<b>DI05</b>	Diagnosis & Testing Services	<b>ME05</b>	Medical Waste Services	<b>SC05</b>	Scalers
<b>AP05</b>	Apex Locators	<b>DI07</b>	Diagnostic Equipment, All Types & Services	<b>ME07</b>	Medicaments	<b>SC06</b>	Scalers, Ultrasonic
<b>AR05</b>	Articulating Paper, Film/Ribbon	<b>DI09</b>	Diamond Points & Disks	<b>ME09</b>	Metal, Recovery & Refining	<b>SH05</b>	Sharpeners, Instrument
<b>AR06</b>	Articulators	<b>DI11</b>	Dietary Products	<b>MI05</b>	Microscopes	<b>SL05</b>	Sleep Apnea
<b>AS05</b>	Asepsis Products	<b>DI12</b>	Digital Imaging	<b>MI06</b>	Milling Technology	<b>SN01</b>	Snoring Appliances
<b>AT05</b>	Attachments	<b>DI13</b>	Digital Impression Taking Systems	<b>MI08</b>	Mirrors (Hand)	<b>SO05</b>	Soaps & Lotions
<b>AU05</b>	Audiovisual Equipment & Materials	<b>DI14</b>	Digital Laboratory	<b>MO05</b>	Model Forming Tools & Accessories	<b>SO08</b>	Solder, Fluxes
<b>AU08</b>	Autoclaves & Accessories	<b>DI15</b>	Digital Radiography	<b>MO06</b>	Models Demonstration	<b>SK03</b>	Skin Care Products
<b>BL02</b>	Bleaching Products	<b>DI16</b>	Disinfecting Solutions	<b>MO09</b>	Mouthwashes (Rinses)	<b>ST05</b>	Sterilizers
<b>BL05</b>	Blood Pressure Diagnostic Instruments	<b>DI17</b>	Disks, Mandrels & Strips	<b>NU05</b>	Nutrional Products	<b>ST06</b>	Sterilizer Accessories
<b>BO05</b>	Bonding Agents	<b>DI18</b>	Disposable Needles	<b>OF05</b>	Office Equipment, Furniture/Decor	<b>ST07</b>	Sterilizing & Disinfecting Solutions
<b>BO07</b>	Bone-Grafting Materials	<b>DI20</b>	Disposable Products	<b>OF06</b>	Office Supplies	<b>ST10</b>	Stools, Lab
<b>BO09</b>	Bookkeeping Systems	<b>DR05</b>	Dry Air Systems, Filtration	<b>OP05</b>	Operating Room Supplies & Equipment	<b>ST11</b>	Stools, Operatory
<b>BO11</b>	Books	<b>ED05</b>	Education Materials	<b>OP06</b>	Optical Aids	<b>SU05</b>	Surgical Supplies
<b>BU05</b>	Burs, All Types	<b>EL05</b>	Electrosurgical Equipment	<b>OR05</b>	Oral Hygiene Aids	<b>SU08</b>	Sutures
<b>BU07</b>	Business & Finance Service	<b>EM05</b>	Emergency Drugs/Equipment	<b>OR06</b>	Oral Irrigation Devices	<b>SY05</b>	Syringes
<b>BU08</b>	Business Systems & Equipment	<b>EN05</b>	Endodontic Instruments & Supplies	<b>OR09</b>	Orthodontic Materials & Accessories	<b>TE02</b>	Technology
<b>CA01</b>	Cabinets	<b>EQ05</b>	Equipment Leasing	<b>OS05</b>	OSHA Compliance Products/Services	<b>TE05</b>	Teeth, Artificial
<b>CA03</b>	CAD/CAM Materials & Accessories	<b>EQ06</b>	Equipment Repair & Maintenance	<b>OT01</b>	Other	<b>TE08</b>	Telecom, Services & Equipment
<b>CA04</b>	CAD/CAM Outsourcing	<b>EV05</b>	Evacuators & Evacuator Systems	<b>PA01</b>	Payroll Services	<b>TM05</b>	TMD Diagnostic & Treatment Products
<b>CA05</b>	CAD/CAM Systems	<b>EX05</b>	Exercise Equipment	<b>PA05</b>	Pads, Mixing	<b>TO05</b>	Tooth Shade Guides
<b>CA06</b>	Cameras, Extra Oral	<b>EY05</b>	Eyewear, Protective	<b>PA08</b>	Paper Products	<b>TO07</b>	Tooghbrushes, Hand
