



7th Annual James B. Beam Institute Industry Conference

March 16-18, 2026

PARTNER AND EXHIBITOR TERMS & CONDITIONS

All partners and exhibitors shall serve the interest of the University of Kentucky James B. Beam Institute for Kentucky Spirits (UK JBBI) and be operated in a way that will not detract from other partners/exhibitors or from the event as a whole.

1. Effective Date

(a) This contract shall become effective upon being executed by each of the parties to the Contract.

2. Payment of Fees and Expenses

(a) Payment is due upon execution of agreement. Additionally, a signed copy of the partner contract acknowledging these Terms & Conditions must be on file for your company to be recognized as a partner or exhibitor of the 2026 Beam Institute Industry Conference events. Payment terms are upon receipt. UK JBBI reserves the right to cancel this contract if Partner or Exhibitor fails to pay partnership fee within the guidelines of this contract. Payment can be made via Credit Card or Check (or via ACH or Wire upon request). Checks need to be issued to the University of Kentucky and mailed to:

UK James B. Beam Institute

Attn: Ilka Balk

1320 Nicholasville Road

Lexington, KY 40546-0719

USA

3. Guidelines and Rules

(a) All planning and execution for the partnership and exhibitor presence must be coordinated with University of Kentucky (UK) staff. All other needs will be handled directly with the Facility. The Facility may have exclusive, labor (union or other), service and/or other provider agreements. Partner shall abide by and comply with all applicable exclusive labor (union and other), service and/or other provider agreements of the Facility.

(b) Partner's and Exhibitor's use of the University of Kentucky James B. Beam Institute logo must be approved by the University of Kentucky's James B. Beam Institute for KY Spirits.

(c) UK JBBI has the right to reject Partner gifts and Exhibitor payments that do not comply with the guidelines of this Contract.

(d) Any damage to event property caused by the Partner or Exhibitor will be the responsibility of the Partner or Exhibitor

4. Cancellation

(a) UK JBBI reserves the right to cancel this Contract at any time that Partner's or Exhibitor's actions indicate the Partner or Exhibitor is unwilling or unable to provide a function of the quality expected by the Beam Institute.

(b) In the event a Partner or Exhibitor desires to cancel their agreement, a written notice of request for cancellation must be submitted to the JBBI contact at beam institute@uky.edu. If received prior to thirty (30) days before the event, partner/exhibitor shall be refunded any amounts paid in excess of fifty percent (50%) of the partnership fee. Fifty percent (50%) of the payment shall be retained by UK JBBI for full accord and satisfaction of any claims, losses or damages sustained by it as a result of such cancellation. No refunds will be made for cancellations received thirty (30) days or less prior to the event. Cancelled partners forfeit the right to utilize any full Conference and/or show staff badges, which are included in the cost of the partnership.

5. Unforeseen Events

(a) In the event of fire, force majeure, weather emergencies, strikes or other uncontrollable circumstances rendering the event area unfit, unavailable for use or causing the event to be canceled ten (10) days or more prior to the opening date of the event, this contract will not be binding and payments toward the exhibit rental will be refunded. If such an event should occur within five (5) days prior to the event, fifty percent (50%) of the partnership/exhibitor fee will be refunded.