Personalized Nutrition 2019℠
Regenerate Health in our Toxic Environment

EXHIBITOR & SPONSORSHIP PROSPECTUS

November 13-15, 2019, San Diego, CA

Exhibit at this premier continuing medical education conference and reach a multi-disciplinary audience of nutrition science thought leaders and nutrition professionals from around the world.

Visit PersonalizedNutrition.pro for detailed conference agenda and updates.
We live in a toxic environment. Our exposures profoundly impact our biology, our genetic expression, and ultimately our health.

We in turn impact our environment in profound ways, and in particular through our nutritional choices. Personalized nutrition holds the potential to help regenerate both human and environmental health.

Personalized Nutrition 2019℠, our landmark 60th annual conference, will showcase the latest science and solutions from the world’s leading nutrition researchers and clinicians and environmental experts.

It will equip practitioners to:

→ Recognize the impacts of environmental toxins on human biology and genetic expression
→ Understand the interaction between nutrients and environmental toxins
→ Identify environmental exposures through clinical assessment and biochemical data analysis
→ Design personalized nutrition solutions to prevent exposures and mitigate the effects of toxins on human health
→ Integrate clinical nutrition approaches that regenerate both human and environmental health

Join the personalized nutrition community at the fully renovated Hilton San Diego Resort & Spa, November 13-15, as we explore how to Regenerate Health in our Toxic Environment.

Target Audience

→ Clinicians (physicians and all nutrition-related practitioners)
→ Researchers and academicians
→ Students
→ Individuals active or interested in the nutrition field

Benefits of Exhibiting

Personalized Nutrition 2019℠ is a nationally accredited continuing medical education conference for an elite group of physicians, nutritionists, scientists and researchers to share their knowledge, network and advance their skills in the field of nutrition science. As an exhibitor, you will have the opportunity to showcase your company’s products and services to a targeted health care population already active in the field of nutrition. Here are just a few benefits exhibiting offers:
- Interact face-to-face with influential decision makers
- Build visibility for your company in a competitive marketplace
- Expand your prospect place and strengthen existing customer relationships
- Introduce new products and services
- Generate new sales leads

Exhibit & Conference Contact
Meredith Twohy, Conferences and Events Manager
Office: 858-768-2455 Cell: 858-603-8105 Email: MTwohy@AmericanCollegeofNutrition.org

Exhibit Schedule
Times below are tentative and subject to change. Visit PersonalizedNutrition.pro for detailed conference agenda.

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>Tuesday, November 12, 2019</td>
<td>Noon – 4 p.m.</td>
<td>Exhibitor Installation &amp; Move-in</td>
</tr>
<tr>
<td>Wednesday, November 13, 2019</td>
<td>7-8 a.m.</td>
<td>Breakfast &amp; View Exhibits</td>
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<td></td>
<td>10:30-11 a.m.</td>
<td>Break &amp; View Exhibits</td>
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<tr>
<td></td>
<td>12:15-1:15 p.m.</td>
<td>Lunch &amp; View Exhibits</td>
</tr>
<tr>
<td></td>
<td>3:30-4 p.m.</td>
<td>Break &amp; View Exhibits</td>
</tr>
<tr>
<td>Thursday, November 14, 2019</td>
<td>8-8:15 a.m.</td>
<td>Breakfast &amp; View Exhibits</td>
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<td></td>
<td>10:30-11 a.m.</td>
<td>Break &amp; View Exhibits</td>
</tr>
<tr>
<td></td>
<td>12:15-2 p.m.</td>
<td>Lunch &amp; View Exhibits</td>
</tr>
<tr>
<td></td>
<td>4:15-4:45 p.m.</td>
<td>Break &amp; View Exhibits</td>
</tr>
</tbody>
</table>
Friday, November 15, 2019

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>8-8:15 a.m.</td>
<td>Breakfast &amp; View Exhibits</td>
</tr>
<tr>
<td>10:30-11 a.m.</td>
<td>Break &amp; View Exhibits</td>
</tr>
<tr>
<td>11 a.m.</td>
<td>Exhibitor Dismantling &amp; Move out</td>
</tr>
</tbody>
</table>

**Booth Traffic**

The exhibit hall is located near the main conference area where the meals and breaks are served guaranteeing quality interaction with attendees. Additionally, exhibiting company representatives are invited to attend food and beverage functions; offering many opportunities outside the formal exhibit times to interact with conference attendees and expert faculty. While we make every effort to promote and encourage attendees to visit the exhibit hall, we cannot guarantee booth traffic.

