LIFE’S A PEACH IN ATLANTA!
GEORGIA WORLD CONGRESS CENTER
OCTOBER 3-5, 2013

Please Visit www.aarp.org/events for more information

THREE DAYS OF ENTERTAINMENT, EDUCATION AND FUN FOR ALL!

SPONSORSHIP, EXHIBIT, AND MARKETING GUIDE

FOLLOW US: facebook.com/AARPEvents @AARPEvents
WHO?

• 10,000 – 12,000
  AARP members, prospective members,
  their families and friends

• 250 exhibitors

• 50 sessions and workshops

Attendee Entry Fee

$25 for members, $35 for non-members.

Join AARP as we host 10,000 – 12,000 members and guests in Atlanta, Georgia, at the Georgia World Congress Center, October 3-5, 2013.

Life@50+ | AARP’s National Event & Expo is the most marketable opportunity for you to increase your organization’s visibility and reach among baby boomers and beyond. It’s your chance to speak directly to one of the fastest growing markets around. In total, more than 12,000 members and guests from every state and more than a dozen countries are expected to join us in Atlanta in 2013.

Why Participate at the Life@50+ Event?

Life@50+ offers our members and friends three days of information, education and fun while giving sponsors and exhibitors unprecedented access to showcase products and services that matter to the 50+ audience. Add world-renowned entertainers and speakers into a great weekend—and it’s an extraordinary opportunity to connect with this unique audience. As a Premiere Sponsor or Exhibitor at the AARP Life@50+ Event in Atlanta, you’ll be exposed to a unique and engaging 50+ audience that anticipates three fun-filled, action-packed days of information, education, and entertainment.
## Sponsor & Exhibitor Information

### Commercial/Retail Exhibit Fees

<table>
<thead>
<tr>
<th>Booth Fee per 100 square feet</th>
<th>In-Line</th>
<th>Corner</th>
<th>Island (4 booth min.)</th>
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<tbody>
<tr>
<td>Atlanta</td>
<td>$1700</td>
<td>$1800</td>
<td>$1900</td>
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### Government/Nonprofit Exhibit Fees

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<tr>
<td>Atlanta</td>
<td>$900</td>
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### Premiere Sponsors

<table>
<thead>
<tr>
<th>Element</th>
<th>Platinum</th>
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<th>Silver</th>
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<tbody>
<tr>
<td>Event Signage</td>
<td>Logo</td>
<td>Name</td>
<td>Name</td>
</tr>
<tr>
<td>Inclusion in event ad in AARP The Magazine</td>
<td>Logo</td>
<td>Name</td>
<td>Name</td>
</tr>
<tr>
<td>Invitation to Sponsor Appreciation Reception</td>
<td>8</td>
<td>4</td>
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<tr>
<td>Advertorial in Life@50+ Event Guide</td>
<td>½ page</td>
<td>¼ page</td>
<td></td>
</tr>
<tr>
<td>Advertising in Life@50+ Event Guide</td>
<td>1 pg Premium Placement</td>
<td>1 page</td>
<td>½ page</td>
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<tr>
<td>Discount on selected opportunities</td>
<td>50%</td>
<td>25%</td>
<td>10%</td>
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<tr>
<td>Exhibit Island</td>
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<td>2000 sq. ft.</td>
<td>1000 sq. ft.</td>
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<td>Attendee Survey Questions</td>
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<td>Friday and Saturday Entertainment Tickets</td>
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<td>Event Registrations</td>
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<tr>
<td>Bag Insert</td>
<td>Included</td>
<td>Included</td>
<td>Included</td>
</tr>
<tr>
<td>Lifestyle Session</td>
<td>1</td>
<td></td>
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<tr>
<td>Co-Sponsor of Feature Session</td>
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<td></td>
<td></td>
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<tr>
<td>Mini-stage and seating for 20 – 30 at booth with promotion of presentations included in Event Guide</td>
<td>Included</td>
<td></td>
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<tr>
<td>Lead Retrieval</td>
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<tr>
<td>Appreciation Award presented at main session</td>
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<td>Branded Information Kiosk</td>
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<td>Attendee Registration Data</td>
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<td>Exclusive Sponsorship Category</td>
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<td>Inclusion in Registrant Mailing</td>
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<td>Logo on Event Bag</td>
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<td>Official Pin</td>
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<tr>
<td>Video before main sessions/Friday entertainment</td>
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<tr>
<td>Sponsor Fee</td>
<td>$200,000</td>
<td>$100,000</td>
<td>$50,000</td>
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MARKETING OPPORTUNITIES

