

# clinicallipid update

OCTOBER 2-4  
**2026**  
ORLANDO, FL



## EXHIBITOR PROSPECTUS & SPONSORSHIP GUIDE

[lipid.org/fallclu](https://lipid.org/fallclu)

# clinicallylipid update

OCTOBER 2-4  
2026  
ORLANDO, FL



## Exhibit Pricing

**Advanced: \$4,250**

(Available until August 1, 2026)

**Standard: \$4,750**

(August 1 – October 1, 2026)

## Exhibit Hall Hours\*

### FRIDAY, OCTOBER 2

Exhibitor Move-In: 10:00 am – 4:00 pm

Welcome Reception: 6:00 pm – 7:00 pm

### SATURDAY, OCTOBER 3

**Exhibit Hall Open: 8:00 am – 3:15 pm**

Breakfast in Exhibit Hall: 8:00 am – 9:00 am

Break in Exhibit Hall: 10:35 am – 11:20 am

Lunch in Exhibit Hall: 12:50 pm – 1:50 pm

Break in Exhibit Hall: 2:45 pm – 3:15 pm

Exhibitor Move-Out: 3:30 pm – 6:00 pm

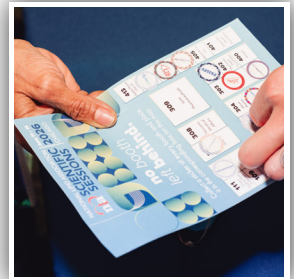
*\*Times are subject to change.*

## WHAT'S INCLUDED WITH YOUR BOOTH

- » One 10'x10 booth space
- » One 6' table and two chairs
- » Two Exhibit Hall Badges

## VISIBILITY WITH YOUR BOOTH

- » Online presence at [lipid.org/fall](http://lipid.org/fall)
- » Marketing toolkit available
- » Listing in the Mobile Meeting App
- » Inclusion in the Passport and Raffle Ticket Attendee Activities in the Exhibit Hall



## ENHANCEMENTS

- » Ability to purchase additional Exhibit Hall badges for \$400/badge
- » Ability to purchase Lead Retrieval:
  - Hand-held barcode scanner: \$350/scanner
  - Mobile app license: \$400/license
  - Developer/API Connection Kit: \$2,000 flat rate per exhibit company

See separate Badge Order Form and Lead Retrieval Form to purchase one or more of these enhancements. Please note: The NLA does not provide attendee lists.





# IMPORTANT DEADLINES

**July 31, 2026**

Advanced Rate Pricing Ends

**August 1, 2026**

Standard Rate Pricing Begins  
Exhibitor Service Kit Available

**September 1, 2026**

Expert Theater Program Information Due  
*\*Applicable to Expert Theater Sponsors Only*

**September 4, 2026**

Company Logo and Descriptions Due  
Meeting Bag Inserts Due *(if applicable)*  
Door Hangers Due *(if applicable)*  
Signage Creative Due *(if applicable)*

**September 9, 2026**

NLA Negotiated Hotel Rate Ends

## DON'T FORGET!

Always check [lipid.org/fall](https://lipid.org/fall) for the latest information on the meeting agenda, exhibit hours, and additional exhibitor information.



## CANCELLATION SCHEDULE

### Through August 15, 2026

National Lipid Association keeps 50% of contracted space fees and sponsorships.

### Beginning August 16, 2026

National Lipid Association keeps 100% of contracted space fees and sponsorships.

