

*4<sup>th</sup> Edition*

# FINE FOOD & BEVERAGE TRADE SHOW

MIAMI 2017 ■ JUNE 29-30



Cámara de España  
Plan Cameral 2017  
Fondos Europeos de Desarrollo Regional (FEDER)

## 2017 SAVBOR FINE FOOD & BEVERAGE TRADE SHOW & GASTROMANIA A CONSUMER EVENT

Since 2014 SAVBOR has been a fantastic platform for companies wanting to showcase the best of the Spanish specialty food industry in collaboration with the Sapien-US Chamber of Commerce. Due to our past success, in 2017 SAVBOR is expanding its reach. Our strategy is simply to continue to build on our core business and significantly expand the event to include other countries, more products and exhibitors, a larger and more extensive conference and seminar program along with special feature areas.

**Why a fine food & beverage trade show in the first place?** Other similar events focus on the North East and Western U.S. Savbor is finally addressing the mostly ignored markets of the South East, Caribbean, Central & South America.

**What makes SAVBOR different from other events of its kind?** Many things here are just a few:

- Only event offering significant exposure to the food service industry for the beer, wine and spirits industry
- You will not be overwhelmed with competition as we are smaller and more exclusive than other events on purpose
- Location: Miami is the gate way to the Southern Hemisphere



## SAVBOR 2017 TRADE SHOW INFO

**Who should exhibit?** All Food & Beverage Products

- Baked Goods
- Beverages non and alcoholic
- Condiments
- Confectionery
- Dairy
- Grains, Cereal & Pasta
- Meat, Fish & Poultry etc.
- Non-Edibles
- Oils, Vinegar, Sauces, Seasoning
- Snacks
- Much More

**Who attends SAVBOR 2017 TRADE SHOW?**

- Restaurants
- Grocery
- Food Service
- On & Off Premise Buyers of Craft Beer, Fine Wine and Craft Spirits
- Hotel/Motel
- Distributors
- Club Stores
- Mass Retailers

### FEATURE AREAS & WHAT'S NEW IN 2017?

- **New Products Showcase** – 84% of attendee buyers report the main reason why they attend a trade show is to find new products. Therefore, we offer an area in the show just for new products please see site plan for location
- **Wines of the World** – in this area all wines can easily be found and of course sampled
- **Craft Spirits Pavilion** – no where in South Eastern United States can a craft spirit brand be exposed to hundreds of attendee buyers looking to build their craft spirits portfolio.
- **Food For Thought** – do you sell organic, gluten free or other healthy foods? Then the Food for Thought area is where you want to be.
- **Goodies for Gourmet** – be it fine cutlery, cookware, top of the line commercial appliances or perhaps the finest of wines, top shelf spirits or maybe caviar or how about truffles? The Goodies for Gourmet feature area is for you.

### CONFERENCE & SEMINARS

Another major reason why buyers attend SAVBOR and trade shows in general is to learn. In fact learning new techniques, industry trends, federal and state regulations etc. is the second most important reason why buyers attend trade shows.

SAVBOR 2017 is no exception and therefore we have a significant conference and seminar program being developed:

- Exhibitors may participate in the conferences and seminars
- There is no cost for exhibitors to participate
- Depending on the type of conference or seminar you may need to be prepared to offer samples
- Conferences and seminars only take place in the morning when the trade show exhibits are closed.
- Two types of conferences – Panel or Single speaker

### ADVERTISING & MARKETING OVERVIEW

- Public Relations - Over 300 media outlets will receive press releases. Outlets are defined as TV, print, food/beverage bloggers, etc.
- Social Media – Facebook, Pinterest, & Instagram.
- Print – Community newspaper, and Miami Herald.
- Past Attendee e-mail invitations with telephone follow up calls
- Calendar Listings – Over 40 websites.
- Digital Marketing - Ads on Top 100 Websites

*Note – All the above is subject to change and therefore cannot be guaranteed.*

## GASTRO-MANIA

**What is it?** GASTRO-MANIA is a 3 hour promotional event open to the public once SAVBOR 2017 closes.

**Why should you be part of GASTRO-MANIA?**

1. Additional exposure
2. No cost to you what so ever
3. Less samples to take back equals saving money on shipping
4. Opportunity to meet more trade buyers

**What if I don't want to be part of GASTRO-MANIA?** No problem just let us know ahead of time and when the SAVBOR 2017 TRADE SHOW closes you simply pack up and leave.

