



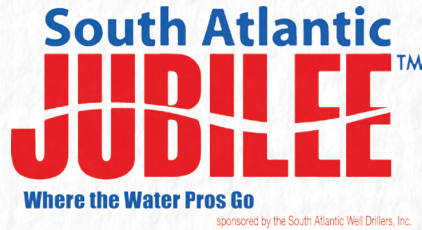
July 26-28, 2025

South Atlantic
JUBILEE™
JUBILEE

Where the Water Pros Go

sponsored by the South Atlantic Well Drillers, Inc.

Exhibitor Prospectus



Dear Valued Exhibitors,

We hope this finds you well and gearing up for another fantastic year at the JUBILEE as we celebrate our 70th Anniversary!

It is no secret that Monday on the show floor is a slow day. We have all discussed it for years, and what can we do to keep people there on Monday. An opportunity has presented itself as we explored ideas for our milestone anniversary and for unique and attractive concepts to gain more attendees to the show and to the floor on Monday.

This year, in honor of our 70th Anniversary, we are excited to announce that Willie Robertson from *Duck Dynasty* will be joining us as a featured speaker at the JUBILEE on Monday, July 28. His presence is sure to draw an even larger audience and create an unforgettable experience for all. However, in order to make this happen, we must share the cost of securing such a high-profile guest.

To help cover this one-time expense, there will be a **\$400 increase per company** (not per booth) in exhibitor registration fees this year. We understand that any increase is an important consideration, and we want to assure you that this decision was made with careful thought by a committee comprised of both small and large vendors. With Willie speaking on the show floor on Monday, we believe this investment will lead to more excitement, even greater opportunities for exposure and engagement with more attendees present at the show. Of course, all exhibitors are included to hear Willie speak.

We truly appreciate your continued support and participation in JUBILEE. Your involvement is what makes this event so special, and we are committed to making it bigger and better each year. If you have any questions or concerns, please don't hesitate to reach out. We can't wait to see you in July!

Jim McClain, President

South Atlantic JUBILEE

Kim Barclay

Executive Director

Keynote Speaker

Willie Robertson of Duck Dynasty

Monday, July 28 — 11:00 am - 12:00 noon

The event will be held on the show floor.

WILLIE ROBERTSON

Willie Robertson is best known for starring in and executive producing Duck Dynasty and its latest reboot, Duck Dynasty Revival. A New York Times best-selling author, his latest book, *Gospeler*, continues his legacy of storytelling and faith. As the founder of Buck Commander and CEO of Duck Commander, Willie transformed his family's small business from a living room operation into a global brand, selling millions of duck calls and outdoor products worldwide.

Beyond business, Willie has appeared on numerous TV shows, including *The Masked Singer* as the "Mallard," as well as in movies and on major media platforms. While the Robertsons' story is a testament to hard work and entrepreneurship, at its core, it is built on faith and family. Willie continues to share the Gospel with tens of thousands worldwide. He and his wife, Korie, live in West Monroe, Louisiana, near their children and grandchildren, where he enjoys cooking family meals and making memories with his kids and grandkids.



Friday, July 25, 2025

11:00 a.m. – 2:00 p.m.

Rig Move In

Saturday, July 26, 2025

8:00 a.m. – 5:00 p.m.

Exhibitor Move In

8:00 a.m. – 5:00 p.m.

Professional Development

Sunday, July 27, 2025

8:00 a.m. – 5:00 p.m.

Exhibitor Move In

8:00 a.m. – 2:00 p.m.

Professional Development

2:15 p.m.

Ribbon Cutting and Tradeshow Opening

6:00 p.m.

Tradeshow Floor Closes

6:00 p.m.

Beverage Area Open

6:30 p.m. – 9:00 p.m.

JUBILEE Worth Pickard Family Picnic

Monday, July 28, 2025

7:30 a.m. – 9:00 a.m.

JUBILEE CONTINENTAL Breakfast

9:00 a.m. – 10:30 a.m.

Tradeshow Open

10:30 a.m. – 12:00 noon

Floor Closes

Attendees and exhibitors to be seated in bleacher area beginning at 10:30.

11:00 a.m. – 12:00 noon

KEYNOTE SPEAKER:

Willie Robertson from *Duck Dynasty*

12:00 noon

Floor Reopens

2:00 p.m.

Show Floor Closes

2:15 p.m.