**Exhibitor Raffle** – Attendees will be encouraged to visit all booths for the chance to be entered into a raffle drawing. All participants will receive a map of the exhibit space that must be stamped by each exhibiting company in order to be eligible for prizes. This is not only guaranteed to motivate attendees but to also increase booth traffic for all exhibitors. If you are interested in donating prizes for the raffle, please email MTwohy@AmericanCollegeofNutrition.org

**Past Exhibitors**

- Advanced Naturals
- Allergy Research Group
- Clarity Genomics
- Allergy Research Group
- Bio-Tech Pharmacal
- CV Sciences
- American Herbal Labs/New Vita Systems
- Biotics Research, Corp.
- DHA Laboratory
- American Holistic Nurses Association
- Bragg Health Foundation
- Designs for Health
- Acuintegra, Inc
- Carlson Laboratories, Inc.
- Doctors Supplement Store
- Cell Science Systems, Corp.
- DNA Life

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Edamam LLC
EFund Your Health
Enzyme Science
Ecological Formulas & Cardiovascular Research
Essential Formulas
Fenchem, Inc.
Fortifeye Vitamins
Food and Drug Administration (FDA)
Functional Medicine Coaching Academy, Inc.
Genova Diagnostics, Inc.
Good Idea
Grassroots Health
Great Plains Laboratory
GX Sciences
Integrative Therapeutics, Inc.
International Academy of Oral Medicine and Toxicology (IAOMT)
Jigsaw Health, LLC
Kajaran, Inc.
Kemin Human Nutrition and Health
LivOn Laboratories Inc.
L-Nutra
Maryland University of Integrative Health
Moss Nutrition Products, Inc.
Naturopathic Academy of Environmental Medicine (NAEM)
National Health Research Institutes (NHRI)
National Board of Physician Nutrition Specialists
Natural Partners Inc.
Nutramax Laboratories Consumer Care, Inc. NuMedica
P4Medicine institute
P.H Secrets
PONO Business Websites & Software
ProThera, Inc.
Protocol For Life Balance
Pure Encapsulations
Rejuvenation Science
Routledge Taylor & Francis Publishers
Saybrook University
Sigma-Tau HealthScience
Symphony Natural Health
Thorne
University of Bridgeport
University of Western States
Wholistic Research and Education Foundation
XLEAR Inc.

Exhibitor History

- Number of Exhibitors in 2013: 18
- Number of Exhibitors in 2014: 15
- Number of Exhibitors in 2015: 23
- Number of Exhibitors in 2016: 39
- Number of Exhibitors in 2017: 18
- Number of Exhibitors in 2018: 36
- Anticipated Number of Exhibitors in 2019: 45
Attendee Demographics

Attendance

- 2013 Attendance: 238
- 2014 Attendance: 186
- 2015 Attendance: 287
- 2016 Attendance: 443
- 2017 Attendance: 357
- 2018 Attendance: 447
- **2019 Anticipated Attendance: 500**

Degree/Certification Breakdown

- 42% **Nutritionist:**
  - Certified Nutrition Specialist (CNS)
  - Registered Dietician (RD)
  - Certified Clinical Nutritionist (CCN)
  - Master of Science (MS)
- 10% **PhD**
- 9% **Physician (MD/DO)**
- 3% **Naturopathic Doctor (ND)**
- 36% **Other Includes:**
  - LAc
  - Chiropractors
  - Family Nurse Practitioner (FNP)/Nurse Practitioner (NP)
  - Students
  - Doctor of Veterinary Medicine (DVM)

Primary Specialty

- 49% Clinical Practice
- 13% Research
- 13% Education
- 12% Other
- 11% Industry
- 2% Government
Exhibit Opportunities

