

OCTOBER 4-6, 2024

PROSPECTUS

2024 IMA ANNUAL MEETING

SUN VALLEY LODGE

SPONSORSHIP
PACKAGES &
MEETING TIPS

EXHIBITORS:

**RESERVE
YOUR
SPOT
TODAY!**

VISIT BEAUTIFUL
SUN VALLEY, IDAHO



www.idmed.org (208) 344-7888

Dear Prospective Sponsor,

You are invited to celebrate the Idaho Medical Association's (IMA) 132nd Annual Meeting in Sun Valley, Idaho, at the Sun Valley Resort, October 4-5, 2024. The 2024 IMA Annual Meeting is a fun and interactive event for our physician members from around the state and their spouses, families, and guests.

This important meeting is a forum for IMA members to share their ideas and concerns on issues they face in medical practice and develop resolutions that direct the IMA lobby team's work during next year's legislative session. This process allows IMA to partner with Idaho physicians to improve their practice environment and provide the best care for their patients. We aim to positively impact the lives of our physician members, the Idaho medical community, and Idaho patients through smart and necessary state legislation. IMA has had a successful track record in its 132-year history of working to pass legislation such as tort reforms that make Idaho a very attractive place to practice medicine, protecting and maintaining the physician-patient relationship, keeping clinical decision-making in the exam room, and policies for equitable reimbursement. These critical public policies and many more were derived from our physician members at this very event!

The IMA Annual Meeting is a premier event in Idaho for physicians to network with each other and colleagues in related professions. This family-friendly event with over 100 physicians in attendance features an exhibit hall with many events both inside and outside of the hall. You will have plenty of time to interact with physicians around the state. Exhibitors are welcome and encouraged to participate in as many social events as possible to take advantage of ample opportunities to spend time with Idaho physicians. In addition to the exhibit hall, we will have CME presentations, social gatherings, family activities, and a ticketed dinner to thank our IMA President and other volunteer physician leaders. Exhibitors may attend many of these events by purchasing booth space. Additional fees will apply to attend the President's Dinner unless your company sponsors this event.

We want to offer your organization the opportunity to participate in our exhibit hall. Please join us by completing our Meeting Sponsor/Exhibitor Application. Along with other healthcare organizations, pharmaceutical companies, insurance entities, government and business employers, and health promotion programs, exhibitors and sponsors will have an opportunity for one-on-one time and in-depth networking with physician attendees. We offer opportunities for booth displays and sponsorships during this three-day convention. We accept booths on a first-come, first-serve basis until full.

Reasons You Should Exhibit:

1. Meet face-to-face with physicians in our exhibit hall and at social events.
2. Provide hands-on demonstration of your product(s) and services.
3. Strengthen relationships with potential and existing customers.
4. Build your brand recognition.

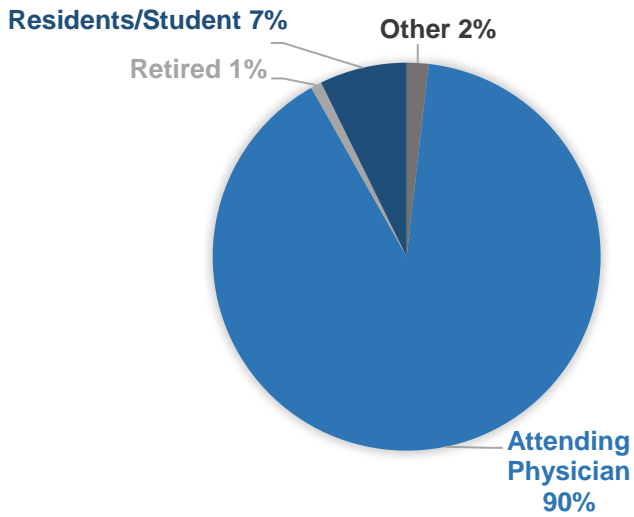
Don't hesitate to contact me at vendors@idmed.org or by calling 208-344-7888 with any questions you may have. Thank you for supporting IMA, Idaho physicians, and their patients!