Exhibitor Post-Show Meeting

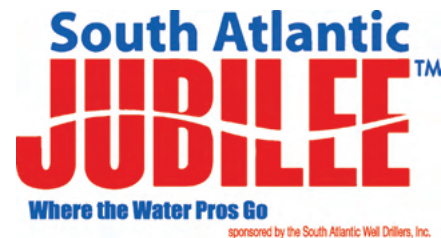
Room 106-107 (room subject to change)

Exhibitor Booth Space

PLEASE NOTE! ALL Exhibitor Rep badges will be \$25. All reserved booths will receive a separate email to purchase rep badges at a later date.

- 10 x 10 Regular Booth \$1,500.00
- 10 x 10 Corner Booth \$1,600.00
- End Cap \$3,300.00
(2 corner booths – limited locations)
- 20 x 45 Bulk Space /Rig Display \$2,000.00
(For vehicles, working equipment and interactive trailers. Not for use as a booth. See new rules on page 6)

PLEASE NOTE Rates will increase 5% after May 19, 2025.



Exhibitor Benefits:

As an Exhibitor You Will Receive Numerous Benefits:

- Registration includes access to all professional development classes, Sunday Beverage Area and Monday Breakfast.
- FREE post event attendee registration list with on-site registration.
- Company/Product listing in the official JUBILEE Show Directory — a FREE guide to attendees that is used before, during and after the show.
- Support of industry organizations and allied publications.

MAKE YOUR RESERVATION TODAY

Sheraton Myrtle Beach Convention Center Hotel

2101 North Oak Street
Myrtle Beach, SC 29577

Rate: \$182 per night (excluding taxes)
Rate includes complimentary self-parking. Make your reservation before **July 1, 2025** to receive the discounted rate!

To make your reservation at the Sheraton Myrtle Beach Convention Center Hotel call 888-627-8203 and reference the group ID: "Well Drillers 2025."

You will find the information for your online reservation link below. If you have questions or need help with the link, please do not hesitate to ask. We appreciate your business and look forward to a successful event.



You may also make your reservation online by
CLICKING HERE!

Interested in a great sponsorship?

The JUBILEE is unique in the fact that we tailor sponsorships to your company and your budget. This gives you more bang for your buck! We can make almost any idea come to fruition. The return on investment on these sponsorships will last for years to come, and make great memories for the attendees!

Monday Breakfast Sponsor(s) – Exclusive or Multiple: This sponsorship can be a single company or shared by multiple companies. Monday morning breakfast is open to all attendees and exhibitors. It's a great way to share and showcase your brand and show your devotion to the JUBILEE family as a whole! Audio-visual options are available, along with many other choices.

JUBILEE App sponsor – Exclusive or Multiple: Every year the APP becomes more successful and more utilized! The schedule, reminders, floor plan and incentives for attendees to visit your booth are all part of this innovative tool! The times...they are a-changin'!

Please contact Kim Barclay at the JUBILEE office at kbarclay@executiveoffice.org or 855-987-7469 to discuss your unique sponsorship!

Exhibit Hall Floor Map



TRADESHOW SCHEDULE

JULY 25 (FRIDAY) 11:00 am - 2:00 pm Rigs Move-in	JULY 26 (SATURDAY) 8:00 am - 5:00 pm Exhibitors Move-in	JULY 27 (SUNDAY) 8:00 am - 11:00 am Exhibitors Move-in 2:15 pm - 6:00 pm Hall Open	JULY 28 (MONDAY) 9:00 am - 10:30 am Hall Open 11:00 am - 12:00 noon Keynote Speaker 12:00 noon - 2:00 pm Hall Open
---	--	---	---



Please view the most up-to-date floor plan AND register on-line by clicking the button below:

Floor Plan & Register

EXHIBIT APPLICATION/CONTRACT

2025 South Atlantic Well Drillers JUBILEE • July 26-28, 2025 • Myrtle Beach Convention Center, Myrtle Beach, SC

PLEASE COMPLETE THIS INFORMATION AS IT SHOULD APPEAR IN THE ONSITE PRINTED PROGRAM:

Company: _____

Exhibit Contact Person: _____ Title: _____

Address: _____

(address listing for onsite program)

City/State/Zip _____

Telephone: () _____ Fax: () _____

Email: _____ Website: _____

Description of Products/Services for Printed Program (25 words or less): _____

NOTE: The person listed above will appear in the printed conference program. If this person is not the person who should receive the exhibitor kit and other show material, please list below the name and address of the main show contact:

Name: _____

Address: _____ City/State/Zip: _____

Phone: _____ Email: _____

BOOTH PREFERENCE IN ORDER OF CHOICE: 1st _____ 2nd _____ 3rd _____ 4th _____ 5th _____ 6th _____