<b>CA07</b>	Cameras, Intra Oral	<b>FI05</b>	Fiber Optic Products	<b>PA10</b>	Patient Financing Services	<b>TO09</b>	Toothbrushes, Power
<b>CA09</b>	Casting Machines & Accessories	<b>FI08</b>	Filling Materials & Accessories	<b>PA11</b>	Patient Record Forms	<b>TO12</b>	Torches
<b>CA10</b>	Casting Alloys	<b>FI10</b>	Financial Planning & Services	<b>PA21</b>	Patient Education Materials	<b>TO14</b>	Toys & Novelties
<b>CE05</b>	Cements, All Types	<b>FL05</b>	Flossing Materials	<b>PE03</b>	Periodicals, Professional/Scientific	<b>TR05</b>	Trays, Impression
<b>CH05</b>	Chairs & Accessories	<b>FL08</b>	Flouride Products	<b>PE05</b>	Periodontal Exam Systems	<b>UL05</b>	Ultrasonic Equipment & Supplies
<b>CH08</b>	Chewing Gum	<b>FU05</b>	Furnaces	<b>PE06</b>	Periodontal Materials	<b>UN05</b>	Uniforms, Gowns/Shoes
<b>CL05</b>	Claim Processing	<b>FU07</b>	Furniture	<b>PE09</b>	Personnel Services	<b>UN08</b>	Units & Components
<b>CL08</b>	Cleansers	<b>GL05</b>	Gloves	<b>PH05</b>	Pharmaceuticals	<b>UP05</b>	Upholstery
<b>CO05</b>	Collection Services	<b>GR05</b>	Group Health Plans	<b>PH08</b>	Photographic Equipment & Supplies	<b>VA05</b>	Vacuum Investing Machines
<b>CO07</b>	Communication Systems	<b>HA05</b>	Handcare Products & Services	<b>PI05</b>	Pins	<b>VA07</b>	Vacuum Units & Accessories
<b>CO09</b>	Composite Instruments & Accessories	<b>HA07</b>	Handpieces, Operating & Laboratory	<b>PIO8</b>	Pit & Fissure Sealants	<b>VA10</b>	Varnishes
<b>CO11</b>	Composites	<b>IM05</b>	Implant Systems & Devices	<b>PL08</b>	Plating Equipment & Supplies	<b>VI05</b>	Vibrators & Accessories
<b>CO15</b>	Computer Hardware/Software	<b>IM07</b>	Impression Materials	<b>PO05</b>	Porcelain Products	<b>WA02</b>	Waterline Filtration Systems
<b>CO17</b>	Computer Imaging	<b>IN05</b>	Infection Control Products	<b>PO06</b>	Portable Delivery Systems	<b>WA05</b>	Wax Patterns, Molds/Removers
<b>CO10</b>	Cone Beam	<b>IN07</b>	Instruments (Hand), General	<b>PR05</b>	Practice Marketing Services	<b>WA07</b>	Waxes & Accessories
<b>CO20</b>	Continuing Education & Training	<b>IN09</b>	Instruments (Hand), Surgical	<b>PR07</b>	Practice Sales	<b>XR05</b>	X-Ray Film & Supplies
<b>CO21</b>	Cosmetic Restorations	<b>IN12</b>	Insurance	<b>PR10</b>	Preventive Dentistry Products	<b>XR06</b>	X-Ray Machines & Equipment
<b>CO22</b>	Cotton Products	<b>IN14</b>	Interior Decorating	<b>PR12</b>	Prophylaxis Angles & Kits	<b>XR07</b>	X-Ray Processors & Accessories
<b>CR05</b>	Crowns and/or Crown & Bridge Materials	<b>IN15</b>	Internet Services	<b>PR13</b>	Prophylaxis Brushes & Cups	<b>ZI03</b>	Zirconia
		<b>IN16</b>	Intraoral Video Cameras	<b>PR15</b>	Prophylaxis Materials		
		<b>IN18</b>	Investment Materials & Equipment	<b>PR17</b>	Protective Coverings		
		<b>IN19</b>	Investment Services	<b>PR21</b>	Prosthetic & Laboratory Supplies		