**How much time is there between when the SAVBOR 2017 TRADE SHOW ends and the GASTRO-MANIA event begins?** The trade show ends at 4pm and SAVBOR GASTRO begins at 6pm.

**Is there a cost to attend GASTRO-MANIA?** Yes, the consumer pays \$69 to attend

**Do trade buyers pay to attend GASTRO-MANIA?** No and Yes

No, if the buyer has previously registered and has his/her attendee buyers badge

Yes, if he/she has not previously registered however, the benefited attendee buyer pays \$49

**What is a "benefited attendee buyer"?** Some who is in the specialty food, wine and spirits industry with a picture ID and their business card

**Will there be entertainment at GASTRO-MANIA?** Yes, absolutely

**JUNE 30, 6-9PM**



Promote your products! GASTROMANIA features 100+ food and beverage products ready to share a unique gastronomic experience.

Check YES on registration if you wish to participate on this event following SAVBOR FFBS!

## “96% of exhibitors surveyed had a positive experience and would advise to exhibit in SAVBOR - FFBSHOW”

### WHAT DOES PREVIOUS ATTENDEES THINK ABOUT SAVBOR FFBS?

- “SAVBOR FFBS was a revelation to us, and we have a strong desire to participate in the next edition.” (Greg Bon-Mardion, SudAmeris)
- “SAVBOR FFBS has become a must event for food and beverages exhibitors in USA”(José Poyatos, Vinamericas)
- “Excellent organization and optimal results” (Unai Urtizberea, Jamòn 5J's)
- “This event was done very well and we had a very positive turnout. Our clients were very happy and impressed with the wide variety of products. Excellent!” (Pepe Vila, Paneamore)
- “We were able to acquire many different distributors because of SAVBOR FFBS. Everything was excellent” (Gabriel Pol, NESPRESSO)
- “SAVBOR FFBS is the best platform for us to import international beers.”( Paula Mena, Le Bon Vivant



- “Sample of reference to find new products to develop in the state of Florida and its surroundings” (Patrick Bachelier, Bemka)
- “This is an excellent organization, with a large quantity of high quality products!” (Carl Edvard, Consultor)
- “We will be back next year! Perfect organization and an important commercial input for our company on the South Florida specialty food sector!” (Marc Navailles, Terrasur)

**EVENT****Date:** June 29<sup>th</sup> & 30<sup>th</sup>, 2017**Location**

**MACC** Convention Center  
711 NW 72nd Ave  
Miami, FL 33126

**SAVBOR PLANNED PROGRAM****Thursday June 29th, 2017**

9:30 am - 12:45 pm – Set up

10:30 am -12:00 pm - Seminars

1:00 pm – Show opens doors

6:00 pm – Show closes

**Friday June 30th, 2017**

9:30 am - Open for pre -scheduled meetings

10:00 am -11:30 am - Seminars

12:00 pm – Show opens doors

4:00 pm – Show closes for trade

6:00 – 9:00 pm – Show opens for consumer



**EXHIBITOR PRICES & PACKAGES****A. SILVER PACKAGE: (10x10 ft booth – 3x3 m) | \$1,750**

***Early bird registration until May 8<sup>th</sup>: \$1,200***

The above space will include:

- One free listing in show directory
- One (1) 8 ft. Draped Table
- Two (1) Chair
- May attend in 1 seminar or conference only

**B. GOLD PACKAGE: (20x10 ft booth – 6X3 m) | \$1,950**

***Early bird registration until May 8<sup>th</sup>: \$1,450***

The above space will include:

- One (1) 8 ft. Draped Table
- Two (2) Chairs
- Your Logo on our website and directory
- May attend in one seminar or conference