If possible, do not place us next to the following companies (specific names) _____

Measurements of vehicle (excluding drill rigs) _____ Exhibitor must submit photo of vehicle (excluding drill rigs) to show management within 14 days of this registration. Email photo to: connie@mcraemeetings.com

FEES AND PAYMENT TERMS

Completed agreements should be mailed along with payment to **JUBILEE EXHIBIT MANAGER, PO Box 14246, Tallahassee, FL 32317** or **faxed to (850) 906-0077**. You may also register online at www.jubileewatershow.com. Toll free number (866) 769-6342. Toll free number **866-769-6342**. ****PLEASE NOTE* Rates will increase 5% after May 19, 2025***

Quantity	Type of Space	Cost per space	Amount Due
_____	10 x 10 Regular Booth.....	\$1,500.00	\$ _____
_____	10 x 10 Corner Booth.....	\$1,600.00	\$ _____
_____	End Cap (2 10 x 10 corner booths).....	\$3,300.00	\$ _____
_____	Multiple Booth Island	Call for price	\$ _____
_____	20 X 40 Bulk Space/Rig Display	\$2,000.00	\$ _____
_____	APP Supported Lead Retrieval.....	\$200.00	\$ _____
	Keynote Speaker fee per company (MUST PAY)		\$ 400

Total \$ _____

Product(s) to be displayed *in booth* (Application is incomplete without this information) _____

Payment Information

Check Enclosed (made payable to South Atlantic JUBILEE) Credit Card: MC Visa AmEx Amount: \$ _____

Card Number: _____ Exp. Date: _____ Security Code _____

Signature of Cardholder: _____ Print Name of Cardholder: _____

Billing Address & Zip Code: _____

Contract Agreement

I understand this application becomes a contract when signed below and accepted by the JUBILEE exhibit manager. I agree to abide by the conditions, rules, regulations in this contract. Contract will not be accepted without a signature. ****See cancellation and refund policy in the Rules & Regulations portion of this packet****

Signature of Authorized Representative: _____ Title: _____ Date _____

note: a copy of this agreement will be returned to you once processed to confirm your assigned booth space and/or sponsorship.

For JUBILEE office use Only: Exhibit Manager: _____ Booth #(s): _____
Date: _____ Amt:\$ _____ ck#: _____ MC/VS: _____ Amex: _____

Exhibitor Rules & Regulations

Contract for Space: This application for exhibit space, the formal notice of space assignment by Management, these Rules & Regulations and the rules and regulations set forth in the EXHIBITOR'S Manual constitute a contract for the right to exhibit at South Atlantic JUBILEE. EXHIBITOR also agrees to comply with the rules & regulations of the Myrtle Beach Convention Center.

Exhibit Limitations: Exhibits may not project beyond the space allotted and aisles must be kept clear for traffic. Raw or cardboard wings must be painted or appropriately covered if visible in the display area. Exhibits shall not obstruct the view or interfere with traffic to exhibits of others, and must be constructed in compliance with Display Rules & Regulations as developed, including End-cap Restrictions, accepted and endorsed by IAEE, EDPA, ESCA, and IEA (copy provided with EXHIBITOR manual and available again upon request). The use of battery packs on the exhibitor floor during show hours is prohibited.

Sound/Lighting/Demonstrations: Exposition management (McRae & Company, Inc.) reserves the right to determine at what point sound constitutes interference with others and must be discontinued or modified. Any method to project sound beyond the confines of the exhibit booth is expressly prohibited. No exhibitor shall install any floor-light fixtures which may cause the light from it to shine in other exhibits or in the eye of guest. Any attention getting device or presentation shall be determined if crowds jams aisles or infringe upon other exhibitor's displays. No exhibitor may utilize the house microphone system in the hall.

Official Decorator: Hollins shall be the Official Decorator, Drayage Contractor and Labor Contractor for this event and shall have the exclusive right to supply all equipment, furniture, carpeting and decorating materials, drayage and non-technical man-power, on a rental basis to individual EXHIBITORS.

Booth Assignment/Sharing Space: Manufacturers are not allowed to share exhibit space with other manufacturers. EXHIBITOR shall not reassign, sublease exhibit space, in whole or in part, with any person, firm or other entity without notification to and approval of the Exhibit Manager. Exhibit Manager reserves the right to alter the location of exhibits as shown on the official floor plan, if it deems advisable and in the best interest of the show. Firms and representatives of firms not assigned exhibit space are prohibited from soliciting business in any form in the exhibition area. Violators of this prohibition will be promptly ejected from the exhibition area. Company names on exhibitor badges will be the name of the company that signed the contract for space. There will be no exceptions. Applications submitted without payment may not be assigned space until the appropriate payment is received.

