Sponsor and Exhibit Prospectus

Conference Dates: June 8-10, 2021
Exhibit Hall Dates: June 8-10, 2021
Location: Von Braun Center - Huntsville, AL

About the Conference
The National Cyber Summit is the nation’s most innovative cyber security-technology event. It offers unique educational, collaborative and workforce development opportunities for industry visionaries and rising leaders.

The core focus is on two things: accessibility and connectivity.

Held in Huntsville, Alabama, one of the nation’s largest technological hubs, the Summit attracts commercial companies including healthcare, automotive and energy; academia; Department of Defense organizations; and civilian departments and agencies including DHS, NIST, U.S. Army, NASA, TVA, NSF and DOE.

Background
Since its inception in 2008, the Summit offers numerous benefits to attendees. Some of the benefits include a diverse offering of educational training sessions, technical and management presentations and keynotes from world-class speakers. The Summit also offers the unique opportunity to networks, showcase solutions and learn new skills.

The Summit is hosted by the North Alabama Chapter of the Information Systems Security Association (NAC-ISSA), Cyber Huntsville Corporation (CHC), Auburn University Research, and University of Alabama in Huntsville.

North Alabama ISSA
The North Alabama chapter of ISSA is a non-profit organization made up of over 200 information security professionals and practitioners in the Tennessee Valley. We provide education forums, publications, and professional networking opportunities which enhance the knowledge, skill and professional growth of its members and our local community. The North Alabama ISSA chapter is affiliated with the international ISSA organization, conforms to its professional and organizational guidelines, and supports the ISSA Code of Ethics. Join NA-ISSA and check out our website at http://nac-issa.org

Cyber Huntsville
Cyber Huntsville was officially incorporated as a 501(c)(6) Nonprofit on June 10, 2011. Cyber Huntsville was organized exclusively to promote and represent the common interests of members of industry, academia and government whose business or focus are cyber activities that include or relate to cyber engineering, cyber systems development, cyber forensics, cyber research, development, and education and/or cyber systems, products or services. With a primary mission to Advocate, Educate and Exercise, Cyber Huntsville is dedicated to making Huntsville and the Tennessee Valley region a Nationally and Internationally recognized Cyber leader. Join Cyber Huntsville and be a part of a leading epicenter for cyber security and innovation! For more information on how to join Cyber Huntsville, please check our website at https://cyberhuntsville.org.

Attendance
The expected attendance is 2500+.
Exhibit Opportunities

<table>
<thead>
<tr>
<th>Booth Sizes and Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>10x10 Exhibitor Booth (100 sqft) - $1,500</td>
</tr>
<tr>
<td>10x20 Exhibitor Booth (200 sqft) - $3,000</td>
</tr>
<tr>
<td>10x30 Exhibitor Booth (300 sqft) - $4,500</td>
</tr>
<tr>
<td>20x20 Exhibitor Booth (400 sqft) - $6,000</td>
</tr>
<tr>
<td>20x30 Exhibitor Booth (600 sqft) - $9,000</td>
</tr>
<tr>
<td>30x30 Exhibitor Booth (900 sqft) - $13,500</td>
</tr>
</tbody>
</table>

Current floor plan is available at [https://www.expocad.com/host/fx/eventpower/20ncs1/exfx.html#floorplan](https://www.expocad.com/host/fx/eventpower/20ncs1/exfx.html#floorplan)

Additional Information

Nonprofit Booth Submission Process

There are a limited number of nonprofit booths available at a reduced rate. Organizations may submit to qualify for this rate and are subject to an approval process. Please contact your account manager to discuss the submission process.

Exhibit Amenities

- Pipe and drape dividing the booth spaces
- Booth carpet (you may purchase additional carpet to enhance the look of your booth from the Summit decorator)
- Booth ID Sign
- Two complimentary booth personnel badges per 10x10

Booth Partners

Exhibitors and sponsors are permitted to have partner companies. There is a $150.00 charge per partner company. Partner companies will be included in the guide with a description and logo.

Additional Exhibit Services

Booth services such as electricity, Internet, booth furniture, booth cleaning, etc. must be purchased separately through the conference decorator. Additional information about options and fees is available on the Summit website in the exhibitor kit. The exhibitor kit will be e-mailed and posted online approximately eight weeks prior to the Summit.