**C. PLATINUM PACKAGE: (30x10 ft – 9X3 m) | \$2,250**

***Early bird registration until May 8<sup>th</sup>: \$1,850***

The above space will include:

- One (1) 8 ft. Draped Table
- Two (2) Chairs
- Your Logo on our Website
- Participation in Seminars
- Free half page ad in show directory
- Product Flyer Hand out at the entrance

**FDA AGENT:** The United States Government encourages domestic and international business owners, operators, and other agents, who fabricate, process, wrap, distribute or receive any type of vitamin, medicine or any consumable, register with the FDA (Food and Drug Administration).

**FDA Resident Agent services offered to participants. If you need FDA Resident Agent services please contact us.**

**SERVICES INCLUDED**

The following material will be provided by the show:

- ☐ Tablecloth
- ☐ Tasting glasses
- ☐ Water jugs, bottle coolers and wine spittoons.
- ☐ Ice

**OTHER INFORMATION**

The event organization is responsible for the cleaning services, security services, and in general, the proper maintenance of the show.

**BEFORE, DURING AND AFTER THE SHOW**

**BEFORE:** GASTROMANIA booth set up starts at 4:00 pm. Please note the show open doors at 6pm

**DURING:** Attend your booth throughout the entire schedule. Exhibitor cannot leave the show before 9pm

**AFTER:** Please collect all of your products by the end of the show



## SPONSORSHIP PACKAGES

*We offer 4 different sponsorship packages to our sponsors.*

### Title Sponsors: \$25,000.00 USD

- Sponsors of the overall event including SAVBOR GASTRO
- Only 1 title sponsor
- Cocktail party at the end of the first day for up to 250 people
- Exclusive sponsor and/or exhibitor in your business category
- Featured in all pre-event advertising & PR
- Dedicated press release
- Featured in all event signage
- Includes 20x20 booth in prime location
- Logo is the largest possible
- Signs included in all seminars
- Your promotional materials delivered to the rooms of all attendees