Sincerely,

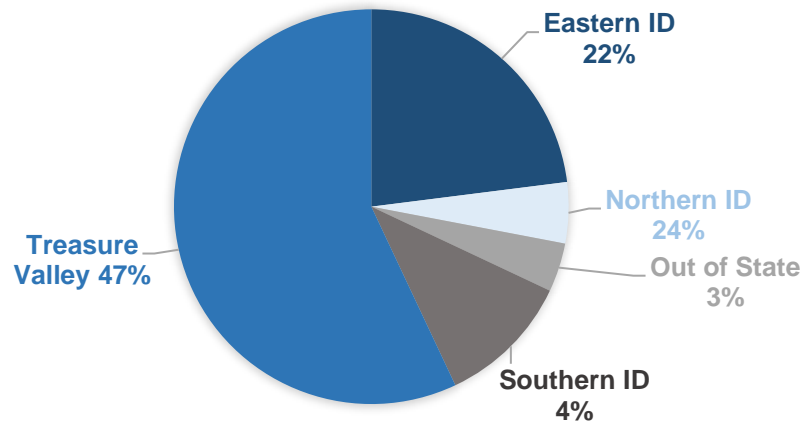
Sara Beattie
Deputy Director
Idaho Medical Association
208-344-7888 / vendors@idmed.org

IMA Annual Meeting Attendees by Numbers

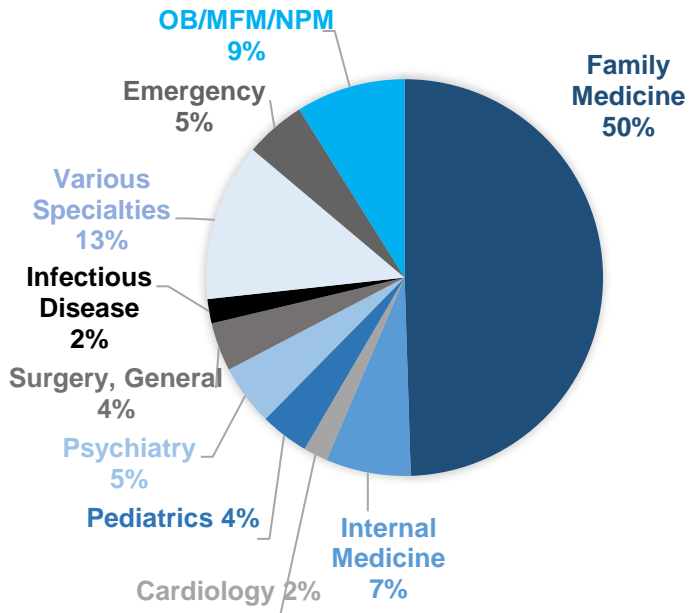
PHYSICIAN STATUS



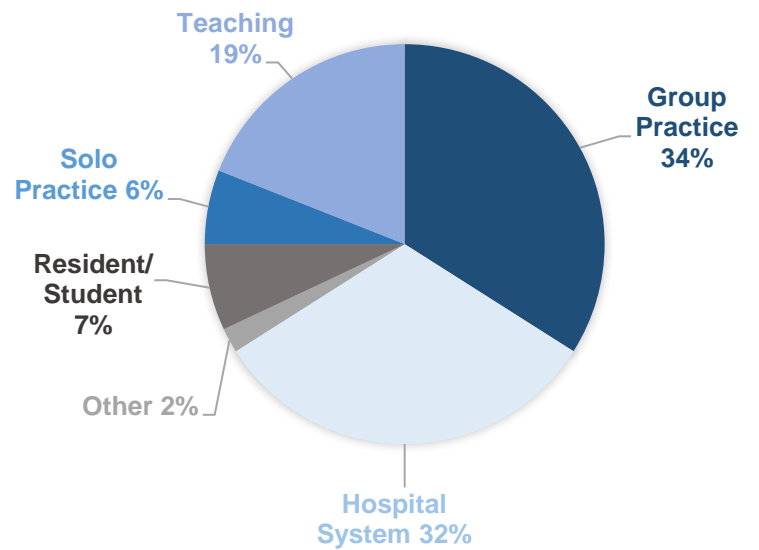
PHYSICIAN PRACTICE LOCATION



PHYSICIAN SPECIALTIES



PHYSICIAN PRACTICE TYPE



Sponsorship Opportunities and Descriptions

General Sponsorship Benefits provided to all Sponsors include the following:

- Booth space in premium locations (based on sponsorship level and first-paid assigned basis).
- Booth space consists of a six-foot skirted table, two chairs, and two nontransferable exhibitor credentials.
- Logo placement on IMA website E-Marketplace with a link to your company website (listed from time of commitment through the end of the year).
- Logo placement in registration brochures, conference programs, and other printed marketing materials.
- Recognition on event signage, displays, marketing materials, and verbal announcements as an event sponsor.
- A mailing list of attendees (emails not included).