## **2. RULES**

An Application/Contract for exhibit space at its 2020 Virtual GNYDM must be made in writing or online to the GNYDM Organization Committee (the "Committee").

Full payment for each booth space is required with booth space applications. Funds can be transferred, with the approval of Ms. Carla Borg, Exhibits Manager, from payments already received from the traditional 2020 GNYDM.

Exhibit space shall be assigned solely by the Committee. The Committee at its discretion, accepts or rejects applications for booth space.

Applicants are advised that final confirmation of exhibit space may be delayed due to the volume of applications received at the time of submission and payments should not be construed as confirmation of acceptance. Until the applicant receives final written acceptance or denial of exhibit space, any funds expended for the development or construction of an exhibit booth are done so at the applicant's own risk.

The Committee does not guarantee that it will be able to assign the space requested. Previous booth location will be considered but cannot be guaranteed.

Assignments of space not rejected in writing by the Exhibitor within 7 days after notification of space assignment will be presumed to be accepted by the Exhibitor.

Once payment is received, exhibitor application is accepted, booth space assigned and accepted by the exhibitor's 7-day period, cancellation is not permitted.

The Committee will try, at its best, not to place competitors near each other, as requested by a contracting exhibitor, but cannot guarantee this can be accommodated.

No media advertisements can be utilized that mention or can be construed as an endorsement or approval of the company or any of its products or services by the GNYDM. Exhibiting companies can advertise their participation at the GNYDM and encourage attendees to attend.

Exhibiting companies must have products or services being offered connected to, and effective and useful in, the practice of dentistry. However, products and services offered by responsible companies that are not related to dentistry but are of interest to the dental team may be considered.

Alcoholic beverages and tobacco products are not eligible for exhibition at the GNYDM.

Guarantees may be used by exhibitors provided the statements that are "guaranteed" are truthful and can be substantiated.

Miscellaneous products and services not specified in these standards may be eligible to exhibit on a case-by-case basis, at the sole discretion of the Exhibits Manager, and the GNYDM.

All exhibit booths will have their materials, videos, logos, etc, loaded within the virtual exhibit floor by November 20 unless special arrangements have been approved by the Exhibits Manager, and the GNYDM. All materials, including but limited to logos, color schemes, PDFs, video files, etc., are to be loaded through the exhibitor dashboard by the exhibitor.

All paid-in-full exhibitors will be listed in the alphabetical exhibitor listing and entitled to product listings per booth package selected. Enter correct product codes on the form as these codes are used for data entry in the production of the product listing Guide.

## **3. ASSIGNMENT SUBLETTING OR SHARING**

The Exhibitor shall use its space solely and exclusively for the exhibition of the materials, equipment or services normally manufactured, distributed or furnished by it in the regular course of its business, and for no other items or purposes of any kind.

The Exhibitor shall not assign, sublet, license or otherwise release, transfer, apportion its exhibit space or any part thereof, and any use of all or any part of said space by any other entity other than the Exhibitor, upon any terms whatsoever, is expressly prohibited. The featuring of names or advertisements of non-exhibiting firms or businesses will not be permitted.

Each space may be used only by a single business entity and no sharing of space will be permitted.

## **4. REGISTRATION**

Each person representing an exhibit company who will be in contact with attendees is required to register.

## **5. NEW PRODUCT AND TECHNOLOGY PAVILION**

Exhibitors have the opportunity to purchase an additional booth in either or both the New Product and/or Digital-3D-Technology pavilions on the exhibit floor for a reduced price of \$495.00 per booth. Please contact Ms. Dana Soltis, Sponsorship Manager for additional information: [dana@gnydm.com](mailto:dana@gnydm.com).