<table>
<thead>
<tr>
<th>Non-Profit Exhibit – 6’ table</th>
<th>$500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Please note, this rate is available only to 501(c) (3) organizations.</td>
<td></td>
</tr>
<tr>
<td>Exhibit – 6’ Table</td>
<td>$2,000</td>
</tr>
</tbody>
</table>

Included with your exhibit purchase:

- Materials: Carpet, two chairs, one table linen & wastebasket
- Wireless internet in the exhibit hall
- Access to mobile conference app containing course materials, recordings, faculty information and more
- Recognition on conference website and in mobile conference app with link to your organization’s website
- Full access pass for two company representatives to attend all conference educational sessions and activities
- Additional conference passes available at a discounted rate of $250 each
- CME/CE credit – Exhibitors wishing to receive CME/CE credit must complete the post conference evaluation to receive a CME/CE certificate
- A list of pre-registered attendees will be sent to all confirmed exhibitors one week prior to the conference. Exhibitors will receive an updated list at the conference and a final list of attendees approximately one week after the conference has concluded. Please note: only limited attendee information will be provided (name, affiliation, city and state).

Not included with your exhibit purchase:

- Pipe and drape (not available)
- Electricity (Companies will arrange this directly with the hotel)
- Additional furniture or equipment rentals (space restrictions apply)
- Labor for installing or dismantling your exhibit display.
- Security: the exhibit area will not be locked each evening and no security guard will be present. **Anything you leave in the exhibit area will be left at your own risk.**

Neither the hotel nor the American Nutrition Association/American College of Nutrition will accept liability for any items in the exhibit area at any time.
<table>
<thead>
<tr>
<th>Booth Number</th>
<th>Company</th>
<th>Booth Number</th>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The Biomat Store</td>
<td>21</td>
<td>Vervana, L.L.C.</td>
</tr>
<tr>
<td>2</td>
<td>University of Western States</td>
<td>22</td>
<td>Cyrex Laboratories</td>
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<tr>
<td>3</td>
<td>Thorne Research, Inc.</td>
<td>23</td>
<td>The Clinician's Incubator</td>
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<tr>
<td>4</td>
<td>Juice Plus</td>
<td>24</td>
<td>Standard Process</td>
</tr>
<tr>
<td>5</td>
<td>Natural Health Research Institute</td>
<td>25</td>
<td>Lara Adler, LLC</td>
</tr>
<tr>
<td>6</td>
<td>Protocol for Life Balance</td>
<td>26</td>
<td>Emerson Ecologics</td>
</tr>
<tr>
<td>7</td>
<td>University of Bridgeport</td>
<td>27</td>
<td>Taylor &amp; Francis Group</td>
</tr>
<tr>
<td>8</td>
<td>Scripps Center for Integrative Medicine</td>
<td>28</td>
<td>IntelUxxDNA</td>
</tr>
<tr>
<td>9</td>
<td>The Charlie Foundation for Ketogenic Therapies &amp; Bloom Science</td>
<td>29</td>
<td>Biotics Research Corporation</td>
</tr>
<tr>
<td>10</td>
<td>American Nutrition Association's Ketogenic Nutrition Training Program</td>
<td>30</td>
<td>Quicksilver Scientific</td>
</tr>
<tr>
<td>11</td>
<td>John Patrick University of Health and Applied Sciences</td>
<td>31</td>
<td>Acuintegra Inc</td>
</tr>
<tr>
<td>12</td>
<td>Enzyme Science</td>
<td>32</td>
<td>Dunwoody Labs</td>
</tr>
<tr>
<td>13</td>
<td>Grassroots Health Nutrient Research Institute</td>
<td>33</td>
<td>Great Plains Laboratory</td>
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<tr>
<td>14</td>
<td>Toolbox Genomics</td>
<td>34</td>
<td>APEX ENERGETICS</td>
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<tr>
<td>15</td>
<td>Zero Gravity</td>
<td>35</td>
<td>National Association of Environmental Medicine (NAEM)</td>
</tr>
<tr>
<td>16</td>
<td>Ortho Molecular Products</td>
<td>36</td>
<td>Fortlfeye Vitamins</td>
</tr>
<tr>
<td>17</td>
<td>Bio-Botanical Research</td>
<td>37</td>
<td>Fullscript</td>
</tr>
<tr>
<td>18</td>
<td>Prof. George Birkmayer NADH Corp.</td>
<td>38</td>
<td>Mushroom Science/ JHS Natural Products</td>
</tr>
</tbody>
</table>
Additional Sponsorship Opportunities at Personalized Nutrition 2019℠