Community Service Day – $5,000 - $25,000
Become a sponsor of various elements for the community day activities, such as T-shirts, water, supplies, and equipment, or the official sponsor of the community day location. Approximately 1,000 of our AARP volunteers (Life@50+ attendees) will assemble in groups to be transported into different neighborhoods to rebuild, refurbish, and revitalize areas of need in Atlanta. Each volunteer will participate in home building projects; school refurbishing programs; landscaping community properties; mentoring youths; implementing green projects; constructing community gardens; revitalizing senior community centers; and other activities to enrich the community and our volunteers.

Official Event Pins – $10,000
SELLING FAST, ONLY 5 LEFT
Be the only exhibiting company that holds one of 12 popular, event lapel pins; every attendee will go on a treasure hunt, searching for your special Official Event Pin! This is sure to increase traffic to your booth. (6000 pins)

Interactive Exhibit Floor Entertainment – $10,000+
Attendees may test their physical and mental skills on one of many unique “entertainment simulators”: ski down a ski slope, hit a golf ball, drive like a NASCAR driver, brand a massage station and much more. When you sponsor one or more simulators, you will receive a 200-600 square-foot exhibit space, to incorporate the simulator within your exhibit. You’ll also receive:
• Promotional signage
• Acknowledgement on the AARP Sponsorships & Exhibits webpage

Lifestyle Workshops – $15,000
Make an impression on 500 session attendees as your logo is projected onto screens and is publicly recognized by the session moderator. You may design your own non-commercial informational session, subject to AARP approval, or sponsor an AARP-selected program. Each one-hour workshop is promoted in the event program guide. You’ll also receive:
• Twenty (20) complimentary registrations
• Sponsor recognition in event program
• One conference bag insert
• Promotional signage placed throughout the convention center to promote your sponsorship
• Acknowledgement on the AARP Sponsorships & Exhibits webpage

Member-to-Member Lounge – $10,000
Our member lounge provides an opportunity for members to meet, go out, shop, find a reading buddy or just to talk about common interests. Each lounge will seat approximately 150 - 175 members.
• Twenty (20) complimentary registrations
• Promotional signage placed throughout the convention center to promote your sponsorship
• Opportunity to provide your promotional material in the lounge
• Acknowledgement on the AARP Sponsorships & Exhibits webpage
Volunteer Lounge — $8,000
More than 1,000 individuals from the local community and across the country volunteer to support the event. Connect with these engaged members at the Volunteer Orientation in advance of the event and by having your information included in their volunteer mailings and displayed in the volunteer lounge.

Badge Holder — $10,000
Every attendee receives a badge, and your logo is listed on each one. The official AARP badge is required for entry into all sessions and the exhibit hall. The paper and pen holder extends the life of the badge well beyond the event.

Event Bag Insert — $6,000
The bag insert is a wonderful way to offer your brochure or promotional item directly to every registered attendee — at least 12,000 people/event.

Event Staff Shirt — $5,000
Your logo on the official event shirt worn by more than 250 staff beginning Thursday through the end of the event.

Volunteer T-shirt — $10,000
Your logo on the official event T-shirt worn by more than 1,000 volunteers beginning Thursday through the end of the event.
EVNET PROSPECTUS FACTOIDS

QUICK FACTS ABOUT EVENT ATTENDEES...
• More than 986,466 members and potential event attendees live in Georgia.
• The average age is 64.
• The average household income $74,765.
• 60% of event attendees are female.
• 68% event attendees registered online.
• Over 70% of past attendees requested information from exhibitors.

INTERESTING FACTS ABOUT 50+ AARP MEMBERS...
• 54.5% are college educated. The average net worth is $614,424.
• 44% are retired, and 18% have an income greater than $100,000.
• 82% research specific medical conditions online in the last 12 months.
• 45% have participated in rigorous activities that require two or more participants in the last 12 months.
• 95% have some type of health insurance.
• 88% wear glasses or contact lenses.
• 94% want to keep financial strategies uncomplicated.
• 74% seek advice before making major investment decisions.