*Any request to cancel or modify your signed exhibit or sponsorship commitment must be received in writing to the National Lipid Association at [exhibits@lipid.org](mailto:exhibits@lipid.org).*

## LOCATION

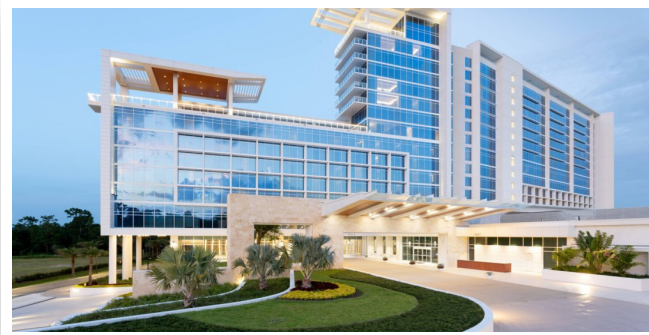
### JW MARRIOTT ORLANDO BONNET CREEK

14900 CHELONIA PKWY | ORLANDO, FL 32821

Negotiated Rate for  
Attendees, Exhibitors, and Sponsors:  
**\$269 + \$30/night Resort Fee.**  
Cutoff to Book at the Negotiated Rate:  
**September 9, 2026**

*(or until the block is filled, whichever comes first.  
We do anticipate selling out before the cutoff date.)*

You can book online **HERE**  
or call 407-919-6300.



# EDUCATION & THOUGHT LEADERSHIP OPPORTUNITIES

## **EXPERT THEATER | Limited | \$23,500**

**2 OF 4 SLOTS FILLED!**

A focused, non-CME, 50-minute presentation opportunity for branded or disease-state education delivered during dedicated times. Designed for direct engagement in an intimate setting, Expert Theater sessions help organizations highlight emerging data, share updates, and connect with lipid specialists beyond the core program.

See separate Expert Theater Application Form for more information and to apply. Expert Theaters are limited, offered on a first-come, first-served basis.



## **PRIVATE MEETING ROOM | Limited**

**\$3,000/1st Day + \$2,000 for Each Additional Day**

A flexible, reservable meeting space for confidential conversations and small-group engagement. Private Meeting Rooms are ideal for bringing together KOLs, collaborators, or internal teams in a dedicated setting—creating a convenient hub for strategic discussions and deeper dives beyond the Exhibit Hall.

See separate Private Meeting Room Application Form for more information and to reserve your space.

## **AFFILIATE EVENT | Limited**

**\$3,500 for events with ≤15 attendees; \$5,000 for events with ≥ 16 attendees**

Host an Affiliate Event designed to engage attendees outside of traditional exhibit hours. Any activity or event that is held during the #NLAfall that is targeted toward or includes any NLA attendees, faculty, or participants is considered an affiliate event and must be approved in advance by the NLA.

To maintain scheduling coordination and optimize the attendee experience, all activities involving NLA participants must receive prior NLA approval. Event venues, including the host hotel, will require confirmation of NLA approval before assigning or confirming space.

See the separate Affiliate Event Application Form for approval requirements and reservation information.

## **INDUSTRY INNOVATIONS PODCAST | \$16,500 | Limited**

Showcase your organization's expertise and commitment to advancing lipidology by collaborating on a live-recorded episode of Industry Innovations, the NLA's podcast series highlighting cutting-edge science, emerging therapies, and transformative developments in patient care. This opportunity pairs real-time onsite engagement with evergreen content that lives on long after #NLAfall.

See separate Industry Innovations Application Form for more information and to apply. Podcasts are limited, offered on a first-come, first-served basis.



## **SYMPOSIUM (CME) | Limited**

A high-value, independently developed CME/CE-certified education opportunity held in conjunction with the 2026 #NLAfall. Satellite Symposia complement the official agenda

by delivering clinically relevant, evidence-based education that addresses key gaps in lipid management and cardiovascular risk reduction—reaching engaged clinicians seeking deeper learning and practical application.

*Accreditation note: The NLA serves as the accredited provider for all CME/CE symposia, ensuring alignment with ACCME standards and lipid-focused educational rigor. Full fees, guidelines, and application requirements are provided in the separate symposia application. Limited opportunities. Email [exhibits@lipid.org](mailto:exhibits@lipid.org) for information and application.*

## ONSITE BRAND PRESENCE

### HIGHBOY TABLE CLINGS (SET OF 3) | \$3,750 | Limited

Put your brand where conversations happen—on highboy tables throughout the Exhibit Hall. These prime gathering points deliver repeated, close-up visibility during networking, breaks, and browsing. Includes custom cling production, installation, and removal.