### Host Sponsors: \$15,000.00 USD

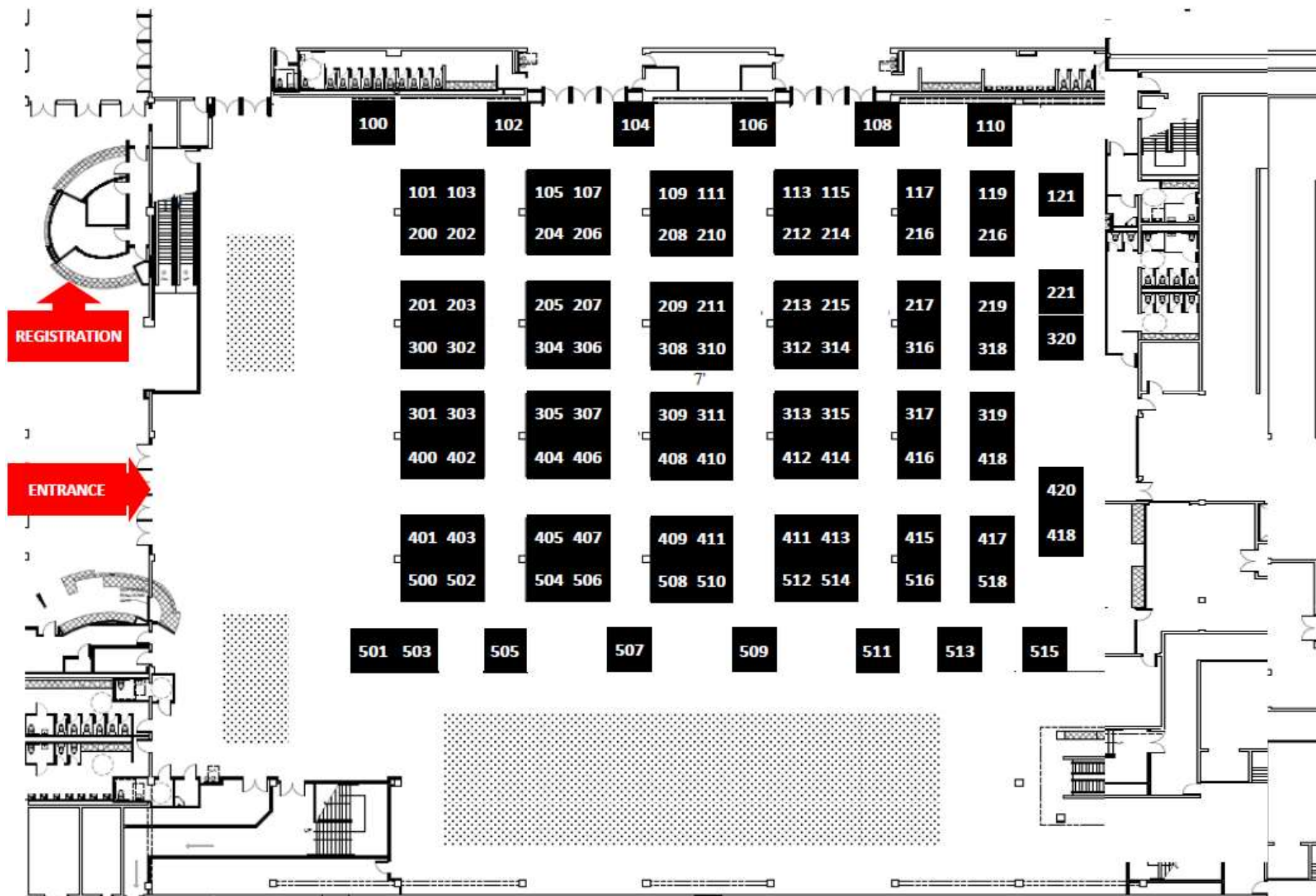
- Sponsor of a feature area or pavilion
  - 1 Host sponsor per section
  - Exclusive in your category
- Featured on our website
- Includes a 10x30 booth
- Featured in all advertising & PR
- All show signage
- Logo is ½ the size of the largest possible
- Breakfast at the start of day two for 100 people
- Hand outs at the entrance

### Presenting Sponsors: \$7,500.00 USD

- Exclusive in your category
- Included in all advertising & PR
- Dedicated press releases
- Includes a 10x20 booth in prime location
- Included in all event signage
- Logo is ¼ the size of the largest possible
- Handouts at the entrance

### Special Thanks Sponsors: \$4,000.00 USD

- Included on our web page, some consumer print ads, and press releases
- Featured in all event signage
- Logo is 1/8 the size of the largest possible
- Includes a 10x10 booth



**MACC**  
 MIAMI AIRPORT CONVENTION CENTER  
 711 NW 72nd Ave,  
 Miami, FL 33126

**NOTES**  
 Each numbered booth is 10x10  
 FLOOR PLAN SUBJECT TO CHANGE  
 UPON FINAL LAYOUT AND FIRE  
 MARSHALL APPROVAL

**SAVBOR Fine Food & Beverage Trade Show**  
 Miami, June 29-30, 2017

## EXHIBITOR BOOTH AGREEMENT

*Miami Convention Center*

### EXHIBITING COMPANY INFORMATION

Company Name:		
Address:		
City:	State:	Phone Number:
Zip Code:	Web:	E-mail:

### CONTACT PERSON FOR THE MANAGEMENT OF THE STAND

Full Name:		
Address:		
Town:	Province:	Email:
Tel:	Mvl (opcional):	Fax:

(Note: ALL Product listed below must be approved – ANY product not listed and approved will not be permitted in your booth).