DID YOU KNOW?
• Among 50+ members, 87% have at least one Visa credit card, and 62% possess a retail credit card.
• 93% of 50+ members own at least one vehicle, and 6 in 10 owners have 2 or more vehicles.
• 50% of AARP members enjoy traveling in their spare time, and 30% enjoy traveling to Mexico, Canada and Europe.
• 95% of 50+ members prefer to shop in department stores, and 61% will stick to a brand they like.
• 94% of AARP members use email on a monthly basis, and at least 85% have broadband Internet access at home.
• 96% of 50+ members consume user-generated content by viewing photos, reading blogs and watching YouTube videos.
• 76% of AARP members own at least one cell phone and receive texts, pictures and instant messages.
**LIFE@50+ EVENT SCHEDULE**

**EXHIBITOR MOVE-IN**
Tuesday, October 1
9:00 a.m. – 5:00 p.m.
Wednesday, October 2
9:00 a.m. – 5:00 p.m.

**EXHIBITOR MOVE-OUT**
Saturday, October 5
4:30 p.m. – 8:00 p.m.
Sunday, October 6
9:00 a.m. – 5:00 p.m.

**EXHIBIT FLOOR HOURS**
Thursday, October 3
1:00 p.m. – 6:00 p.m.
Friday, October 4
11:30 a.m. – 6:00 p.m.
Saturday, October 5
9:00 a.m. – 4:00 p.m.

**FRIDAY, OCTOBER 4**
7:00 a.m. – 8:00 p.m. Attendee Registration
9:30 a.m. – 11:30 a.m. Opening Show
11:30 a.m. – 6:00 p.m. Exhibit Hall Open
12:00 p.m. – 1:00 p.m. University Session
1:00 p.m. – 2:00 p.m. Lifestyle Session
1:00 p.m. – 3:00 p.m. Movies for Grownups® Film Festival
1:30 p.m. – 2:30 p.m. University Session
1:30 p.m. – 2:30 p.m. Lifestyle Session
2:00 p.m. – 3:30 p.m. Life Reimagined Experience
3:30 p.m. – 4:30 p.m. Lifestyle Session
3:30 p.m. – 4:30 p.m. Lifestyle Session – Brain Health
4:30 p.m. – 5:30 p.m. University Session
5:00 p.m. – 7:00 p.m. Movies for Grownups® Film Festival
7:30 p.m. Evening Entertainment (added cost)

**SATURDAY, OCTOBER 5**
TBD
7:30 a.m. – 8:30 a.m. Attendee Registration
9:00 a.m. – 4:00 p.m. Exhibit Hall Open
9:30 a.m. – 10:30 a.m. Feature Session
10:00 a.m. – 12:00 noon Movies for Grownups® Film Festival
10:30 a.m. – 11:30 a.m. Lifestyle Session – Staying Sharp
11:30 a.m. – 12:30 p.m. Life Reimagined Experience
11:30 a.m. – 12:30 p.m. University Session
12:00 noon – 1:00 p.m. Lifestyle Session
1:00 p.m. – 3:00 p.m. Movies for Grownups® Film Festival
1:30 p.m. – 2:30 p.m. Lifestyle Session
2:00 p.m. – 3:30 p.m. Life Reimagined Experience
2:30 p.m. – 3:30 p.m. University Session
8:00 p.m. Evening Entertainment (added cost) – Gloria Estefan

**SUNDAY, OCTOBER 6**
9:00 a.m. – 5:00 p.m. Exhibitor Move-Out
1. General Exhibit Application Guidelines

These rules and regulations are incorporated to the AARP Life@50+ National Event & Expo. The guidelines listed below may not address each and every exhibit/advertising situation. Each applicant must be judged on a case-by-case basis, on its own merits.

A. Conformity of Government Laws and Regulations. All participants must conform to governmental laws and regulations and to the standards and policies of the Association.

B. Substantiation of Claims. Any claim in an exhibit/advertising application will have to be substantiated to the satisfaction of AARP, as will reference to any scientific studies.

C. The AARP Logo and Use of Its Name. The use of the AARP name, its initials, or the event name may not be used in any advertisement, promotion material, or follow-up mailings without the express written permission of AARP.

D. AARP Endorsements of Product & Services. AARP endorses certain Member Services to meet specific needs and desires of AARP members. Exhibiting does not constitute an endorsement of any product or service.