Right of Refusal and or Cancellation: McRae & Company, Inc., Exhibit Manager, reserves the right to cancel this agreement whenever it discovers that EXHIBITOR'S product is not as described in this agreement or is incompatible, in the opinion of McRae with the purposes of the JUBILEE. Contract for space may also be canceled if the EXHIBITOR'S demeanor is deemed inappropriate or disruptive by Exhibit Management.

Eligibility: The JUBILEE reserves the right to determine acceptability of applications for exhibit space. Applications and proposed exhibits will be accepted or rejected based on criteria including but not limited to the product or service and the professional or educational benefit to the attendees and products or services consistent with the mission, purpose and goals of the JUBILEE. Spatial constraints in the exhibit hall are also considered.

Insurance and Hold Harmless Agreements: General comprehensive, liability and workers compensation insurance must be obtained by EXHIBITORS at their own expense, showing McRae & Company, Inc. and South Atlantic JUBILEE as additional insured. Proof of insurance must be submitted to McRae upon request. The EXHIBITOR will indemnify, defend, and hold harmless McRae & Company, Inc., South Atlantic JUBILEE and its sponsors, the City, the Facility's owner and

management, and their respective owners, directors, officers, employees, agents and representatives, against all claims, actions, demands or liability of whatsoever kind and nature, including but not limited to judgments, interest, reasonable attorneys' fees, expert witness fees, and all other related costs and charges arising out of EXHIBITOR'S activities related to the exhibition or any breach of the EXHIBITOR Rules and Regulations, claims of property or personal injury caused by or attributed in part or in whole to any action or failure to act whether by negligence or otherwise, on the part of the EXHIBITOR or any of its directors, officers, employees, agents, representatives or contractors, excluding liability caused by the sole negligence or willful misconduct of McRae & Company, Inc. and South Atlantic JUBILEE, its sponsors and their respective owners, directors, officers, employees, representatives and agents.

LIMITATION OF LIABILITY: EXHIBITOR ASSUMES THE ENTIRE RESPONSIBILITY AND LIABILITY FOR ALL DAMAGES OR LOSSES TO MCRAE & COMPANY, INC. AND SOUTH ATLANTIC JUBILEE, THE FACILITY, PERSONS OR PROPERTY THAT OCCUR AS A RESULT OF THE NEGLIGENCE OR ANY ACTIONS OF EXHIBITOR OR ITS OFFICERS, EMPLOYEES, AGENTS, REPRESENTATIVES, INVITEES AND GUESTS DURING THE ENTIRE EXHIBITION PERIOD. EXHIBITOR AGREES THAT TO THE MAXIMUM EXTENT PERMITTED BY LAW, MCRAE & COMPANY, INC. AND SOUTH ATLANTIC JUBILEE, THE CITY, THE FACILITY AND ANY OF THEIR RESPECTIVE OFFICERS, AGENTS, EMPLOYEES OR REPRESENTATIVES WILL NOT BE HELD LIABLE FOR ANY LOSS OR DAMAGE TO ANY EXHIBITS, OR MATERIALS, GOODS OR WARES (COLLECTIVELY "PROPERTY") BELONGING TO THE EXHIBITOR, AND THEY ARE RELEASED FROM LIABILITY FOR ANY DAMAGE, LOSS OR INJURY TO PERSON OR PROPERTY OF THE EXHIBITOR OR ITS OFFICERS, EMPLOYEES, AGENTS, REPRESENTATIVES, INVITEES AND GUESTS, RESULTING FROM FIRE, STORMS, WATER, ACTS OF GOD, AIR CONDITIONING OR HEATING FAILURE, THEFT, MYSTERIOUS DISAPPEARANCE, BOMB THREATS OR ANY OTHER CAUSES.

Attorney Fees and Costs: Should any litigation arise out of this contract, EXHIBITOR shall pay all costs and reasonable attorney's fees incurred by McRae & Company, Inc., Exhibit Manager, and/or the sponsoring organization, if McRae and/or the co-sponsoring associations are the prevailing parties. This provision shall extend to the costs and attorneys' fees incurred at both the trial and appellate level.