### HOTEL KEY CARDS | \$12,500 | Exclusive

Welcome attendees with branded hotel key cards distributed at check-in at the JW Marriott Bonnet Creek—a high-frequency touchpoint used multiple times a day. Optional add-on: Branded sleeves for \$4,500

### SEATING/CONNECTION AREA | \$13,000 | Limited

Create a comfortable “pause point” for attendees between sessions while placing your brand in the center of everyday meeting moments. Branded pod seating positioned in high-traffic corridors invites attendees to sit, check email, and connect—delivering steady visibility and positive association. Sponsorship includes pod seating placement in high-traffic meeting areas with custom sponsor graphics on the seating cubes giving consistent exposure during peak transition times at the meeting.



### HYDRATION HUBS | \$10,000 | Exclusive

Keep attendees refreshed—and keep your brand visible—throughout #NLAfall with Hydration Hubs placed across key meeting areas (General Session, meeting rooms, foyers, and the Exhibit Hall). These refill stations drive frequent, repeat touchpoints as attendees return throughout the day. Sponsorship includes branding on reusable cups and on custom drip mats beneath dispensers at all stations, placed in high-traffic locations throughout all parts of the meeting space.

### METER BOARD(S) | 1 FOR \$2,250 OR 2 FOR \$3,750 | Limited

Share a key message, product highlight, or call-to-action on a high-visibility, double-sided meter boards (same artwork) positioned for maximum impressions. Includes production, placement, and removal.

### LIGHT UP METER BOARD | 1 FOR \$4,500 OR 2 FOR \$6,000 | Limited

Turn up the visibility with an illuminated, double-sided meter board (same artwork) placed along the meeting's busiest pathways. Includes printing, installation, and removal.



## ONSITE BRAND PRESENCE

### **DO NOT DISTURB DOOR HANGERS | \$6,750 | Limited**

Place your brand directly on attendees' hotel room doors with custom, meeting-themed door hangers that replace standard hotel versions—seen repeatedly morning to night. Includes double-sided design (branding + meeting-themed message), production, and hotel placement on doors.

### ~~**ATTENDEE LANYARDS | \$4,500 | Exclusive**~~ **SOLD**

One of the most visible sponsorships at #NLAfall—worn by every attendee throughout the meeting. Includes full-color logo on all lanyards.

### **SESSION MEETING TOTES | \$9,000 | Exclusive**

Your logo or branding on the official tote every attendee receives at registration—carried across sessions, the Exhibit Hall, and beyond for sustained impressions. Includes logo/branding placement directly on the bag and complimentary bag insert.



### **NOTEPADS | \$7,000 | Exclusive**

A high-utility item attendees use all meeting long—during sessions, notes, and follow-ups—keeping your brand in view well beyond the event. Includes full-color logo/branding on full-size (8.5" x 11") distributed notepads.

### **CHARGING TABLE | \$7,500 | Limited**

Power up attendee convenience with a branded charging table that seats 4-6 people in the Exhibit Hall—an easy, repeat-visit destination that keeps your logo or branding front and center. Includes production, installation, and removal (final specs provided upon request); NLA-selected high-traffic placement.

### **MEETING TOTE INSERT | \$3,000 | Limited**

Place your message directly into every attendee's hands with an approved insert in the official meeting tote—a simple, effective way to boost awareness and drive follow-up. Insert types may include brochures (excluding full publications/catalogs), postcards, flyers, or small branded item (e.g. pen, USB drive, hand sanitizer). All items must meet size guidelines and receive prior NLA approval.

Sponsor is responsible for production and shipping costs.