E. AARP Reserves the Right to Reject Any Application. AARP reserves the right to decline or reject any application, for any reason, at any time, without liability, even though previously acknowledged or accepted.

F. AARP Protects the Privacy of Its Members. AARP is committed to offering members a choice about how personal information is used. The Privacy Policy is available at www.aarp.org/privacy.html or by calling 1-800-424-3410.

2. Exhibitor Requirements

- All interested parties must submit the AARP Life@50+ National Event & Expo Exhibit Space Application, complete with description of product/service information and literature to be displayed or sold.
- Payment must be received no later than 90 days before the start of the event.
- All exhibitors agree to maintain the appearance and function of their booth through the final hour of the AARP Life@50+ National Event & Expo.
- Any cancellation received less than 120 days prior to the opening date of either AARP Life@50+ National Event & Expo will be assessed fees in accordance with the Terms and Conditions of Agreement.
- By submitting and signing an application, all exhibitors agree to the Terms and Conditions of Agreement included in this event prospectus.
- Exhibitors are required to pay for booth enhancements beyond those included in “Exhibitor Amenities.”

3. Substantiation of Claims

Any claim in an exhibit/advertising application will have to be substantiated to the satisfaction of AARP, as will reference to any scientific studies.

4. Unacceptable Exhibitors

AARP deems some industry sectors as unacceptable for its publications. These include:
- Guns, firearms, weapons
- Age-related membership organizations that are recruiting members
- Personal ads
- Political, religious, or public policy messages
- Tobacco and related products
- Wills and trusts (do-it-yourself type)

5. Unacceptable Advertising Messages

AARP deems some industry sectors as unacceptable for its publications. These include:
- Guns, firearms, weapons
- Age-related membership organizations recruiting members (there may be exceptions on a case-by-case basis)
- Planned giving ads and those soliciting bequests or charitable gift annuities
- Political and public policy messages
- Personal and classified messages from individuals
- Lotteries and ads focusing on gambling
- Reverse mortgages
- Wills and trusts
- Tobacco and related products

AARP does not accept any of these ads. This includes any ad that might be an image ad from a tobacco company or an ad seeking to promote the good works of any tobacco company or group of companies. AARP will accept ads for legitimate stop-smoking techniques or products.

6. Special Requirements

AARP has a higher review standard for exhibitors and advertisers in certain categories.

Organizations offering services or products in these categories may be required to provide additional information and be subject to additional requirements in order to participate in the AARP Life@50+ National Event & Expo. These categories include, but are not limited to:
- Auto Insurance – Business Opportunity or Franchise Sales
- Credit Cards – Financial or Investment Information or Offers
- Hearing Aids – Health Insurance
- Home Equity Loans – Homeowners and Mobile Home Insurance
- Life Insurance – Mail Order Offers
- OTCs, Vitamins, and Herbs – Personal Emergency Response Systems
- Pharmaceutical and Drugstore – Prescription Drugs
- Reverse Mortgages – Vanity Publishers

7. Cancellations

Exhibit space that has been assigned and confirmed in writing may be canceled, in total and/or in part, by written notice to AARP without cost to the exhibitor if received at least 120 days prior to the Event date. Cancellations received less than 120 days but more than 90 days prior to the Event date will be assessed a liquidated damages/cancellation fee equal to 50% of the value of the total exhibit fees for the portion of the space canceled, in total and/or in part. Cancellations received less than 90 days prior to the Event date will be assessed a liquidated damages/cancellation fee equal to 100% of the value of the total exhibit fees for the portion of the space canceled, in total and/or in part. If any exhibit is canceled by AARP without cause, all payments for such exhibit space will be refunded in full.

8. Insurance

The exhibitor shall, at its own cost and expense, obtain and keep in full force and effect during the life of the exhibit such insurance coverage as it is customary to maintain for its employees, agents, and such exhibit programs, including without limitation liability coverage of no less than $1,000,000 for each occurrence, with combined single limit bodily injury and property damage.