Taxes and Licenses: EXHIBITOR shall be responsible for obtaining any licenses, permits or approvals required under local or state law applicable to their activity at the South Atlantic JUBILEE Show. EXHIBITOR shall be responsible for obtaining tax identification numbers & paying all taxes, license fees or other charges that shall be due to any governmental authority in connection with their activity at the Exposition.

Fire, Safety and Health: The EXHIBITOR agrees to accept full responsibility for compliance with city, county, state and federal Fire, Safety and Health Ordinances. All materials in the exhibit hall shall be fire proofed and will conform to all fire department regulations. All Exhibit materials and equipment must be reasonably located within the booth and protected by safety guards and devices where necessary to prevent personal accidents to spectators. No helium balloons or decorative paper of any kind shall be permitted. The EXHIBITOR hereby represents and warrants to McRae & Company, Inc. and SOUTH ATLANTIC JUBILEE, that EXHIBITOR has taken all steps reasonably necessary in its judgment to ensure the sound engineering and structural integrity of its exhibit design and the proper construction and safety of the exhibit itself, as erected.

Default by exhibitor: EXHIBITOR shall be in default if it fails to pay at pre-identified dates the required sums under this agreement or breaches any of the provisions of this contract.

Exhibitor's Presentation and Conduct: Sales or order taking is permitted in the Exhibit Hall. Distribution of promotional or educational materials may be conducted and circulated ONLY within the booth assigned to the exhibitor. All content presented,

demonstrated, exhibited, performed, distributed, or displayed by Exhibitor shall be subject to Exhibit Manager's approval. Any content that, in the sole discretion of Exhibit Manager, is in any way unacceptable or unsuited to the Conference may be rejected. Exhibit Manager shall have sole discretion in determining whether Exhibitor's demeanor is inappropriate or disruptive. Exhibitor or any of their representatives shall not conduct themselves in a manner offensive to standards of decency or good taste.

Food: No exhibitor shall distribute food or drink in the trade show without written permission from the trade show managers. Exhibitors must order any food or drink to be distributed from the convention center. **No alcohol is allowed on the show floor.**

Activities: No exhibitor shall do anything which attracts trade show attendees away from any JUBILEE-sponsored activity, including the trade show and the JUBILEE dinner on Sunday night.

Sales: Selling during the show must not take on proportions of an open market place. Auctions are prohibited. Show management will curtail promotions which are considered disruptive or in poor taste.

Unoccupied Space: Exhibit Management reserves the right, should any rented EXHIBITORS' space remain unoccupied 2 hours prior to the published set-up day/ hours, or should any space be forfeited due to failure to make payment in full, to sell paid or unpaid space to another EXHIBITOR or use space for such purpose as it may see fit without liability on its part. This clause shall not be construed as affecting the obligation of the EXHIBITOR to pay the full amount specified in the space rental contract. Failure to make payment of the full amount specified in the Contract for Exhibit Space by the cut-off date constitutes cancellation by the contracting EXHIBITOR.

Set-up and Dismantling: Exhibitors must be completely set-up by 10:00 a.m. on Sunday, and remain up until the trade show closes on Monday at 2:00 p.m., as published in the EXHIBITOR MANUAL. All equipment shall be transported through loading dock doors. All booths must be staffed by a company representative during show hours. Early tear-down or dismantling is prohibited. Any EXHIBITORS dismantling their booths prior to the scheduled time will be penalized a \$250 fine. This fine must be paid before the EXHIBITOR may apply to exhibit at future shows. In addition, any EXHIBITORS dismantling their booths early will be penalized with a loss of priority points for future booth selection. Exhibits Management will monitor and enforce this rule.

Cancellation and Refunds: In the event of cancellation by the EXHIBITOR, the following schedule of refunds will be followed: Refund of the total amount paid as of date of cancellation, less a \$50 administrative fee will be made if written cancellation is received by May 30, 2025. No refunds will be paid after May 30, 2025, unless the "paid-in-full" space is re-sold prior to the opening of the show. In that event, exhibit management will refund 50% of the booth fee within 30 days of the close of the show. If canceled at the discretion of the Exhibit Manager, the amount of refund (if any) will be determined by the Exhibit Manager at the time of cancellation. There will be no refunds for "no-Shows." Exhibitors who wish to cancel must submit a written cancellation request to the South Atlantic JUBILEE office prior to May 30, 2025 to receive a full refund less a \$50 administrative fee.