Non-CME Breakfast Symposium
Hosted non-CME breakfast symposium. Your support includes a 30-minute presentation during breakfast. Thursday SOLD, Wednesday still available, Friday SOLD

Included:
- Logistical arrangements for food/beverage and existing audio-visual will be provided by the Personalized Nutrition 2019℠ organizers
- Approval to hold the event in conjunction with Personalized Nutrition 2019℠
- Approval to hold the event at the Hilton San Diego Resort
- Inclusion of program details in Personalized Nutrition 2019℠ brochure if received in time for printing
- Inclusion of marketing collateral and conference app
- E-mail blast (1) to all registered attendees
- Signage (1) and brochures/invitations posted near the Personalized Nutrition 2019℠ registration desk
- Inclusion in the Personalized Nutrition 2019℠ daily announcements

Not Included:
- Creation of additional marketing materials such as brochures/invitations, signage, etc. (We reserve the right to approve all materials)
- Exhibit space
- We cannot guarantee attendance during this event

$20,000
## Non-CME Lunch Symposium

Hosted non-CME lunch symposium. Your support includes a 45-minute presentation during lunch.

### Included:
- Logistical arrangements for food/beverage and existing audio-visual will be provided by the Personalized Nutrition 2019℠ organizers
- Approval to hold the event in conjunction with Personalized Nutrition 2019℠
- Approval to hold the event at the Hilton San Diego Resort
- Inclusion of program details in Personalized Nutrition 2019℠ brochure if received in time for printing
- Inclusion of marketing collateral and conference app
- E-mail blast (1) to all registered attendees
- Signage (1) and brochures/invitations posted near the Personalized Nutrition 2019℠ registration desk
- Inclusion in the Personalized Nutrition 2019℠ daily announcements

### Not Included:
- Creation of additional marketing materials such as brochures/invitations, signage, etc. (We reserve the right to approve all materials)
- Exhibit space
- We cannot guarantee attendance during this event

### Welcome Party (Exclusive Sponsorship) **SOLD**

Welcome attendees to Personalized Nutrition 2019℠ during our Welcome Party on Wednesday, November 13th. Open to all faculty and registrants, this event is a great way for attendees to network with both exhibitors & fellow attendees alike! Healthy and delicious food, drinks and entertainment will be part of this fun and engaging kick-off event.

**$25,000**

### Conference Charging Station (Exclusive Sponsorship)

Conference attendees will be able to charge their electronic devices at stations located in the exhibit hall. The charging station will be wrapped with your company designed graphics and logo and displayed in the exhibit hall.

**$7,500**

### Food & Beverage Stations (Exclusive Sponsorship - Breakfast)

Attendees and faculty will enjoy a delicious breakfast buffet compliments of your generous support. Your company signage will be strategically placed next to the selected food and beverage station in the exhibit hall, as well as in the designated breakfast seating area, providing you an opportunity to have your company image as a first impression with attendees. Recognition will also be given on Personalized Nutrition 2019℠ scrolling slides shown during the morning, lunch and afternoon breaks as well as in the conference app.