Exhibitor Booth Staff

- Two complimentary exhibit hall only badges are provided per 10x10 booth which includes a lunch voucher for both days.
- Additional booth staff may register for $75 per person. This fee includes the exhibit hall lunch vouchers on both days.
Sponsorship Opportunities

__Diamond* - $8,500__
Diamond sponsorship includes the following benefits:
- 10x20 exhibit booth
- Four (4) Full Summit registrations
- Six (6) complimentary exhibit passes
- Four (4) parking passes
- Opportunity to introduce 1 Keynote Speaker
- Opportunity to host an after hours event or booth hosted event (sponsor pays for food/beverage)
- Flyer distribution
- Up to four (4) - 1 minute videos played during General Session (sponsor to supply the video (s))
- Designated table and Keynote lunches
- Verbal recognition as a Diamond sponsor
- Recognition as a Diamond sponsor on the Summit website and on signage throughout the Summit

Note: Sponsor can upgrade their booth at an additional charge

__Platinum* - $6,500__
Platinum sponsorship includes the following benefits:
- 10x10 exhibit booth
- Three (3) Full Summit registrations
- Six (6) complimentary exhibit passes
- Three (3) parking passes
- Opportunity to introduce 1 Keynote Speaker
- Flyer distribution
- Up to two (2) - 1 minute videos played during General Session (sponsor to supply the video (s))
- Designated table at Keynote lunches
- Verbal recognition as a Platinum sponsor
- Recognition as a Platinum sponsor on the Summit website and on signage throughout the Summit

Note: Sponsor can upgrade their booth at an additional charge

__Gold* - $5,000__
Gold sponsorship includes the following benefits:
- 10x10 exhibit booth
- Two (2) Full Summit registrations
- Four (4) complimentary exhibit passes
- Designated table at the Keynote lunches
- Verbal recognition as a Gold sponsor
- Recognition as a Gold sponsor on the Summit website and on signage throughout the Summit

Note: Sponsor can upgrade their booth at an additional charge

__Silver* - $3,000__
Silver sponsorship includes the following benefits:
- Two (2) Full Summit registrations
- Flyer distribution
- Verbal recognition as a Silver sponsor
- Recognition as a Silver sponsor on the Summit website and on signage throughout the Summit

__Bronze* - $2,000__
Bronze sponsorship includes the following benefit:
- One (1) Full Summit registration
- Verbal recognition as a Bronze sponsor
- Recognition as a Bronze sponsor on the Summit website and on signage throughout the Summit
**Keynote Speaker - $10,000**

Exclusive (only 1 available)

Keynote sponsorship includes the following benefits:
- 10x20 exhibit booth
- Four (4) Full Summit registrations
- Six (6) complimentary exhibit passes
- Opportunity to introduce 2 Keynote Speakers
- Item placed on seats in General Session (flyer or give away item)
- Platinum level sponsorship benefits
- Designated table and Keynote lunches

**Tote Bag* - $8,000**

Exclusive (only 1 available)

All attendees will receive a tote bag at registration. The sponsor's logo will be on the tote.

**Cyber Cup Challenge Scholarship - $6,500**

(1 sold/3 available)

One of the highlights of the Exhibit Hall is the two-day Cyber Cup Challenge. Show your support to the cyber community by sponsoring the competition. Sponsoring company will receive the following:
- 10x10 booth exhibit
- Recognition as a Silver Sponsor (if not already sponsoring at a higher level)
- Recognition as sponsor of the competition on participants t-shirts
- Full Summit registration for two (2) representatives (includes meals)
- Special signage and branding in the competition area
- Company logo prominently displayed on Summit website
- Verbal recognition during the opening and closing of the competition as a Cyber Cup Challenge Scholarship contributor

**Badge & Lanyard Sponsor**

**SOLD**  
H2L Solutions, Inc.

**Welcome Reception - $5,500**

(2 available)

The Main Reception takes place at the Von Braun Center. Sponsorship includes the following:
- Full Summit registration for two (2) representatives (includes meals)
- Recognition as a Bronze Sponsor (if not already sponsoring a higher category)

**Wednesday Lunch - $4,500**

(2 available)

Sponsoring includes the following:
- Two (2) full Summit registrations
- Sponsor recognition on signage