### EXPOSED PRODUCT INFORMATION

Product	Brand	Category

### BOOTH SIZE

Stand 10X10	
Stand 20X10	
Stand 30X10	
Storage: \$ 100	
Electricity: 110-volt out: \$55/h	
Electricity: 110-volt out: \$95/h	

### DISCOUNT APPLY

Chamber of Commerce Member	
Early Registration	
<b>PLEASE CHECK IF APPLY:</b>	
<b>YES, I WANTO EXHIBITE FOR CONSUMER, JUNE 30 AT 6PM</b>	

DATE: \_\_\_\_\_

SALES REPRESENTATIVE: \_\_\_\_\_

I would like to reserve booth # \_\_\_\_\_ booth size \_\_\_\_\_

### PAYMENT INFORMATION:

TOTAL Booth Cost: \$ \_\_\_\_\_

Deposit Due Date: \_\_\_\_\_ (IF APPLICABLE)

Deposit with signed contract is: (SUBTRACT) \$ \_\_\_\_\_

Balance Due Amount: \$ \_\_\_\_\_

<b>PAYMENT BY CREDIT CARD AUTHORIZATION</b>		
Full Name on card:		
Credit Card Number:		
Card: <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> Amex <input type="checkbox"/> Other	Expiration date:	CVV:
Billing Address:	Signature:	

<b>PAYMENT BY BANK TRANSFER</b>		
Concept: Company Name + SAVBOR SAVBOR FFBS 2017		
Banking entity: Total Bank   Address: 2720 Coral Way Miami, FL 33145		
Holder: Spain US Chamber of Commerce INC.	IBAN: 0019679006	ABA SWIFT: TLBKUS3M
Account Number: 19679006	+ \$30 wiretransfer fee*	

<b>PAYMENT BY CHECK</b>
Please make checks to: Spain US Chamber 2153 Coral Way, 4 <sup>TH</sup> FLOOR Miami, FL 33145

Proof of payment of the fee Reserve Area (50 % of the cost). This payment will be made by check, bank transfer or credit card authorization (in attachments).

The payment of the second installment will be made no later than 15 days before conducting the activity. Otherwise, you lose both the space reserved and the 50 % deposit.

**EXHIBITING TERMS & CONDITIONS:**

I have read all the terms and condition set herein and agree to abide by all. I must pay all booth fees as per the schedule listed in this agreement and understand that failure to do so will result in the cancelation of my booth and loss of all money paid. No agreement is final until approved by SAVBOR FFBS and a signed by a company officer.

Title:

Date:

Print Name:

Signature here X:

**Contact Information:** Gabriela Abreu o Arantxa Jordan

+ 1 305 358 5988 | [savbor@spainchamber.org](mailto:savbor@spainchamber.org)