## ENGAGEMENT EXPERIENCES

### **PAWS AND RELAX LOUNGE | \$9,500 | Exclusive**

A feel-good reset space that gives attendees a reason to pause, recharge, and connect—featuring adorable rescue pups. As the sole sponsor, your booth will be located near the activation for maximum visibility, with your branding showcased on the backdrop of the Lounge, throughout the area and logo-branded puppy bandanas adding a memorable touch. Plus, a portion of the sponsorship supports the local shelter caring for the animals.

### **SPECIALTY COFFEE BAR EXPERIENCE | \$22,500 | Exclusive**

Become the meeting's most appreciated stop by sponsoring a premium custom coffee bar in the Exhibit Hall, placed next to your booth. Featuring specialty coffee beverages not available elsewhere at the conference, this high-traffic activation creates a natural gathering place for attendees while keeping your brand front and center throughout the meeting and will be open during all Exhibit Hall hours on Saturday of the #FallCLU.

Sponsorship includes exclusive branding on the coffee station, beverage accessories, and custom signage, along with recognition on the meeting website and mobile app and will be staffed by baristas.

### **NOURISH & RECHARGE STATION | \$19,000 | Exclusive**

Ensure attendees stay energized throughout the day on Saturday of the #FallCLU with a branded grab-and-go station located adjacent to your exhibit booth(s). Featuring fresh whole fruit, granola bars, trail mix, and other wholesome offerings, this activation provides attendees with a much-needed pick-me-up between sessions while creating repeat engagement opportunities throughout the day.

### **HYDRATION STATION EXPERIENCE | \$20,000 | Exclusive**

Keep attendees refreshed all day on Saturday of the #FallCLU with a branded Hydration Station Experience featuring flavored sparkling waters, infused waters, and other refreshing beverage offerings. Conveniently located next to your exhibit booth, this wellness-focused activation provides a welcome refreshment between sessions while creating repeat engagement opportunities throughout the day. Bonus! We will keep this activation available in the meeting space area on Sunday of the #FallCLU.

### **FACULTY HUB | \$18,000 | Exclusive**

A dedicated, faculty-only space designed to support NLA's clinical leaders throughout #NLAfall. The Faculty Lounge serves as a quiet hub where faculty can review and refine slide decks, prepare between sessions, catch up on email, and collaborate with fellow presenters in a comfortable setting. Faculty will have access to comfortable lounge seating, charging station(s) with your branding, and provide access for you, the sponsor, to "pop in" during designated times to connect and support the faculty experience. Sponsor can also provide a literature piece or specialty item in the Hub for faculty (with NLA approval).

# DIGITAL VISIBILITY & COMMUNICATIONS

## **WIFI | \$10,000 | Exclusive** **SOLD**

Keep attendees connected across meeting rooms and public areas while putting your brand at the point of access. Includes: branded WiFi landing/login page + prominent onsite signage recognizing your support, in addition to recognition on the NLA meeting site and in attendee email communications.

## **MOBILE APP | \$12,000 | Exclusive**

Be visible inside the meeting's central hub—used by onsite and virtual attendees for schedules, speakers, slides, and real-time updates. Includes logo placement on the app home screen + recognition on signage promoting app download, in addition to recognition on the NLA meeting site and in attendee email communications.

## **ATTENDEE EMAIL BANNER & HIGHLIGHT | \$3,500 | Limited**

Reach attendees right before the meeting, when they're finalizing plans. Your brand is featured in an official attendee eblast sent 1–2 weeks prior. Includes dedicated banner placement +

**HAVE A SPONSORSHIP  
IDEA OF YOUR OWN?**  
EMAIL [EXHIBITS@LIPID.ORG](mailto:EXHIBITS@LIPID.ORG)  
TO SEE HOW WE CAN  
CUSTOMIZE YOUR  
EXPERIENCE!