The last date to purchase sponsorship with a guarantee of full benefits, as listed – August 30, 2024. Sponsorship must be paid in full at the time of registration and will not be guaranteed without payment at the time of registration. Sponsorship opportunities are available on a first-paid, first-served basis -- register early to ensure your preferred option.

~~\$10,000 Contribution – Diamond Title Sponsor (1 available) – SOLD!~~

General Sponsor benefits PLUS...

- **Title Sponsor of the Meeting:** Your company logo featured prominently on all signage and bingo cards as the Title Sponsor with a personalized banner hung behind the attendee registration table. Verbal recognition as our Title Sponsor throughout the meeting.
- **VIP Booth:** First choice of booth space in the exhibit hall, providing a booth at a prime location!
- **E-blast recognition:** Emails will be sent weeks and months before the annual meeting promoting the conference. As a premier sponsor, you receive logo recognition with a link to your website.
- **Video Testimonial/Commercial:** Played during the conference (Up to 2 minutes). **Due September 13th.**
- **Advertising:**
 - One complimentary large colored ad in IMA newsletter sent to all members.
 - Full-page color ad on the back cover of the conference program. (4-inch x 8 ½ inch with 1/8-inch bleeds (bleeds require 1/8-inch on each side beyond finished size): TIF or EPS (EPS accompanied with PDF proof). **Due August 30th.**
- **Social media recognition:** Highlight including logo, company information, and link to website.
- Complimentary registration for up to four representatives.
- One table (eight tickets) to the President's Social and Dinner.

\$6,000 Contribution – Platinum Sponsor (1 available)

General Sponsor benefits PLUS...

- **Event App Sponsor:** Your company logo featured prominently on our event app's home page that attendees use to access conference materials. Verbal recognition as our Event App sponsor throughout the meeting. All instructions given to attendees on accessing or using the app will prominently feature your company logo. Attendees use the app in all aspects of the meeting (schedule, communication, House of Delegate procedures, voting, etc.).
- **Virtual Attendee/AV Sponsor:** This sponsorship supports the audio-visual aspects of the meeting. Your company logo will be displayed prominently on meeting signage in the meeting room, slideshows and verbally mentioned throughout the meeting (in-person and virtually).
- **VIP Booth:** Second choice of booth space in the exhibit hall, providing a booth at a key location!
- **E-blast recognition:** Emails will be sent weeks and months before the annual meeting promoting the conference. As a premier sponsor, you receive logo recognition with a link to your website.
- **Video Testimonial/Commercial:** Played during the conference (Up to 1.5 minutes). **Due September 13th.**
- **Advertising:** Full-page color ad inside the conference program. (4-inch x 8 ½ inch with 1/8-inch bleeds (bleeds require 1/8-inch on each side beyond finished size): TIF or EPS (EPS accompanied with PDF proof). **Due August 30th.**
- **Social media recognition:** Highlight including logo, company information, and link to company website.
- Complimentary registration for up to four representatives.
- Four tickets to the President's Social and Dinner.

\$4,750 Contribution – Gold Sponsor (7 available)

General Sponsor benefits PLUS...

- **Advertising:** Full-page black and white ad in the conference program (4-inch x 8 ½ inch with 1/8-inch bleeds (bleeds require 1/8-inch on each side beyond finished size): TIF or EPS (EPS accompanied with PDF proof). **Due August 30th.**
- **Social media recognition:** Highlight including logo, company information, and link to company website.
- Complimentary registration for up to three representatives.

Choose one of the following Gold Sponsor Opportunities:

1. **President's Dinner Event Sponsor** – Includes two tickets to the President's Social and Dinner, verbal recognition during event, sponsor signage at the food and drink stations during the event, and chance to verbally welcome the attendees to the event.
2. **President's Dinner Social Sponsor** – Includes two tickets to the President's Social and Dinner, verbal recognition during event, sponsor signage at the food and drink stations during the event, and opportunity to greet attendees to the event at check-in.
3. **President's Dinner Wine Sponsor** – Includes two tickets to the President's Social and Dinner, verbal recognition during the event, and lots of sponsor signage at the event including at the bar and on tables.
4. **Friday Welcome Social Food Sponsor** – Includes sponsor signage at the buffet tables and on all event signage. Helps to greet attendees to the event. You will also be offered the opportunity to play a video testimonial/commercial during the conference (Up to 1 minute). **Due September 13th.**
5. **Friday Welcome Social Drink Sponsor** – Includes sponsor signage at the bar and beverage station and on all event signage. Help hand out drink tickets to attendees. You will also be offered the opportunity to play a Video Testimonial/Commercial during the conference (Up to 1 minute). **Due September 13th.**
6. **Saturday Recreational Activity Sponsor** – Includes participation in the activity, signage at the event, and chance to greet attendees as they check-in to the event. You will also be offered the opportunity to play a video testimonial/commercial during the conference (Up to 1 minute). **Due September 13th.**
7. **Physician/Exhibitor Lunch Sponsor** – Includes the opportunity to give away a prize (purchased by the vendor) during lunch with the option to address attendees. We will promote engagement with your booth at the start of the meeting for attendees to enter to win your prize(s). Sponsor signage will also be at the food stations during the event.

\$3,500 Contribution – Silver Sponsor (5 available)

General Sponsor benefits PLUS...

Choose one of the following Silver Sponsor Opportunities:

1. **President's Dinner Entertainment Sponsor** – Includes two tickets to the President's Social and Dinner, verbal recognition during the event, and lots of sponsor signage at the event.
2. **Wi-Fi Sponsor*** (See page 8 for approved organization types) - Your company logo will be prominently displayed as our Wi-Fi sponsor throughout the meeting. Your logo will also be displayed on the Wi-Fi splash page after attendees connect with a link to your company website (if available with Resort). Your logo will also show on any instructions to connect to Wi-Fi. Finally, the password to access the internet will be your company name.
3. **Grand Prize Raffle Sponsor*** (See page 8 for approved organization types) – Includes the opportunity to address attendees. Your booth will be the location where all bingo/passport cards are turned in, generating a lot of traffic to your booth. You will also get the chance to present grand prizes to the winners.
4. **Meeting Program Sponsor** – Includes full-page color ad on the inside cover of the meeting program given to all attendees with special recognition as the program sponsor. Full-page color ad in the conference program. (4-inch x 8 ½ inch with 1/8-inch bleeds (bleeds require 1/8-inch on each side beyond finished size): TIF or EPS (EPS accompanied with PDF proof). **Due August 30th.**
5. **Kids' Sponsor** - Includes signage near all Kids activities during the meeting and specifically at the Kids' Party and President's Dinner, two tickets to the President's Social and Dinner, verbal recognition during that event, and a chance to provide a goodie bag to the children at the kids' party with your company's logo'd items.

\$2,000 Contribution – Bronze Sponsor (Unlimited availability!)

General Sponsor benefits PLUS...

- Instead of the standard exhibit registration, take advantage of this value-added package that includes increased exposure through various marketing opportunities.

In addition to the general exhibitor benefits listed below, all Bronze Sponsors receive General Sponsorship benefits from the top of page 3 plus....

- Logo placement on table tents in the exhibit hall and social events.

Exhibit Space Only - \$1,000

Booth space consists of a six-foot skirted table, two chairs and includes two non-transferable exhibitor credentials. The cost for additional representatives is \$175 each.

2024 Annual Meeting Agenda

Thursday, October 3

2:00 pm Registration (until 5:00 pm)

2:00 pm Exhibitor Hall Set-up (until 5:00 pm)

Friday, October 4

7:00 am Registration

7:00 am Exhibits Open - Breakfast

8:15 am Credentialing

8:30 am House of Delegates

10:00 am Break to View Exhibits

10:30 am House of Delegates – Reconvenes

Noon Physician and Exhibitor Luncheon

1:00 pm House of Delegates – Reconvenes

5:00 pm Welcome Social (*Exhibitors Invited*)

7:00 pm Open Evening

Saturday, October 5

6:45 am Registration

6:45 am Exhibits Open - Breakfast

Saturday, October 5 (continued)

7:45 am CME Session –

Welcome by Dr. Mary Barinaga

9:45 am Break to View Exhibits – Prize Drawing

10:15 am Exhibitor Hall Breakdown

1:00 pm Conclusion of CME Session - Open for Lunch

2:00 pm Family Fun Activity

(Sponsors of Event Invited)

6:00 pm Kids' Party

6:00 pm President's Social and Dinner
(Sponsors of Event Invited)

Sunday, October 6

7:30 am Breakfast

8:30 am House of Delegates - Final Session

11:30 am Estimated Adjournment of House of Delegates

(Agenda subject to change without notice)

Meeting Sponsor/Exhibitor Application

Proper completion and submission of this application for exhibit space at the Idaho Medical Association (IMA) Annual Meeting in 2024 shall mean the applicant accepts and agrees to abide by the provisions of this application and Appendix A, Exhibitor Terms and Conditions, which is hereby incorporated and made part of this contract as well as such additional rules and regulations the IMA deems necessary provided such additional rules and regulations do not materially alter the exhibitor's contractual rights. A contract for exhibit space shall be completed only after the IMA office receives a properly completed application along with payment in full.