**Terms and conditions**

APPLIES TO: SAVBOR 2017

From now on called SAVBOR FFBS

1. Damage to Property. Exhibitor is liable for any damage caused by Exhibitor and its agents to the building, including, without limitation, doors, floors, walls, columns or ceilings, to standard Booth equipment, or to other Exhibitors' property. Exhibitor may not apply paint, lacquer, adhesives, tapes or other coating to building doors, floors, walls, columns or to standard Booth equipment.
2. Subleasing. Exhibitor shall not assign, sublet, share or transfer all or part of its Booth, without the prior written consent from SAVBOR FFBS. Exhibitor may not exhibit or advertise articles not approved by SAVBOR FFBS, except where such articles are required for the proper demonstration or operation of its display, in which case identification of such articles shall be limited to the regular nameplate, imprint, or other identification of such items. The decision by SAVBOR FFBS in all instances shall be final. Exhibitors will not display any items not specified in this Agreement and Exhibitor will permit only authorized representatives of Exhibitor to work in Exhibitor's Booth.
3. Signs. No display or advertising will be allowed to extend beyond the Booth space allotted to Exhibitor. Exhibitor's display shall be admitted and shall remain from day to day solely on strict compliance with the rules set forth herein. SAVBOR FFBS reserves the right to reject, eject or prohibit any Exhibitor or display, in whole or in part if exhibitor violates any of the show rules either written or oral.
4. Limitation of Liability. Exhibitor agrees to indemnify and hold harmless SAVBOR FFBS, the organizer, its affiliates, the exhibition hall facility and the City in which the event is held. Owners, directors, officers, employees, representatives and other agents (collectively, the "Indemnified Parties") against all claims, losses, suits, damages, judgments, expenses, costs and charges of every kind arising from or related to this Agreement, the Exhibitor's participation in the Show, including, without limitation, by reason of personal injuries, death, property damages or any other cause sustained by any person. The Indemnified Parties shall not be responsible for any loss or damage to displays or goods belonging to Exhibitor, whether resulting from fire, storms, acts of God, air conditioning or heating failure, theft, pilferage, mysterious disappearance, bomb threats or other causes. Such items are brought to the Show and displayed at Exhibitor's own risk and should be safeguarded at all times and covered by Exhibitor's own insurance as necessary and as specified below. Notwithstanding any other provision of this Agreement, under no circumstances shall SAVBOR FFBS be held liability to Exhibitor arising under this Agreement or related hereto exceed amounts paid as Booth Rental Fees by Exhibitor hereunder. Exhibitor agrees that SAVBOR FFBS, its affiliates nor any third parties nor any of their owners, directors, officers, employees, representatives or other agents shall have any liability in the event of any errors in any promotional material or electronic system where Exhibitors name or information may appear. Exhibitor agrees to indemnify SAVBOR FFBS and its affiliates and their respective owners, directors, officers, employees, representatives or other agents against and hold each of them harmless from any claims and from all damages, costs and expenses, including without limitation, attorneys' fees, and amounts paid in settlement incurred in connection with claims arising out of the acts or negligence of Exhibitor and Exhibitor's owners, directors, officers, employees, representatives or other agents.
5. Show Floor Plan. SAVBOR FFBS reserves the right, in its sole discretion and for any reason, to change the location of the Booth requested by Exhibitor.
6. Default in Occupancy. Exhibit booths must be manned at all times by exhibitor personal during show hours. Booths that are not manned may be closed down by SAVBOR FFBS.
7. Lotteries/Contests. The operation of games of chance, or lottery devices, or the actual or simulated pursuit of any recreational pastime is permitted only to the extent permitted by applicable law and only if prior written approval has been obtained from SAVBOR FFBS.
8. Exhibitor Conduct. Retail sales are permitted during the course of the Show it is the exhibitor's responsibility to collect all sales and other taxes and be licensed with the proper license for the product or service being provided. The sale or distribution of any goods or items that interfere with the activities or obstructs access to neighboring Exhibitor's Booths, or that impedes in anyway is prohibited. No goods or items containing any product other than the products or materials made, imported, distributed, or used by Exhibitor in Exhibitors' product or service may be distributed without the prior written consent of SAVBOR FFBS. Exhibitor shall conduct and operate its display so as not to annoy, endanger or interfere with the rights of other Exhibitors and Visitors. Any practice resulting in complaints from any other Exhibitor or Visitor, which, in the sole opinion of SAVBOR FFBS interferes with the right of others or exposes them to annoyance or danger, may be prohibited by SAVBOR FFBS. Exhibitor's authorized representatives will conduct business, including but not limited to the taking of orders, the preparation and/or sampling of products and the distribution of product literature, only from within Exhibitor's Booth.