# EXHIBIT & SPONSORSHIP APPLICATION

## Booths

### Fall CLU 10x10 Booth

- ☐ Until Jul. 31, 2026 • (\$4,250) x \_\_\_\_\_ = \$ \_\_\_\_\_  
☐ Aug.1 - Oct. 1, 2026 • (\$4,750) x \_\_\_\_\_ = \$ \_\_\_\_\_

For customized packages, please contact [exhibits@lipid.org](mailto:exhibits@lipid.org)

### Education & Thought Leadership Opportunities

Please see separate applications or email [exhibits@lipid.org](mailto:exhibits@lipid.org) to confirm one of these items.

### Onsite Brand Presence

- ☐ Highboy Table Clings ..... \$3,750  
☐ Hotel Key Cards ..... \$12,500  
☐ Seating/Connection Area ..... \$13,000  
☐ Hydration Hubs ..... \$10,000  
☐ Meter Board (1) ..... \$2,250  
☐ Meter Boards (2) ..... \$3,750  
☐ Light Up Meter Board (1) ..... \$4,500  
☐ Light Up Meter Boards (2) ..... \$6,000  
☐ Do Not Disturb Door Hangers ..... \$6,750  
☐ ~~Attendee Lanyards ..... \$4,500~~  
☐ Session Meeting Totes ..... \$9,000  
☐ Notepads ..... \$7,000  
☐ Charging Table ..... \$7,500  
☐ Meeting Tote Insert ..... \$3,000

### Engagement Experiences

- ☐ Paws & Relax Lounge ..... \$9,500  
☐ Specialty Coffee Bar Experience ..... \$22,500  
☐ Nourish & Recharge Station ..... \$19,000  
☐ Hydration Station Experience ..... \$20,000  
☐ Faculty Hub ..... \$18,000

### Digital Visibility & Communications

- ☐ ~~Wifi ..... \$10,000~~  
☐ Mobile App ..... \$12,000  
☐ Attendee Email Banner & Highlight ..... \$3,500

### Onsite Representative(s) Name and Contact Info

#### Badge 1

Name \_\_\_\_\_  
Cell # \_\_\_\_\_ Email \_\_\_\_\_

#### Badge 2

Name \_\_\_\_\_  
Cell # \_\_\_\_\_ Email \_\_\_\_\_

Please email [exhibits@lipid.org](mailto:exhibits@lipid.org) if you need to purchase additional badges.

### Applicant Information (for exhibit correspondence)

Company Name \_\_\_\_\_  
**Please list the way it should appear on all printed materials.**

Representative Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Website \_\_\_\_\_

Competitor(s) \_\_\_\_\_

We ask for this information to avoid proximity to competitors in hall.

### Payment and Billing Information

**MAIL:** National Lipid Association  
12574 Flagler Ctr. Blvd., Ste. 101, PMB 23  
Jacksonville, FL 32258-2615

**EMAIL:** [exhibits@lipid.org](mailto:exhibits@lipid.org)

☐ ACH ☐ Visa ☐ American Express ☐ MasterCard  
ACH info will be provided after application completed.

**TOTAL AMOUNT:** \$ \_\_\_\_\_

Name on Card \_\_\_\_\_

Card Number \_\_\_\_\_

Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_ Zip \_\_\_\_\_

Signature \_\_\_\_\_

Payment for exhibit space must accompany registration or we will be unable to reserve your booth(s).

The Exhibitor Agreement is entered into between (Exhibitor) and the National Lipid Association (NLA). This agreement will take effect upon signing by the exhibitor. The exhibitor hereby requests NLA to provide exhibitor with exhibit space at the 2026 Fall CLU. Exhibitor further agrees to abide by all exhibitor terms and conditions as provided on [lipid.org/fall](http://lipid.org/fall). Submission of this form does not guarantee exhibit space. NLA will notify exhibitor applicant if exhibit space request cannot be honored. A confirmation packet will be sent upon arrival of payment.