**Wifi* - $4,000**

Exclusive (only 1 available)

Internet access is the service most used by Summit attendees. Wifi sponsor has the opportunity to create their own wifi access code that will be used by all attendees. Sponsor's logo will also be recognized on wifi log-in instructions, placed on signage and anywhere else the WiFi access code is given.
- Logo on the wifi site

**Job Fair**

**SOLD**  
ClearedJobs.Net | CyberSecJobs.com
__ Classified Session Sponsor
   SOLD  Dynetics

__ Classified Lunch Sponsor
   SOLD  StraitSys, Inc.

__ NCS Cyber Lounge* - $4,200
   Exclusive (only 1 available)
   The sponsorship includes comfortable powered seating allowing personal devices to be charged. The seating includes a branded charging table and pillows.
   Sponsoring also includes the following:
   - Company logo and sponsorship on signage at charging station
   - Company logo displayed on Summit website

__ Track Sponsor - Technical - $2,500
   Exclusive (only 1 available)
   Two (2) full Summit registrations
   - Verbal recognition during the opening and closing of the session presentations
   - Company logo displayed on Summit website and on the online agenda

__ Track - Advanced Manufacturing/SCADA/Supply Chain - $2,500
   Exclusive (only 1 available)
   Two (2) full Summit registrations
   - Verbal recognition during the opening and closing of the session presentations
   - Company logo displayed on Summit website and on the online agenda

__ Track Sponsor - Law Enforcement/Forensics - $2,500
   (2 available)
   Two (2) full Summit registrations
   - Verbal recognition during the opening and closing of the session presentations
   - Company logo displayed on Summit website and on the online agenda

__ Track Sponsor - Redstone Arsenal Cyber Ecosystem - $2,500
   Exclusive (only 1 available)
   Two (2) full Summit registrations
   - Verbal recognition during the opening and closing of the session presentations
   - Company logo displayed on Summit website and on the online agenda

__ Coffee Cafe
   SOLD  Intuitive Research and Technology Corporation

__ Mid-Morning and Afternoon Break - $2,000
   (2 available)
   Sponsorship includes the following:
   - One (1) full Summit registration
   - Company logo displayed on the online agenda and on Summit website
   - Company logo displayed on signage during the Summit scheduled breaks
   - Verbal recognition during the breaks each day

__ Water Cooler* - $2,500
   Exclusive (only 1 available)
   Water cooler sponsorship includes:
   - Two (2) full Summit registrations
   - Company logo printed on cups
__ Continental Breakfast* - $2,500
   (2 available)
   Sponsorship includes the following:
   - One (1) full Summit registration
   - Company logo displayed on the online agenda and on Summit website
   - Company logo displayed on signage during breakfast each day
   - Verbal recognition during the breakfast each day

__ Notebook* - $2,000
   Exclusive (only 1 available)
   Sponsor provides a notebook to be distributed to all attendees at the Summit registration desk. Sponsor will be listed as the
   notebook sponsor on the website, in the program guide and on signage at the Summit.

__ Digital Agenda Signage - $1,000
   Exclusive (only 1 available)
   Sponsorship includes the following:
   - Company logo included on the digital signage display.
   - Recognition on the Summit website and program booklet

__ Flyer distribution - $1,000
   Opportunity to provide one-page handout that will be displayed on literature racks throughout the Summit

__ Program Brochure Sponsor - $3,000
   Exclusive (only 1 available)
   Have your company's logo on a fold out that will include the agenda at a glance and floor plan. All attendees will receive one at
   registration.

__ Exhibit and Hallway Directional Stickers* - $1,000
   Exclusive (only 1 available)
   - Company logo displayed on directional stickers

__ Vendor Hosted Event - $500
   Draw a crowd by sponsoring a vendor hosted event right at you booth. Be creative -- Ice cream social, lemonade and popcorn, 
bourbon/beer/wine tasting - you name it, we'll advertise it. Cost of food and beverage is the sponsors responsibility. You must have
   a contracted booth to participate.

__ After Hour Events* - $500
   You plan it, we promote it. Plan an after hour event at the Summit and we will promote to the Summit attendees.