## **6. EXHIBITOR SPONSORED CONTESTS: COMPLIANCE WITH LAW AND OTHER REQUIREMENTS**

Exhibitors who want to sponsor any type of contest, raffle or drawing for prizes must obtain written permission from the GNYDM. Among other requirements, which the GNYDM in its discretion may prescribe, the following rules must be adhered to:

a. The exhibitor must comply with all local, state and federal laws (New York) that apply to such raffles, contests or drawings.

b. Contests, raffle or drawing rules must be posted in the virtual booth in a visible location. The rules must include: eligibility; date and time of drawing (contest, raffle); the words "no purchase necessary to enter;" odds of winning; how winners will be notified; how participants can find out who won; etc;

c. The Exhibitor must complete a form which will be supplied and agree to indemnify the GNYDM and its two sponsoring dental societies in the event of any claims arising from the operation of the raffle or contest;

d. The GNYDM Exhibit Office must be notified of the name(s) of the winner(s) when the prize(s) has been awarded.

## **7. RESTRICTIONS AND REQUIREMENTS**

The Committee shall have and expressly reserves, the right to conduct, carry on, maintain, regulate and operate the exhibition and CE programs in such manner and by such means as it, in its sole discretion, deems advisable or proper.

The Committee shall have the further right to prohibit, bar, prevent and remove any exhibit or proposed exhibit, or any part or portion thereof, which in the judgment of the Committee is unsuitable or inappropriate for the exhibition or is not in keeping with the character, standards or purposes of the exhibition. Such right shall extend, but shall not be limited, to all materials, or things included in, constituting part of, or used or referred to in or in connection with any such exhibit. All materials must be factual, dignified and tasteful, and provide useful product and service information.

The Committee shall also have full right and authority to relocate Exhibitors and to alter or revise the floor plan for any cause or reason that the Committee, in its judgment, may deem necessary or advisable.

Promotional literature and booth copy may cite in footnotes references from dental and other scientific literature, provided the reference is truthful and is a fair and accurate representation of the body of literature supporting the claim. Unwarranted disparagement or unfair comparisons of a competitor's products or services is not allowed. Exhibits must not be deceptive or misleading. All claims of fact must be fully supported and meaningful in terms of performance or any other benefit.

Exhibitors should be aware that music played in their booths, may be subject to laws governing the use of copyrighted compositions. Exhibitor is solely responsible for any fines or charges incurred by the Meeting for the use of the Exhibitor's music.

## **8. SALES BY NON-EXHIBITING COMPANIES**

Solicitation by non-exhibitors is prohibited. Firms and representatives not assigned exhibit space are prohibited from soliciting business in the virtual platform. Violators of this prohibition will be banned from the platform.

## **9. LIABILITY**

Exhibitor is fully responsible for all acts or omissions of its IT contractors and vendors.

There shall be no liability or responsibility on the part of the Meeting, or any of their respective agents, employees and representatives, for any injury, losses, costs, expenses, contractual liabilities or damage to the Exhibitor, its agents, employees, representatives, in connection with this event, prior, during or after the event. All claims and causes of action therefor shall be, and be deemed to be waived, released and discharged for all purposes. The GNYDM's maximum liability will not in any case exceed the applicant's rental payment made to the GNYDM.

Until the applicant receives final written acceptance or denial of exhibit space, any funds expended for development or construction of an exhibit booth are done so at the applicant's own risk

**10. INDEMNIFICATION**

The Exhibitor shall indemnify, keep and hold safe and harmless and defend GNYDM, New York County Dental Society, Second District Dental Society, ExpoCad, the Committee, all their employees and each of their directors, members, officers, agents, and representatives and each of them ("Indemnities") from all claims, losses, liability, costs, legal fees, damages, actions and judgments arising in, at, out of or in connection with the Exhibitor's exhibit or any part or parts thereof. This includes without limitation, any and all such claims, losses, damages and judgments which may arise out of, be attributable to or in any manner or to any extent involve any negligence or claimed negligence on the part of the above-named organizations in this paragraph, arising in, at, out of or in connection with the Exhibitor's virtual exhibit or the design, maintenance, conduct, use, or operation of such exhibit or any part thereof, by Exhibitor or its officers, directors, components societies, employees, agents, representatives, invitees, agents or contractors. Such indemnification shall be effective regardless of any claim of negligence on the part of any Indemnified Party. This provision shall be construed to be incorporated into the Application.