Bulk Space and Vehicles: Bulk space is available only to exhibitors drill rigs, trucks, trenchers, and other oversized equipment. Trailers and RV type vehicle MUST be utilized as a platform for selling equipment, educational or interactive display. Vehicles over 14 feet in height (excluding drill rigs) will be placed on the perimeter of the bulk space area of the show floor. A standstill vehicle or trailer on wheels that its sole purpose is for marketing signage will be placed on the perimeter of the show floor in regular in-line booth space and shall not qualify for bulk space. All equipment displayed in bulk space must be available for purchase from the exhibiting company. Management of the JUBILEE reserves the right to decide whether an exhibitor qualifies for bulk space. All bulk space vehicle registrations are required to submit a photo of vehicle/rig to show management within 14 days of registration.

Equipment and Products: All equipment on display or that is sold must be new or reconditioned and in working order. There must be full disclosure on any reconditioned or refurbished equipment. No exhibitor shall exhibit materials or equipment other than the products sold and/or distributed by the contracting company.

Heavy Equipment Displays: Rig manufacturers must not start their machines or utilize their hydraulic equipment once rigs are parked. Gasoline tanks must have locked caps. The amount of gasoline in the tanks must be minimal-enough to permit move-in and move-out. Rig manufacturers must absorb costs for any damages done to the exhibit area by excessive oil leaks. Battery cables shall be disconnected and LP gas tanks removed. All equipment for bulk display will be parked by scheduled appointment. If equipment is not on hand to be parked at the assigned time, the space assignment will be forfeited. Non-equipment use of bulk space is limited to 1/3 of total space. All rig washing and detailing is the responsibility of the exhibitor. The procured company must be self-contained and MUST present a City of Myrtle Beach business license in order to access the rig washing area.

Excused Non Performance/force Majeure: If for any reason beyond the reasonable control of McRae & Company, Inc. or SOUTH ATLANTIC JUBILEE, including but not limited to acts of God, war, strikes, labor disputes, accidents, government requisitions, governmental restrictions or regulations on travel (including travel advisory warnings), facility availability, commodities or supplies, inability to secure sufficient labor, civil disturbance, terrorism or threats of terrorism as substantiated by governmental warnings or advisory notices, curtailment of transportation, disaster, fire, earthquakes, hurricanes, extreme inclement weather, epidemic, shortages or disruption of the electrical power supply causing blackouts or rolling blackouts (in the city where the facility is located), or any other comparable conditions, McRae & Company, Inc. or SOUTH ATLANTIC JUBILEE is unable to fulfill its obligations under this Agreement, the Parties may terminate this Agreement without liability, and McRae & Company, Inc. or SOUTH ATLANTIC JUBILEE may retain the earned portion of the Exhibit Fee required to recompense it for expenses incurred up to the time of terminating the event. Any remaining unearned Exhibit Fee will be returned to the EXHIBITOR. Additionally, if any part of the Facility is damaged or if circumstances beyond McRae & Company, Inc. or SOUTH ATLANTIC JUBILEE'S reasonable control make it impossible or impractical for McRae & Company, Inc. or SOUTH ATLANTIC JUBILEE to permit EXHIBITOR to occupy or continue to occupy the assigned Exhibit space location during any part of or the entire exhibition, EXHIBITOR will only be charged a pro rata Exhibit Space Rental Fee for the period that the Exhibit space was or could have been occupied by EXHIBITOR. Furthermore, in no event will McRae & Company, Inc. or SOUTH ATLANTIC JUBILEE, the City, the Facility, or their respective owners, directors, officers, employees, agents and representatives be liable for any consequential, indirect, special or incidental damages of any nature or for any reason whatsoever.

Authority to Sign: EXHIBITOR agrees that they have the requisite authority to enter into this agreement and bind the company or party for whom they sign, and to abide and be bound by all of the terms, conditions, all exhibitor rules and regulations stated under this agreement, the exhibitor's manual, any schedules, or to any amendments to the same, all of which are integral to and incorporated by reference into this agreement. All points not covered are subject to the decision of the exhibit manager. Further, EXHIBITOR agrees that McRae & Company, Inc. will have full power in a matter of interpretation, amendment and enforcement of all EXHIBITOR Rules and Regulations. In all instances, McRae & Company, Inc.'s rulings will be final. All rights and privileges granted to EXHIBITOR under this Agreement and any subsequent amendments are subject to and subordinate to the master lease between McRae & Company, Inc., the South Atlantic JUBILEE and the Facility.

For further information, contact Connie Bond, South Atlantic JUBILEE Exhibit Manager at 866/769-6342 Fax: 850/906-0077 e-mail: connie@mcraemeetings.com.