__ Exhibit Hall Pub Crawl Sponsor - $500
   Want to draw a crowd to your booth? Be a part of the Pub Crawl taking place during the Wednesday night reception from 5:30 - 
7:30p.m. We'll advertise your booth as a stop on the Pub Crawl. All food and beverage must be purchased through the Von Braun 
Center (VBC). (Note: This offer is exclusive to companies who are contracted as exhibitors.)

__ Lightning Round - $100
   Pitch your latest tools and techniques in a rapid-fire, 15-min demonstration live on one of the Lighting Round stages. Submission 
are accepted on a first come, first served basis and must be received through the NCS Call for Presenters. The deadline to submit 
is May 15. This opportunity is only available to currently contracted exhibitors and sponsors.

<table>
<thead>
<tr>
<th>Payment Deadlines</th>
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<tbody>
<tr>
<td>50% of invoice is due by December 2, 2019. 100% is due by April 2, 2020. Any cancellations after December 2, 2019 or before April</td>
</tr>
<tr>
<td>3, 2020 are 50% liable for the value of the contract.</td>
</tr>
<tr>
<td>After April 4, 2020 the exhibitor/sponsor is 100% liable for the value of the contract.</td>
</tr>
</tbody>
</table>
Contacts

Laurie B. Powell, Vice President, Business Development: 703-740-1940, LPowell@eventPower.com
Marisa Hafer, Sales Manager: 703-740-1946, MHafer@eventPower.com
Taylor Clifton, Account Manager: 704-740-1939 or TClifton@eventPower.com
Carly Buerkle, Account Manager: 703-740-1945, CBuerkle@eventPower.com
Teri Caron, Fulfillment/Exhibit Hall Manager: 703-740-1942, TCaron@eventPower.com
Instructions

Step 1: Mark your selections below under Payment Amount & Method (select exhibit booth space, partnerships and sponsorships).
Step 2: Fax completed form to (703) 740-1940 or email to LPowell@eventPower.com.
Step 3: Register personnel through the conference Website.

Notes: Both numbers are subject to change.

Sponsor instructions are emailed and posted on the event Website. Program guide information will be requested via email.

This Commonwealth of Virginia contract is for exhibit space, sponsorships, and/or advertising as noted below, by and between Direct Marketing Productions, Inc. (doing business as: eventPower), and the Exhibitor named herein. The Exhibitor agrees to comply with all Terms and Conditions appearing in this contract and further agrees that this contract is binding on all parties and can be amended only in writing by both parties.

Company & Contact Information

<table>
<thead>
<tr>
<th>Company Name: ____________________________</th>
<th>Contact 2</th>
<th>Billing Contact: ____________________________</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact 1:</td>
<td>Billing Address: ____________________________</td>
<td></td>
</tr>
<tr>
<td>Street Address: __________________________</td>
<td>City State, Zip: ____________________________</td>
<td></td>
</tr>
<tr>
<td>Cell State, Zip: __________________________</td>
<td>Email Address: ____________________________</td>
<td></td>
</tr>
<tr>
<td>Email Address: ____________________________</td>
<td>Phone #: ____________________________</td>
<td></td>
</tr>
<tr>
<td>Phone #: ____________________________</td>
<td>Fax: ____________________________</td>
<td></td>
</tr>
</tbody>
</table>

Contract Acceptance (signature is required)

This contract is accepted as binding by the following Exhibitor Representative:

Signature: ____________________________ Printed Name: ____________________________ Date: ____________________________

Invoicing Policy, Payment & Cancellation Terms & Conditions

Invoicing: Invoices will be sent by email. If you wish to receive a printed copy please check the box below:

- Please send a printed invoice to our company billing contact (contact 2 above).

Payment: 50% payment is due at 180 days prior to the program start date with the remaining 50% due at 90 days prior to the program start date. Companies are 50% liable for contracted funds at 180 days prior to the program and 100% liable for contracted funds at 90 days prior to the program.

Cancellation: Cancellations must be received by email from a representative of the company signing this contract and confirmed as accepted by email from eventPower. Cancellations received at or after 180 days of the event start date but prior to 90 days of the event start date will be 50% liable for contracted funds. Cancellations received at or after 90 days of the event start date will be 100% liable for contracted funds.