**$7,500**
<table>
<thead>
<tr>
<th><strong>Beverage Stations (Exclusive Sponsorship - Break)</strong></th>
<th>$2,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Encourage attendees and faculty to take a break and explore the exhibit hall during downtime each day. Your company signage will be strategically placed next to the selected beverage station in the exhibit hall and provides you an opportunity to have your company image as a first impression with attendees. Recognition will also be given on Personalized Nutrition 2019℠ scrolling slides shown during the morning, lunch and afternoon breaks as well as in the conference app.</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Food &amp; Beverage Stations (Exclusive Sponsorship - Lunch)</strong></th>
<th>$10,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendees and faculty will enjoy a delicious lunch buffet compliments of your generous support. Your company signage will be strategically placed next to the selected food and beverage station in the exhibit hall, as well as in the designated breakfast seating area, providing you an opportunity to have your company image as a first impression with attendees. Recognition will also be given on Personalized Nutrition 2019℠ scrolling slides shown during the morning, lunch and afternoon breaks as well as in the conference app.</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Conference App Sponsor (Exclusive Sponsorship)</strong></th>
<th>$5,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>A mobile app will be provided to all Personalized Nutrition 2019℠ attendees/faculty which is how all attendees and faculty will access the conference course materials from the convenience of their mobile device or computer. Your company will be listed as the sole supporter of this app as well as the option to send two messages to all attendees, via the mobile app (character limit applies).</td>
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<table>
<thead>
<tr>
<th><strong>Conference Tote Bags with your Logo (Exclusive Sponsorship)</strong></th>
<th>$3,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>All attendees will receive a tote bag for use throughout the conference and to take home for future use. This opportunity <strong>includes</strong> one insert in each tote bag. <strong>SOLD</strong></td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Conference Tote Bag Inserts</strong></th>
<th>$250</th>
</tr>
</thead>
<tbody>
<tr>
<td>Encourage a visit to your booth with a tote bag insert.</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Conference Lanyards with your logo (Exclusive Sponsorship)</strong></th>
<th>$3,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Every attendee will be given a lanyard with their name badge to wear for the duration of the conference. Lanyards will feature company name and logo. <strong>SOLD</strong></td>
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<table>
<thead>
<tr>
<th><strong>Student Conference Scholarship</strong></th>
<th>$1,550</th>
</tr>
</thead>
<tbody>
<tr>
<td>Invest in the next generation of nutrition health care professionals by supporting scholarships and awards for our 4th annual Student Summit at Personalized Nutrition 2019℠. Your support will provide students the opportunity to attend all conference symposia and showcase their knowledge by presenting an abstract or poster presentation. Students will also be able to connect with ACN Fellows and members and network with highly esteemed nutrition researchers, scientists, clinicians and educators. Students will receive complimentary ACN membership including a subscription to the <strong>Per student</strong></td>
<td></td>
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</table>

©2019 - American Nutrition Association
Custom Sponsorship
Putting together a high-quality, educational conference can be costly. Please contact us to build a sponsorship package that meets your promotional needs.

Exhibit Shipping & Conference Venue
Hilton San Diego Resort & Spa
1775 East Mission Bay Drive
San Diego, CA 92109
Phone: (619) 276-4010

**Book your reservation online!**

For shipping purposes, please add the following to your label:
Attn: Meredith Twohy, Personalized Nutrition 2019℠

You must complete the Exhibit Shipment Form and submit to MTwohy@AmericanCollegeofNutrition.org prior to the start of the conference. All materials should arrive no earlier than Friday, November 8, 2019. If materials are received prior to this date the exhibiting company will be responsible for these charges. Materials that are shipped will be available at your company’s exhibit space during the exhibit installation. If you have items to ship after the conference, FedEx and UPS can be arranged directly with the hotel. You are responsible for providing all necessary shipping materials as well as all related expenses.

Lead Retrieval
Enhance your experience at Personalized Nutrition 2019℠ with an easy-to-use lead retrieval tool. We have partnered with Cvent to provide lead retrieval services through their LeadCapture product. We appreciate your support at our event and want you to be able to track the impact of attending! For additional information contact: MTwohy@AmericanCollegeofNutrition.org

Exhibitor Housing

**Hilton San Diego Resort & Spa Newly Renovated!**
1775 East Mission Bay Drive
San Diego, CA 92109  
Phone: (619) 276-4010

**Book your reservation online!**

**Rates and Reservations**

We are fortunate to have obtained special low rates at the hotel starting at **$199 per night for single/double occupancy** (plus tax and parking). All rooms also come with:

- Discounted overnight self-parking at the daily rate of $20
- Complimentary use of 24-hour fitness center
- Complimentary guestroom internet
- Pool & tennis court access
- 10% Discount on spa Brezza services

**Make your reservations early!** A block of rooms is being held for us until October 22, 2019. The special room rate will be available until October 22 or until the group block is sold-out, whichever comes first. Reservations will then be accepted on a space and rate availability basis only. Our room block filled early last year so we encourage you to make your hotel reservation as soon as your travel plans are confirmed! Be sure to mention the American College of Nutrition reduced rate when making your reservations.