9. Guarantees – SAVBOR FFBS cannot and does not guarantee results of any kind. Results are defined as sales of exhibitor product or service at or post show, attendance quantity and quality or anything else that might be seen as a guarantee of success to an exhibiting company.
10. Employment Displays. Displays for the purpose of soliciting prospective employees and employee-recruiting activity of any kind, are specifically prohibited unless with prior written permission from SAVBOR FFBS.
11. Cancellation by Exhibitor. In the event the Exhibitor cancels all or part of the contracted exhibited space there are no refunds or returns of any money paid unless previously agreed to by SAVBOR FFBS.
12. Downsizing or Reducing Booth Space. Exhibitor may reduce the size of their exhibit space with prior written approval of SAVBOR FFBS only. All money previously paid will be applied towards the reduced space and there will be no refunds.
13. Termination of Displays. In the event that the exhibition hall facility in which the Show is to be conducted shall become, in the sole discretion of SAVBOR FFBS, unfit for occupancy, or in the event that the holding of the Show, or the performance of SAVBOR FFBS under this Agreement are substantially or materially interfered with by virtue of any cause or causes not reasonably within the control of SAVBOR FFBS, this Agreement and/or the Show (or any part thereof) may be terminated by SAVBOR FFBS. SAVBOR FFBS shall not be responsible for delays, damage, loss, increased costs or other unfavorable conditions arising by virtue of cause or causes not reasonably within the control of SAVBOR FFBS. If SAVBOR FFBS terminates this Agreement and/or the Show (or any part thereof), then SAVBOR FFBS may retain such part of Exhibitor's Booth Rental Fee as shall be required to compensate SAVBOR FFBS for expenses incurred up to the time such contingency shall have occurred, and there shall be no further liability on the part of either party.  
(13. Continued) For purposes hereof, the phrase "cause or causes not reasonably within the control of SAVBOR FFBS shall include, but are not limited to: fire, casualty, flood, epidemic, earthquake, explosion or accident, blockade, embargo, inclement weather, governmental restraints, restraints or orders of civil defense or military authorities, act of public enemy, riot or civil disturbance, strike, lockout, boycott or other labor disturbance, inability to secure sufficient labor, technical or other personnel failure, impairment or lack of adequate transportation facilities, inability to requisition or commandeering of necessary supplies or equipment; local, state or federal laws, ordinances, rules, orders, decrees or regulations whether legislative, executive or judicial and whether constitutional or unconstitutional; or act of God.
14. Admission. Show will be open to the public at admission prices as set by SAVBOR FFBS. Each Exhibitor shall be provided with complimentary badges, a limited amount of free invitations and as many discount coupons as an exhibitor may require. Exhibitor shall be able to purchase additional tickets at the lowest discount admission price. Exhibitor shall not permit any person less than 16 years of age to work in Exhibitor's Booth.
16. Resolution of Disputes at the Show. In the event of a dispute or disagreement at the Show between: Exhibitor and Contractor; Exhibitor and any laborer; Exhibitor and another Exhibitor or other Exhibitors; Exhibitor and Attendee(s); Exhibitor and any Show Representative (including but not limited to Show Management); or Exhibitor and any other third party; then Exhibitor agrees to be bound by SAVBOR FFBS decision concerning the dispute.
17. Delivery of Goods and Displays. SAVBOR FFBS is not responsible for the delivery of any displays, goods or other items. Exhibitor shall provide a list of anticipated deliveries to the Official Show Contractor. Exhibitor shall provide for the shipping, transportation and receiving of all shipping containers and for verifying and acknowledging their contents. All shipping containers must be clearly marked. If Exhibitor is not present to receive its shipment SAVBOR FFBS or its Contractors may store, unpack or return such shipments in SAVBOR FFBS sole discretion and at Exhibitor's expense, risk and peril. Exhibitor must receive delivery of all necessary materials no later than the time specified in the Exhibitor's Manual Guidelines. The Official Show Contractor will provide drayage service as specified in the Exhibitor's Manual Guidelines.
18. Customs. Exhibitor is solely responsible for clearing all foreign-made displays, goods and other items through customs.
19. Care and Removal of Displays. SAVBOR FFBS will maintain the cleanliness of all aisles. Exhibitor must, at Exhibitor's expense, keep displays clean and in good order at all times. Exhibitor must keep packing material, items not used in the displays and any personal belonging out of sight. All displays must remain fully intact until the Show has officially ended. Disturbing or dismantling a display prior to the official closing hour of the Show will not be permitted. Displays must be removed within one day following the conclusion of the Show. In the event any Exhibitor fails to remove its Display in the allotted time, SAVBOR FFBS reserves the right, at Exhibitor's expense, to ship the Display through a carrier of SAVBOR FFBS choosing or to place the same in a storage warehouse subject to Exhibitor's disposition or make such other disposition of the property as it may deem desirable without any liability to SAVBOR FFBS.
20. Insurance. While SAVBOR FFBS will carry overall event insurance as per the requirements of the exhibit hall it is recommended that exhibitors carry their own separate policy specifically naming the event as also insured. Contact SAVBOR FFBS if you would like details of our insurance coverage.
21. Agreement Non-Assignable. The Agreement is non-assignable by Exhibitor, without the Agreement by SAVBOR FFBS Exhibitor Agreement shall be null and void and shall constitute a breach of the Agreement and shall grant SAVBOR FFBS the right to cancel the Agreement.