Payment Amount & Method

<table>
<thead>
<tr>
<th>Partnership Package: $</th>
<th>Booth Selection: 1st choice ______ 2nd choice ______ 3rd choice ______</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsorship /Advertising: $</td>
<td>(booth numbers are subject to change)</td>
</tr>
<tr>
<td>Exhibit Space: $</td>
<td>P.O. #: ____________________________</td>
</tr>
<tr>
<td>Discount: $</td>
<td>W-9 Form: To obtain eventPower's W9 form visit <a href="http://www.eventPower.com/w9">www.eventPower.com/w9</a></td>
</tr>
<tr>
<td>Total Contracted Amount: $</td>
<td></td>
</tr>
</tbody>
</table>

Payment Method:

- Check Payable to: eventPower
- Mail to: eventPower, Accounts Receivables, 5205 Woodleaf Court, Centreville, VA 20120
- A confirmation email will be sent with an invoice attachment. A link to a secure online credit card payment portal will be provided at the bottom of the invoice.

- Credit Card A confirmation email will be sent with an invoice attachment. Wire transfer information will be provided on the invoice. Send wire transfer confirmations to SComer@eventPower.com

Send Check Payments To:

| Payable to: eventPower Accounts Receivables 5205 Woodleaf Court Centreville, VA 20120 |

Event Production Company/Merchant Contact Information:

<table>
<thead>
<tr>
<th>Direct Marketing Productions, Inc.</th>
<th>Laurie Powell, Director of Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>DBA: eventPower</td>
<td>Telephone: (703) 740-1940</td>
</tr>
<tr>
<td>5205 Woodleaf Court</td>
<td>Fax: (703) 740-1940</td>
</tr>
<tr>
<td>Centreville, VA 20120</td>
<td>Email: <a href="mailto:LPowell@eventPower.com">LPowell@eventPower.com</a></td>
</tr>
<tr>
<td>Website: <a href="http://www.eventPower.com">www.eventPower.com</a></td>
<td></td>
</tr>
</tbody>
</table>
Contract
This Commonwealth of Virginia Contract is for exhibit space, sponsorships, and/or advertising as noted below, by and between Direct Marketing Productions, Inc. (Doing Business As: eventPower), and the exhibitor named herein. The exhibitor agrees to comply with all terms and conditions appearing in this contract and further agrees that this contract is binding on all parties and can be amended only in writing by both parties.

Payment and Liability Schedule
- 50% liable and 50% payment due 180 days prior to the first day of the conference.
- 100% liable and 100% payment due 90 days prior to the first day of the conference.
- If contract is received after payment due dates, the exhibitor agrees to pay the amount due within 15 days of submitting the contract.
- If contract is received within 15 days of the conference date, the exhibitor agrees to pay immediately with credit card, wire transfer or express check.
- Payment must be clear before the exhibitor is permitted to set up.
- eventPower reserves the right to reassign space or remove contracted company from the floor plan if the above payment schedule is not met.
- Failure to make payments does not release the contracted financial obligation.
- If payment is not received by the event date, a collection agency will be assigned to collect the debt. The exhibitor will be assessed the collection agency fees (typically an additional 30%).

Cancellation or Downgrade
- Cancellations must be received in writing (email or letter) from a representative of the company signing this contract and confirmed as accepted in writing (email or letter) from an eventPower representative.
- Cancellations received at or after 180 days of the event start date but prior to 90 days of the event start date will be 50% liable for contracted funds.
- Cancellations received at or after 90 days of the event start date will be 100% liable for contracted funds.
- In the event of either a full or partial cancellation of space by an exhibitor, eventPower reserves the right to reassign canceled booth space, regardless of the cancellation assessment. Subsequent reassignment of canceled space does not relieve the canceling exhibitor of the obligation to pay the cancellation assessment.
- The exhibitor agrees that the appropriate payment based on the schedule above must be received by eventPower within 15 days of the cancellation notice or by the first day of the conference (whichever comes first). If payment is not received by these dates, a collection agency will be assigned to collect the debt. The exhibitor will be assessed the collection agency fees (typically an additional 30%).

Relocation and Floor Plan Revisions
eventPower retains the exclusive right to revise the exhibition hall floor plan and/or move assigned exhibitors as necessary.

Occupancy Default
Any exhibitor failing to occupy contracted space shall not be relieved of their financial obligation. If not occupied by the time set for completion of the installation of the displays, such space shall be taken by eventPower, and reallocated or reassigned for such purposes or use eventPower may see fit.