Exhibitors may be subject to inappropriate solicitation from third-party housing agencies not affiliated with the American Nutrition Association/American College of Nutrition annual conference. The American Nutrition Association/American College of Nutrition has not contracted with any company to provide hotel booking services to our exhibitors. The Hilton San Diego Resort has blocked wholesaler rates and will not accept reservations from these agencies during our conference dates. If you make a reservation with one of these agencies, you will not have a room when you try to check into the hotel. The deposit the agencies ask for is given to the agency, NOT the hotel. Their cancellation policies are often intolerant, and you do not have the support of the American Nutrition Association/American College of Nutrition should you need assistance with your reservation. You are responsible for contacting the hotel directly to make reservations. Book your [room reservation online](#) or call the Hilton San Diego Resort directly at (619) 276-4010.

**Exhibit Rules & Regulations**

**Application Review**

For an exhibit application to be accepted, the products and services must be educational in nature and relate to the educational activity content. We reserve the right to accept or reject a
potential exhibitor based on its assessment of whether the company/organization’s products and/or services are relevant to the conference content. All exhibit applications will be reviewed by the American Nutrition Association/American College of Nutrition.

Exhibitor Payment/Confirmation/Space Assignments

- All applications must be received by Friday, November 1, 2019. Upon receipt of the application a confirmation email will be sent.
- Payment must be received prior to the conference commencement in order to guarantee exhibit space.
- The exhibit cancellation deadline is Friday, November 1, 2019. A $500 processing fee ($250 for non-profits) will be retained. After Friday, November 1, 2019 no refunds will be granted.

CME Guidelines Related to Educational Grants, Exhibit Space, and Promotional Activities

In compliance with the ACCME Standards for Commercial Support, arrangements for commercial exhibits or advertisements cannot influence planning or interfere with the presentation, nor can they be a condition of the provision of commercial support for CME activities.

- Exhibit and other promotional fees shall be separate and distinct from educational grants/commercial support.
- All exhibitors must be in a room or area separate from the education and the exhibits must not interfere or in any way compete with the learning experience prior to, during, or immediately after the activity.
- Company representatives must refrain from holding any commercial discussions in the educational ballroom. All promotional activities including interviews, demonstrations, and the distribution of literature or samples must be made within the exhibitor’s space. Canvassing or distributing promotional materials outside the exhibitor’s rented exhibit space is not permitted.
- Commercial interest representatives may attend CME activities at the discretion of the American Nutrition Association/American College of Nutrition for the direct purpose of the representatives’ own education. However, they may not engage in sales or marketing activities while in the space or place of the educational activity.

Liability

- Neither the American Nutrition Association/American College of Nutrition nor the Facility, the employees thereof, nor their representatives, nor any member of the Conference Committee shall be responsible for any injury, loss, or damage that may occur to the Exhibitor or his property from any cause whatsoever, prior to, during, or subsequent to the period of the Exhibit. The Exhibitor agrees to indemnify the American Nutrition Association/American College of Nutrition and the Facility and their employees, volunteers, and committees from any and all claims for loss,
damage, or injury. Exhibitors are encouraged to insure themselves against property loss or damage, and against both general and personal liability.

- Exhibitor understands and agrees that, for the safety of conference attendees, Exhibitor shall not perform any procedures on or provide any services to conference attendees that are either invasive or are customarily performed in a practitioner’s office.

Guests
Under no circumstances may children/spouses/guests of representatives be in the exhibit area or conference areas unless they are registered attendees.

Conference Modification or Cancellation
We reserve the right to modify the course’s schedule or program as necessary. We also reserve the right to cancel this conference, in which case a full refund of the registration/exhibit fees will be provided. We are unable to refund any travel costs (flight, hotel, etc.) in the case of cancellation.

Recording and Photography Clause
We reserve exclusive rights to record (audio and video) and/or photograph all conference proceedings for use in marketing materials, presentations and course content sales.