AARP shall be named as an additional insured in such policies of insurance. Exhibitor’s application and signature warrants that it has current insurance coverage of the amount and kind described above. In addition, in its sole discretion, AARP reserves the right to request that an exhibitor furnish to AARP at any time a certificate of insurance evidencing coverage. The exhibitor shall provide 30 days’ written notice to AARP prior to cancellation of insurance coverage. The exhibitor acknowledges that AARP does not maintain insurance covering the exhibitor’s property and that it is the sole responsibility of the exhibitor to obtain appropriate insurance, including business interruption and property damage insurance, covering such uses by the exhibitor. All property of the exhibitor is understood to remain under the exhibitor’s control and in transit to, within, and in transit from the confines of the exhibit hall. The exhibitor assumes all risk of loss or damage of any kind. AARP reserves the right to require additional insurance coverage as it deems appropriate.

9. Right to Relocate

Exhibitors should indicate their preference for space assignment on the exhibit space application. AARP will attempt to accommodate the preference of each exhibitor. However, AARP reserves the right to relocate an exhibitor, in its sole discretion, at any time.

10. Booth Activities

All business activities of the exhibitor must be within the contracted exhibit space of the exhibitor. No exhibitor may use their display to attract any Event registrant to an off-site location for an event or activity during the official Event hours, without prior written consent from AARP. The distribution of products and/or literature, including refreshments and foods, will not be permitted without prior written approval from AARP. No exhibitor may distribute or leave behind merchandise, signs, or printed materials in the registration areas, meeting rooms, or public areas of the Event site, including hotels, shuttle bus stops, parking garages, etc., without prior approval from AARP. AARP reserves the right, in its sole discretion, to cancel or reject the use of exhibit space if such space is used to display material of any nature that AARP determines is not in the best interest of the Event or not in compliance with the exhibit rules and regulations. Exhibitors may only display products and/or services sold in their regular course of business. Subject to prior written approval by AARP, the identification of any article from a non-exhibiting company or organization required for operation or demonstration in an exhibitor’s display shall be limited to the usual and regular name plate, imprint, or trademark under which same is sold in the general course of business.

Sales: Sale of merchandise and/or services will be allowed in the designated section of the exhibit floor if and only if, prior to the opening of the show, AARP is provided a copy of exhibitor’s Seller’s Permit, or similar document(s), as required by the applicable governmental jurisdiction(s). A “sale” is defined as the exchange of a property, product, or service for an agreed sum of money by which cash, debit card, or credit card numbers are exchanged for purchase of the property, product, or service. Odor-Producing Items: Items that may be deemed offensive by AARP are prohibited. Such items may include, but are not limited to, scents, preparations, foods, paints, animals, and plants. Powered Vehicles: Exhibitor assumes all responsibility for ensuring that vehicles comply with all laws, rules, ordinances, and regulations that govern their display and operation.

Crowd Control: It is the responsibility of the exhibitor to monitor and maintain orderly lines and groups so as not to obstruct or interfere with nearby exhibits or create any safety and/or security risks. Drawings and Contests: It is the exhibitor’s sole responsibility to ascertain the information necessary and to comply with all convention center regulations and local, state, and federal laws governing such activity. In addition, any sweepstakes, drawings, contests, and/or game of chance offering free prizes must be approved in writing by AARP prior to distribution or the sweepstakes will be removed. Food and Beverage Distillation: Subject to AARP’s prior written approval, the distribution of food and/or beverages in the exhibit booths is allowed. However, it is the exhibitor’s sole responsibility to comply with all convention center regulations and local, state, and federal laws governing such activity. Food samples and/or beverages must be from the exhibitor’s product line. All food and beverages, other than those from the exhibitor’s product line, must be ordered through the exclusive caterer at the convention center.

11. Occupancy of Space

It is the responsibility of the exhibitor to occupy and adequately staff the exhibit space throughout...
18. Defacement of Building and Materials
Exhibitors are liable for any damage caused by them to the official Event building, facility, or booth equipment. Exhibitors may not use nails, screws, or fasteners of any kind or apply paint, lacquer, adhesive, or any other coating to building walls, columns, windows, doors, chairs, and/or floors.

19. Empty Crates/Storage Boxes
Exhibitors are not allowed to store empty crates and/or boxes in their booth during the Event. Empty crates behind booths or draped areas is prohibited. Empty crates will be stored by the general contractor and returned to exhibitors at the close of the exhibits on the final day of the Event. Labels (EMPTY stickers) should be attached to each storage unit.