Payment in full must accompany the "Meeting Sponsor/Exhibitor Application." Checks may be made payable to Idaho Medical Association. Please fill in the information requested on this form. Retain a copy for your files, and sign and return this application with payment to:

Idaho Medical Association * PO Box 2668 * Boise, Idaho 83701 * Fax 208-344-7903 * Attn: Sara Beattie
Cancellations by Sept 6, 2024, receive a 50% refund. No refunds are provided for cancellations after Sept 6, 2024.

Online registration and payment is encouraged. Access your company account using your email address at www.idmed.org. Review Exhibitor information under the Events tab, then select 2024 Exhibitor/Sponsor Registration. All online registrations require pre-payment by credit card. Email us at vendors@idmed.org if you have trouble logging in.

Company Information (All Areas Required):

Company Name: _____ Main Telephone: _____

Main Address: _____ City, State, Zip: _____

Primary Contact Person: _____ Title: _____

Telephone: _____ Email: _____

Website Address: _____

<input type="checkbox"/> Diamond Title Sponsorship - \$10,000 (includes booth) SOLD	
<input type="checkbox"/> Platinum Sponsorship - \$6,000 (includes booth)	
<input type="checkbox"/> Gold Sponsorship - \$4,750 (includes booth)	Gold Sponsor Opportunity Chosen:
<input type="checkbox"/> Silver Sponsorship - \$3,500 (includes booth)	Silver Sponsor Opportunity Chosen:
<input type="checkbox"/> Bronze Sponsorship - \$2,000 (includes booth)	
<input type="checkbox"/> 6-Ft. Table-Top Exhibit Fee - \$1,000 (includes two nontransferable representative credentials)	
<input type="checkbox"/> Additional Representative Fee of \$175 x _____ (number of additional representatives) = \$ _____	

Brief description of products and/or services to be placed on IMA website E-Marketplace page, conference program, and mobile conference app: (No more than 30 words. Please print.) **(Required)**

(Example: "Idaho Medical Association is a professional membership association representing more than 2000 Idaho physicians across the state offering member benefits such as reimbursement resources, legislative advocacy, and continuing education opportunities.")

Representative(s) Information:

The booth fee includes registration for two representatives only. The cost for additional representatives is \$175 each.

Rep Name #1: _____

Rep Name #2: _____

Email: _____

Email: _____

Rep Name #3: _____

Rep Name #4: _____

Email: _____

Email: _____

Company Category: Please list the primary service that your company provides to our members.

- | | |
|--|---|
| <input type="checkbox"/> Accounting | <input type="checkbox"/> Human Resource Service |
| <input type="checkbox"/> Architect | <input type="checkbox"/> Imaging |
| <input type="checkbox"/> Association | <input type="checkbox"/> Business Information Technology Service |
| <input type="checkbox"/> Business Service | <input type="checkbox"/> Insurance Service (not health insurance) |
| <input type="checkbox"/> Coding/Billing Service | <input type="checkbox"/> Laboratory/Diagnostic Service |
| <input type="checkbox"/> Compliance/Risk Management Service | <input type="checkbox"/> Liability Insurance |
| <input type="checkbox"/> Debt Collection Service | <input type="checkbox"/> Medical Device/Supply Company |
| <input type="checkbox"/> EMR/EHR Vendor | <input type="checkbox"/> Medical Education |
| <input type="checkbox"/> Financial Institution | <input type="checkbox"/> Medical Waste Disposal |
| <input type="checkbox"/> Financial Services | <input type="checkbox"/> Mental Health Service |
| <input type="checkbox"/> Government Entity | <input type="checkbox"/> Nutrition Service |
| <input type="checkbox"/> Health Insurance | <input type="checkbox"/> Patient Care Service |
| <input type="checkbox"/> Healthcare Advocacy Program | <input type="checkbox"/> Pharmaceutical Company |
| <input type="checkbox"/> Healthcare Consulting Service | <input type="checkbox"/> Physician Recruiting |
| <input type="checkbox"/> Healthcare Realty Service | <input type="checkbox"/> Recreation |
| <input type="checkbox"/> Healthcare Technology (Not EMR/EHR) | <input type="checkbox"/> Retail Pharmacy |
| <input type="checkbox"/> Home Health/Hospice | <input type="checkbox"/> Healthcare Recruitment |
| <input type="checkbox"/> Hospital Entity | <input type="checkbox"/> Other: _____ |