**My signature below indicates that I have read and agree to the specifications provided in this application and the Terms and Conditions.**

Print Name \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

## QUESTIONS?

[Exhibits@lipid.org](mailto:Exhibits@lipid.org) or (904) 998-0854

# TERMS AND CONDITIONS

Thank you for your interest in exhibiting at the National Lipid Association (NLA), 2026 Fall CLU ("Organization"). All exhibitors agree to the following information, guidelines, and regulations for purposes of exhibiting at our meeting, superseding all prior discussions. This is supplemented by additional Terms and Conditions provided on [lipid.org/fall](https://lipid.org/fall) or updates provided by the Organization.

**EXHIBIT HALL HOURS.** All exhibitors must commit to having their exhibits displayed and staffed during the posted exhibit hours. Please do not set-up late or tear-down early. You agree to pay a \$500 fee should the exhibit space get broken down before official tear-down hours.

**EXHIBIT BOOTH/SPONSORSHIP CANCELLATIONS & NO-SHOWS.** Once the application has been received, cancellation must be submitted to NLA, in writing, no later than **August 15, 2026**.

## **CANCELLATION AND POSTPONEMENT OF THE 2026 NLA MEETING.**

In the event that the 2026 Fall CLU is postponed due to any occurrence not occasioned by the conduct of the exhibitor, whether such occurrence be an act of God; the common enemy; the result of terrorism, war, riot, civil commotion, sovereign conduct; widespread dissemination of an infectious disease; curtailment of transportation facilities; or the act or conduct of any third party (individually and collectively referred to as the "Occurrence"), then the performance of the parties of their respective meeting obligations shall be excused for such period of time as is reasonably necessary after the Occurrence to remedy the effects thereof. If the Occurrence results in cancellation of the 2026 Fall CLU, the obligations of the parties under applicable agreements shall automatically be terminated and all booth payments shall be refunded to Exhibitor, less any pro rata adjustments based on non-reimbursable direct and/or indirect event costs or financial obligations incurred by the NLA through the date of exhibitors' notification of event termination or cancellation or through the completion of event termination or cancellation processes, whichever is later.

**SPACE ASSIGNMENT.** Space will be assigned according to the order in which applications and full payments are received. No space can be assigned without full payment. NLA will confirm the receipt of money/contract along with a space assignment. NLA reserves the right to re-arrange the floor plan at any time prior to the conference even if a location has already been confirmed. It also reserves the right to reject, at its discretion, any application to exhibit. The NLA will make every effort to separate direct competitors. Exhibit materials are confined to the exhibit area.

**EXHIBITOR BADGES & REGISTRATION.** Booth size determines the number of badges afforded to exhibitor Representatives without a badge will not be permitted in the exhibit hall. Exhibitor may pick-up name badges at the registration desk onsite.

**DISPLAY REQUIREMENTS & RESTRICTIONS.** NLA retains the right to deny the exhibition of inappropriate items and products. Please contact the NLA with any questions. Drugs, chemicals, or other therapeutic agents listed in AMA's New and Non- Official Remedies, National Formulary or U.S. Pharmacopeia, may be displayed. Proprietary drug mixtures and special formulas may be displayed if documentary evidence of their acceptance by ethical medical organizations is on file with the NLA. New, unlisted and/or initial display items must be submitted for clearance prior to opening of the convention. Clinical and laboratory tests and evaluation on such items must be submitted at least three months prior to opening date of the convention. The same restrictions apply to books, advertisements in medical journals or other publications on display and to all promotional literature.

**ELECTRICAL REQUIREMENTS.** Machines and apparatus operated by electricity must not disrupt or annoy other exhibitors. Electrical arrangements must be made through the hotel, subject to their prices and conditions.