20. Security/Risk of Loss
Exhibitors shall assume all risk of loss or damage of any kind to their individual display, its contents, personal belongings of its exhibit staff, rental items, etc.

21. Exhibitor Registration and Admission Policy
Official exhibitor badges will be provided for exhibitor personnel staffing booths. Exhibitor personnel shall be restricted to the employees and agents of the exhibitor. All other persons shall be required to register and wear an appropriate badge while in attendance. Exhibitors may enter the exhibit hall one (1) hour prior to opening time and remain one (1) hour after closing time on show days, or as determined by AARP. During other hours, the exhibit area will be available to personnel of exhibiting firms with the express permission of AARP. The person to whom special permission is granted must remain in his/her exhibit area for the purpose for which special permission to enter the exhibit hall was given. Exhibitor personnel shall not enter exhibits of other organizations during non-exhbit hours without written permission from said exhibitor. Exhibitors receive six (6) event registrations (not including entertainment) for each 10' x 10' booth (100 square feet) and two (2) event registrations for each booth thereafter.

22. Official Contractors
AARP has designated official contractors on behalf of the Event and its exhibitors to perform specific services. AARP assumes no responsibility or liability for any services performed, or materials delivered, by the foregoing persons or parties.

23. Labor
Exhibitors must comply with all applicable local, state, and federal labor laws and applicable labor agreements.

24. Exhibitor-Appointed Contractors
Outside contractors of exhibitors must be registered with AARP. Any firms other than official show contractors must adhere to Event rules and regulations. Exhibitor-appointed contractors must submit to AARP certificates of insurance evidencing comprehensive general liability and property damage insurance with limits not less than $1,000,000 and worker’s compensation in full compliance with all laws covering the contractor’s employees.

25. Liability and Indemnification
The exhibitor agrees to indemnify and hold AARP and its officers, directors, members, and employees, and all individuals or organizations performing services for them in connection with the Event, harmless from all claims, losses, damages, injuries, liabilities, judgments, or settlements, including reasonable attorney’s fees, costs, and other expenses, or any all of them incurred on account of actions, negligent or otherwise, of the exhibitor or its employees or agents. Exhibitor agrees to indemnify and hold harmless AARP and its affiliated and related entities from all complaints, claims, causes of action, damages of any type or nature, including costs, expenses, and attorney’s fees, that arise out of, or are related to, any product or service offered by exhibitor at the Event.

The exhibitor releases AARP from liability for any expenses incurred or other damage suffered by the exhibitor if the Event is canceled because of a strike; riot; act of God; terrorism; threats of terrorism; a local, state, or federal government declared state of emergency, or any other cause beyond AARP’s control. The exhibitor warrants that it is fully authorized and licensed to use (a) the name and/or the portraits or pictures of persons, living or dead, or things; (b) any trademarks, or copyrighted or otherwise private material; (c) any testimonials contained in any exhibit prepared by the exhibitor for the exhibit hall. AARP and its affiliated and related entities do not constitute an endorsement by AARP or any of its affiliated or related entities of any product or service offered by exhibitor. Exhibitor agrees to address all complaints, claims, and causes of action, of any type or nature, with respect to any product or service offered by exhibitor at the Event, and that AARP, including its affiliated and related entities, has no duty, obligation, or responsibility to address in any manner any complaint, claim, or action that is in any way related to any product or service offered by exhibitor at the Event.

26. Smoking
No smoking is permitted in the exhibit hall.

27. Compliance with Laws and Event Rules
Exhibitor at its own expense shall observe and comply with all laws, statutes, ordinances, rules, and regulations of the Government of the United States, State, County, City, municipality and venue where the event occurs and the Event rules herein. Failure to comply with applicable laws and Event rules may result in AARP evicting the exhibitor and/or denying the exhibitor the opportunity to participate in future AARP-sponsored events.

28. Amendments and Interpretation of Rules and Regulations
All of the above rules and regulations are to be construed as part of all space applications. AARP shall have full power in the interpretation and enforcement of all rules and the power to make amendments thereto they consider necessary or make final decisions on points these rules do not cover for the proper conduct of the Event and its exhibitors.

29. Photos/Videos
AARP may take photos, video, etc., of booth, individuals at booth, staff and exhibit floor activity, etc., for use by AARP for promotional purposes. If you object to such photos, videos, etc., you must notify AARP in writing with submission of your application.