Limitation of Liability
- Exhibitor agrees to make no claim for any reason against eventPower, its employees, agents, or representatives for loss, theft, damage, or destruction of goods; nor for any injury, including death, to himself, employees, agents or representatives; nor for any damage of any nature, including damage to his business for failure to provide exhibit space; nor for failure to hold the exhibition as scheduled; nor for any action or omission of eventPower.
- The exhibitor is solely responsible for his own exhibit materials and products, and should insure exhibit and products from loss or damage from any cause whatsoever. It is understood all property of an exhibitor is in his care, custody, and control. In transit to, from, or within the confines of the exhibit hall, eventPower shall bear no responsibility for the safety of the exhibitor, its personnel, employees, agents or representatives or personal property.

Damage to Property
The Exhibitor is liable for any damage caused by exhibitor, exhibitor's agents, employees or representatives to building floors, walls, or columns, or to standard booth equipment, or to other exhibitor's property.

Insurance
Exhibitors shall, at their sole cost and expense, procure and maintain through the term of this contract, the following insurance: Comprehensive General Liability insurance with limits not less than $1,000,000 including Contractual Liability and Products Liability coverage and Workman's Compensation in full compliance with all laws covering the exhibitor's employees. Proof of such insurance shall be provided to eventPower or its agent or representative upon request. Email certificate of insurance (COI) to SComer@eventPower.com.

Installing, Exhibiting, Dismantling
eventPower specifies hours and dates for installing, exhibiting, and dismantling. Exhibitor shall be liable for all storage and handling charges resulting from failure to set up their booth or removing shipping crates from their exhibit booth three hours before the posted start time for the exhibit hall. Additionally, the exhibitor agrees not to begin dismantling their display or open crates before the specified conclusion of the dismantling period set by eventPower. Removal of exhibit materials or displays before the published dismantle times may be subject to a fine.

Agreement to Rules
Exhibitor and all exhibitor personnel agrees to abide by the foregoing rules and those provided and contained in the Exhibitors Manual, and by any amendments and additional rules that may be put into effect by eventPower.

Use of Space
Displays and demonstrations are limited to the confines of an exhibitor's own booth. Distribution of literature or other giveaways must be in the confines of the exhibitor's own booth. Displays must abide by the rules and regulations provided in the exhibitor service kit distributed by the event decorator.

Cancellation or Change of Exposition by eventPower
In the event that the premises in which the exposition is conducted should become unfit for occupancy or substantially interfered with by reason of any cause or causes not within the control of eventPower or its agents, the exhibition may be canceled or moved to another appropriate location. eventPower shall not be responsible for delays, damage, loss, increased costs, or other unfavorable conditions arising by virtue of cause or causes not within the control of eventPower. Causes for such action beyond the control of eventPower shall include, but are not limited to: fire, casualty, flood, epidemic, earthquake, explosion, accident, blockage, embargo, inclement weather, governmental restraints, act of a public enemy, riot or civil disturbance, impairment or lack of adequate transportation, inability to secure sufficient labor, technical or other personnel, labor union disputes, loss of lease or other termination by the venue, municipal, state or federal laws, or act of God. Should eventPower terminate this agreement pursuant to the provisions of this section, the exhibitor waives claims for damages. Refunds of "Paid Exhibit Space Fees" in the case of event termination or cancellation shall be made to exhibitors at the sole discretion of eventPower and in any case, will not exceed the amount of each exhibitor's paid exhibit space fee less any pro rata adjustments based on non-reimbursable direct and/or indirect event costs or financial obligations incurred by eventPower through the date of exhibitors' notification of event termination or cancellation or through the completion of event termination or cancellation processes, whichever is later.

Exhibitor Representative's Responsibility
Exhibitor agrees to indemnify eventPower, its employees, agents, or representatives against, and hold harmless for all claims arising out of the acts of negligence of exhibitor, exhibitor's agents, employees or representatives, and any claims for injury to exhibitor, its employees, agents, representatives, or event attendees.

Amendment and Addition Rules
Any matters not specifically covered by the preceding rules shall be subject solely to the decision of eventPower. eventPower may, at any time, amend or add further rules to these rules, and all amendments made shall be binding on exhibitor equally with the foregoing rules and regulations.