Furthermore, the GNYDM reserves the right in its sole discretion to cancel any exhibit application or agreement at any time, if the applicant has violated, or the GNYDM reasonably believes that the applicant will violate, any of the exhibit rules set forth in the Exhibit Rules and Regulations or has engaged in or is engaging in any activity that reflects negatively on the GNYDM's favorable image, goodwill, reputation, or acceptance by its members or the public. GNYDM shall not be liable for special, consequential or incidental damages, loss, or expenses, directly or indirectly, arising from or in connection with the cancellation of this exhibit, notwithstanding notice to GNYDM of the possibility of such damages and/or loss of expense. GNYDM's maximum liability shall not in any case exceed the rental payment made to GNYDM by the exhibitor. The undersigned acknowledges reading this entire document of the 2020 Virtual Meeting Contract and its Rules and Regulations and agrees to abide by all provisions, rules and regulations as published therein. The undersigned further agrees that the 2020 Rules and Regulations are incorporated by reference into this contract. If any provision of this contract is deemed to be invalid or unenforceable under applicable law, this contract shall be considered divisible as to such provision and same shall thereafter be inoperative; provided, however, that the remaining provisions of this contract shall be valid and binding.

**11. INTEGRAL PART OF CONTRACT**

Each and all of the provisions of these Exhibit Contract, Rules and Regulations shall be deemed to be and constitute an integral part of the Exhibitor's contract for its space at the Meeting, with the

same full force and effect as if set forth at length in said contract. The GNYDM Committee reserves the right to interpret these Rules and Regulations in its sole discretion as well as the right to decide all matters relevant to the Meeting which may not be specifically covered by these Rules and Regulations.

**12. CIRCUMSTANCES BEYOND CONTROL**

In the event that, due to any of the aforesaid events, occurrences, contingencies or circumstances, the exhibition shall terminate or be discontinued, after the commencement of the exhibition but prior to the scheduled conclusion thereof as herein-before specified, then the contract charge for the Exhibitor's said space shall be apportioned appropriately, the Committee shall refund to the Exhibitor the prorata portion of said contract charge applicable to and both parties shall thereupon be deemed released of and from all further liability under said contract.

**13. DEFAULT**

In the event that the Exhibitor shall, at any time after payment to the Committee of the full contract charge for its space at the Meeting, fail to comply with or otherwise violate any of the terms of said contract (including any of the provisions of these Rules and Regulations) on its part to be complied with, then and in that event and in addition to any and all other rights and remedies thereby available to it, the Committee may, at its option, terminate said contract.

In the event that the Committee shall default in complying with the terms of said contract on its part to be complied with, then and in that event its liability to the Exhibitor for any and all damages which the Exhibitor may thereby suffer, sustain or incur shall in no event exceed, and shall for all purposes be limited to, the amount theretofore paid by the Exhibitor to the Committee under the aforesaid contract.

**14. VIOLATIONS**

Violation of any of these Rules and Regulations by the exhibitor of his/her employees or agents shall at the option of GNYDM forfeit the exhibitor's right to occupy virtual space and such exhibitor shall forfeit to GNYDM all monies paid or due. Upon evidence of violation, GNYDM may take possession of the virtual space occupied by the exhibitor and may remove all loaded materials at the exhibitor's risk. The exhibitor shall pay all expenses and damages that GNYDM may incur thereby.

**15. GOVERNING LAWS**

These Rules and Regulations and the contract with the Exhibitor of which the same form a part shall be governed by, and shall be interpreted and construed under and in accordance with, the laws of The State of New York applicable to agreements executed and to be performed entirely within that State. The Exhibitor hereby consents to the jurisdiction of the courts of The State of New York and the United States District Court for the Southern District of New York with respect to any matter arising with respect to these Rules and Regulations and the aforesaid contract, shall subject itself to the jurisdiction of such courts and agrees that service of process upon it may be made in any manner permitted by the laws of The State of New York. Without limiting the generality of the foregoing, service of process will be deemed sufficient if sent by registered or certified mail to the Exhibitor at the address set forth in the Exhibitor's contract.