**PROHIBITED CONDUCT.** The rights and privileges of an exhibitor shall not be infringed upon by any other exhibitor. No signs or other articles shall be posted, nailed or otherwise attached to any of the pillars, walls, doors, etc. in such manner as to deface or destroy them. No attachments shall be made to the floors by nails, screws or any other device. Exhibitor is responsible for damage to property. NLA reserves the right to restrict exhibits that may be objectionable, or to order the removal of any portion of an exhibit which in the judgment of NLA is detrimental to or detracts from the general order of the exhibits. This applies to persons advertising, soliciting or anything of a similar nature.

**LIVE DEMONSTRATION.** The use of models, biological tissues, or animals is strictly prohibited.

## **UNAUTHORIZED CANVASSING & DISTRIBUTION OF ADVERTISING MATTER.**

Solicitation of outside business or conferences in the interest of business except by exhibiting firms is prohibited. Exhibitors are urged to report to the NLA any violations of this rule. Canvassing by exhibitors outside of their booths is also forbidden. Circulars or advertising matter of any description shall not be distributed except from the exhibitor's booth or by specific permission of NLA.

**PHOTOGRAPHY.** NLA may contract an official meeting photographer to photograph or video all aspects of the meeting. Photography or video may occur in the exhibit hall, limited to attendee activity. Exhibitor agrees to allow reasonable request from NLA or the official meeting photographer to take pictures outside the exhibitor's booth.

**SUBLETTING OF SPACE.** No subletting of space will be permitted. Only one company may exhibit per booth. Each company represented in the exhibit hall must sign the exhibit application. Any person or company subletting a space, as well as the person or company purchasing the space, will be subject to eviction from the exhibit hall. No refund will be made to a company subletting its space.

**SECURITY.** Exhibitors are strongly urged to secure all valuables nightly or take them to their hotels rooms. NLA, the hotel, and Compass Management & Consulting, Inc. will not be responsible for lost or stolen items.

**CERTIFICATE OF INSURANCE & LIABILITY.** The property hosting the conference will take all reasonable precautions against damage or loss by fire, water, storm, theft, strike or any other emergencies of that character but does not guarantee or insure the exhibitor against loss by reason thereof. NLA will not guarantee exhibitors against loss of any kind. Reasonable care should be exercised by the Exhibitor to protect all exhibits. Exhibitors must provide NLA with a certificate of insurance no later than seven (7) days prior to the meeting. Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, and defend NLA, Compass Management & Consulting, Inc., the affiliates, officers, directors, agents, employees and partners of each, ("Indemnified Parties") harmless against all claims, losses and damages, including negligence, to persons or property, governmental charges or fines and attorney's fees arising out of or caused by exhibitor's installation, removal, maintenance, occupancy or use of the exhibit premises or a part thereof. In addition, Exhibitor acknowledges that the Indemnified Parties do not maintain insurance covering Exhibitor's property and that it is the sole responsibility of the exhibitor to obtain business interruption, property damage and comprehensive general liability insurance. Exhibitors are urged to take out a portal-to-portal rider available at a nominal cost on their own insurance policy, protecting them against lost through theft, fire damage, etc.

**DISCLAIMER.** Organization neither warrants nor endorses any of the products or services advertised. You agree to indemnify, defend, and hold harmless organization for any and all costs, including reasonable attorney fees, associated with any claim based on your product.

**ATTENDANCE.** NLA may estimate the number of attendees anticipated at the conference; however, such estimate does not intend to guarantee a number of conference attendees.

**PAYMENT.** Applications will be confirmed with the submission of an application and full payment. Any company that submits an application to exhibit, but is not paid in full by **September 17, 2026**, will be required to place a credit on file with the Organization in order to receive an exhibit assignment. ACH payments will be due no later than 30-days after the meeting. If payment is not received by **November 1, 2026**, the credit card on file will be charged.

**COOPERATION.** NLA requests the full cooperation of the exhibitor in their observances. Please be sure that your promotional department, exhibitor appointed contractor, and anyone else involved in the arrangements for your exhibit has a copy of these guidelines. For any questions, please contact the NLA office at (904) 998-0854.