Payment Information:

<input type="checkbox"/> Credit Card To pay by credit card, please fill out our online registration form at www.idmed.org or contact Tracie Carney at 208-344-7888 ext. 109.
<input type="checkbox"/> Check Check #: _____ Date: _____ Amount: \$ _____

X

Signature of person authorized to approve contract

Printed name of authorized signer and date

****By signing this contract, you agree to the terms and conditions outlined in the Exhibitor Prospectus and Appendix A.**

Appendix A: Exhibitor Terms and Conditions

* Following ACCME accreditation guidelines for live, face-to-face activities for CME credit, as well as industry ethics codes (such as the pharma code for interactions with healthcare providers), only the following organization types may be eligible for the conference technology and grand prize raffle sponsorship opportunities:

- 501(c)3 non-profit organizations (note: please contact us to determine eligibility)
- government organizations
- non-health care related companies
- liability insurance providers
- health insurance providers
- group medical practices
- for-profit hospitals
- for-profit rehabilitation centers

CONFERENCE LOCATION

Sun Valley Resort
1 Sun Valley Rd.
Sun Valley, ID 83353

LODGING RESERVATIONS

Sun Valley Resort
1 Sun Valley Rd.
Sun Valley, ID 83353

IMA has secured a block of rooms at a group rate starting at \$210.00 per night. This price is not guaranteed but is based on room type availability. Group rates are available for other room types. The primary exhibitor contact will send the hotel reservation room block code by August 2, 2024. Reservations must be made by September 2, 2024, to guarantee the above base room rate. *Please support us by booking your stay within IMA hotel block at Sun Valley Resort and help us avoid fees that result from unfilled rooms. We value your support!*

MOVE-IN	SHOW HOURS	MOVE OUT
Thursday, Oct 3, 2024	Friday and Saturday, Oct 4-5, 2024	Saturday, Oct 5, 2024
2:00 pm to 5:00 pm	7:00 am – 7:00 pm on Oct 4 6:45 am – 10:15 am on Oct 5	10:15 am Tear-Down after Morning Break
Freight and Booths	Saturday Tear-Down After Morning Break	Hall Must Be Vacated by Noon

SHIPPING AND RECEIVING OPTIONS - See Sun Valley Resort's Shipping and Receiving Sheet; email vendors@idmed.org if unable to locate it. Bring your company's shipping forms and account number to arrange your shipping. Vendors are responsible for ALL arrangements in the shipping of exhibits.

EXHIBIT RATES AND CANCELLATION POLICY - **Booth fee includes nontransferable registration for two representatives only.** The cost for additional representatives is \$175 each. Exhibit space will be assigned upon receipt of the signed application and payment in full. Booth locations are not guaranteed, and IMA reserves the right to reject any application. **Cancellations by Sept 6, 2024, receive a 50% refund with no refunds for cancellations after Sept 6, 2024.** Exceptions may be made if new local or state COVID-19 restrictions severely restrict exhibitors from attending the meeting.

RAFFLES AND GIVEAWAYS - All exhibitors and sponsors can raffle off prizes they wish to give away. We will be using bingo cards to give away prizes this year. Please let us know if you are bringing a prize for our drawings.

CONFIRMATION / BOOTH ASSIGNMENTS - The exhibit hall layout and booth map location will be emailed at a later date for your booth space preference. Contact us if you have not received a confirmation of receipt of the registration form within 10 business days of submitting your exhibitor agreement. **You will be notified of your booth assignment no later than Sept 27, 2024.** Assignments will be made first based on sponsorship priority and second on a first-paid basis.

REPRESENTATIVE REGISTRATION - All exhibitor representatives at a company's booth must be registered for the meeting. No exceptions.