22. Cancellation of Show. If SAVBOR FFBS cancels the Show because of an Event of Force Majeure as defined below and the Show is rescheduled within six months of the original Show dates, Exhibitor's rental fee for exhibition space shall be applied to pay for Exhibitor's rental space in the rescheduled show. If Exhibitor elects not to participate in the rescheduled Show, its rental fee shall not be refunded and shall be deemed earned by SAVBOR FFBS. If the Show is cancelled and not rescheduled as set forth above, SAVBOR FFBS will refund that portion of Exhibitor's rental fee, if any, that SAVBOR FFBS does not apply to pay its direct expenses of the cancelled Show. Any refunds of rental fees will be prorated among all Exhibitors. If SAVBOR FFBS's direct expenses equal or exceed all Exhibitor rental fees, no rental fees will be refunded. For the purpose of this paragraph, direct expenses shall mean all expenses of the Show incurred by SAVBOR FFBS other than its indirect administrative overhead expenses. SAVBOR FFBS's determination of its direct expenses shall be deemed final and shall not be subject to challenge by any Exhibitor. SAVBOR FFBS shall not be liable for any losses or damages of any type or description, including consequential and/or incidental damages, suffered by Exhibitor as a result of any rescheduling or cancellation of the Show.

23. Force Majeure. The rights of SAVBOR FFBS under this contract shall not be deemed waived except when specifically stated in writing and signed in writing by an authorized officer of the SAVBOR FFBS. There is no other agreement of warranty between Exhibitor and SAVBOR FFBS, except as set forth in this document. SAVBOR FFBS shall not be deemed to have breached this agreement by reason of its failure to perform any of its obligations if caused by strikes, natural disasters, hurricanes or tropical storms, acts of a public enemy, riots, terrorism, interference by civil or military authorities, compliance with proclamations, delays in transit or delivery on the part of transportation companies, or other causes beyond the reasonable control and without the fault of SAVBOR FFBS, or if caused by any act or failure to act of another party (an "Event of Force Majeure"). Upon the occurrence of any Event of Force Majeure specified above that results or will result in a delay in or cancellation of the Show or otherwise affects SAVBOR FFBS's performance under this agreement, SAVBOR FFBS shall promptly give notice to the other party of the occurrence and the effect or anticipated effect of the occurrence on the performance of SAVBOR FFBS's obligations under this agreement. SAVBOR FFBS will use reasonable efforts under the circumstances to eliminate or minimize the adverse impact of the occurrence on its performance under this agreement.

24. Arbitration and Choice of Law. Any controversy or claim arising out of or related to the breach thereof, shall be settled exclusively by arbitration held in Miami, FL and administered by the American Arbitration Association under its Commercial Arbitration Rules. SAVBOR FFBS and Exhibitor agree that such arbitration shall be final, binding and non-appealable. Judgment upon the award may be entered in any court having proper jurisdiction. SAVBOR FFBS and Exhibitor expressly waive their rights to a jury trial and to appeal from the arbitration. If any arbitration or the proceeding is commenced pursuant to this Section, the prevailing party shall be entitled to recover from the other party all reasonable attorney's fees, costs and other disbursements actually incurred by it in connection with such arbitration or other proceeding and in enforcing any award, order or judgment thereby obtained. The validity, construction and performance of this Agreement shall be governed by and interpreted in accordance with the laws of the State of Florida, exclusive of its conflicts of law provisions. Each party hereby consents to the exclusive jurisdiction and venue in the state and federal courts in Miami, FL.