LIABILITY - The Exhibitor is responsible for the space they lease and shall not injure, mar, or deface the premises. The exhibitor shall not affix to the walls or windows of the building any advertisement, signs, etc., or

use Scotch tape, masking tape, or any other adhesive-type materials on painted surfaces. The exhibitor agrees to reimburse the facility, and/or decorator for any loss or damage to the premises or equipment in the space leased to the exhibitor. Idaho Medical Association (IMA) and its sponsors shall not be liable for anything beyond its control. Exhibitor agrees that neither IMA, nor its representatives, will be responsible for any injury, loss, or damage that may occur to the exhibitor, the exhibitor's employees, family, or associates, or property from any cause whatsoever, except for any injury, loss or damage caused solely by the negligence or wrongful acts of IMA or its representatives. The exhibitor, on signing the contract, expressly releases the aforementioned from any and all claims for such loss, damage, or injury.

AISLES - The aisles, passageways, and overhead spaces remain strictly under the control of IMA, and no signs, decorations, banners, advertising matter, or special exhibits will be permitted in them except by special written permission of IMA. All exhibits and their personnel must remain within the confines of their own spaces, and no Exhibitor will be permitted to erect signs or display products in such a manner as to obstruct the view, cause injury, or disadvantageously affect the display of other Exhibitors. Additionally, no interference with the light or space of another Exhibitor will be permitted.

SPACE - The space contracted is to be used solely for the exhibitor whose name appears on the contract. The exhibitor shall not sublet or assign any portion without IMA's written consent. Sponsors receive prime booth locations, and exhibitor space is assigned on a first-come, first-served basis as signed applications and funds are received by IMA office. Booth locations are not guaranteed. IMA reserves the right to remove exhibits without refund that may have been falsely entered or may be deemed by IMA unsuitable or objectionable. This restriction applies to noise, PA systems, persons, animals, birds, things, conduct, printed matter, or anything of a character that might be objectionable to the show or IMA. ALL BOOTHS and decorations MUST comply with facility regulations, city ordinances, and local fire codes. Any violations may result in the removal of any materials found to be in violation. Materials for booth decorations and construction must consist of fire-resistant material. Contact IMA if at all in doubt.

ALL DEMONSTRATIONS or promotional activities must be confined within the limits of the exhibitor's purchased space. Noise resulting from demonstrations must not unreasonably interfere with other Exhibitors.

OFFENDERS will be asked to leave the area if any terms or conditions are violated, and as an exhibitor offender, no refund will be given.

CHILDREN - Children of Exhibitors are not allowed in the exhibit area except under the **direct supervision of a parent**. Please restrict your children to your booth space.

IF EVENT EXHIBITION IS NOT HELD - IMA shall not be liable for any damages or expense incurred by Exhibitors in the event the show is delayed, interrupted, or not held as scheduled.

AMENDMENTS - Exhibitor agrees to abide by decisions of IMA concerning all matters pertaining to the administration and success of the conference, which is not explicitly stated.

SECURITY - IMA agrees to provide reasonable security for the exhibit area. However, the exhibitor agrees that neither the IMA, the facility management, nor IMA's insurance company is financially liable for theft, damage, loss, or disappearance of any kind. IMA recommends all Exhibitors contact their insurance agents to confirm proper coverage of exhibit materials. Please read carefully the coverage provided by decorators and shipping companies to determine if additional coverage is necessary. The exhibitor must arrange any additional security at his own expense, directly from the facility. The facility will be locked when exhibits are not being shown.

FAILURE TO OCCUPY SPACE - The exhibitor will forfeit space not occupied by 8:00 am on Friday, October 4, 2024, unless prior arrangements are made. The exhibitor's space may be resold, reassigned, or used by the conference management. If you have difficulty meeting this deadline, please call our staff at 208-344-7888 to discuss additional arrangements.

CANCELLATIONS - IMA shall not be liable for any damages or expenses incurred by Exhibitors in the event the show is delayed, interrupted, or not held as scheduled. In the event, the annual meeting is postponed due to any occurrence not occasioned by the conduct of IMA and Sun Valley Resort or that such occurrence be an act of God or the result of war, riot, civil commotion, sovereign conduct, or the act or conduct of any person or persons, not party or privy to this contract, then the performance of such parties under this contract shall be excused for such period of time as is reasonably necessary after such occurrence to remedy the effects thereof, and in any event for the duration of such postponement. In the event that such occurrence results in the cancellation of the conference, each party hereby releases the other from all obligations under this contract.