



Where Gaming Begins

2018 Origins Game Fair Exhibitor Packet

Greater Columbus Convention Center

400 North High St. Columbus, Ohio 43215

Show Dates: June 13-17, 2018

Important Deadlines

<u>September 1, 2017</u>	<u>Early Pay Discount Deadline</u>
<u>April 15, 2018</u>	<u>Company Event Submissions Deadline</u>
<u>April 20, 2018</u>	<u>Advertising Art Deadline</u>
<u>May 1, 2018</u>	<u>New Product Release Submission</u>
<u>May 1, 2018</u>	<u>Exclusivity Submission Deadline</u>
<u>May 18, 2018</u>	<u>Decorator Order Discount Deadline</u>
<u>June 8, 2018</u>	<u>Badge Pre-Registration Deadline</u>
<u>June 10, 2018</u>	<u>Adv. Warehouse Shipment Deadline</u>
<u>June 17, 2018</u>	FORCED FREIGHT at 9:00 pm

GAMA Home Office

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Exhibitor Show Outline

Tuesday June 12	Sponsors ONLY All Halls Set Up	2 pm - 8 pm
Wednesday June 13	Exhibitor Registration	7 am - 8 pm
	Exhibit Hall Exhibitor Set-Up	8 am - 8 pm
	Main Gaming Hall Exhibitor Set Up	8 am - Noon
	Main Gaming Hall Hours	Noon - 1 am
	Main Gaming Hall Staffed Hours	Noon - 8 pm
Thursday June 14	Exhibitor Registration	8 am - 6 pm
	Origins Trade Day	9 am - 8 pm
	Exhibit Hall Open (Exhibitors Only)	9 am - 10 am
	Exhibit Hall Hours	10 am - 6 pm
	Main Gaming Hall Hours	8 am - 1 am
	Main Gaming Hall Staffed Hours	9 am - 8 pm
Friday June 15	Exhibitor Registration	9 am - 6 pm
	Exhibit Hall Open (Exhibitors Only)	9 am - 10 am
	Exhibit Hall Hours	10 am - 6 pm
	Voucher Trade in to Cash	3 pm
	Main Gaming Hall Hours	8 am - 1 am
	Main Gaming Hall Staffed Hours	9 am - 8 pm
Saturday June 16	Exhibitor Registration	9 am - 6 pm
	Exhibit Hall Open (Exhibitors Only)	9 am - 10 am
	Exhibit Hall Hours	10 am - 6 pm
	Voucher Trade in to Cash	3 pm
	Main Gaming Hall Hours	8 am - 1 am
	Main Gaming Hall Staffed Hours	9 am - 8 pm
Sunday June 17	Exhibitor Registration	9 am - 4 pm
	Exhibit Hall Open (Exhibitors Only)	9 am - 10 am
	Exhibit Hall Hours	10 am - 4 pm
	Voucher Trade in to Cash	1 pm
	Main Gaming Hall Hours	9 am - 4 pm
	Main Gaming Hall Staffed Hours	8 am - 4 pm
	ALL Hall Tear Down	4 pm - 10 pm
	FREIGHT RE-ROUTE	9 pm

Carriers must be checked in at event site for move-out by 8:00pm

Exhibitor Badge Registration

Each exhibitor may register, at no additional cost, up to two exhibitor badges per 10'x10' of space purchased. Exhibitor badge holders must be for working exhibitors. The exhibitor's main contact will receive an email with the link to the exhibitor registration portal, including their username and password, where they will login and register their exhibitor badges for the show. Additional badges beyond the badges included with their booth purchase may be registered at a cost of \$50 per badge. All badges not registered by June 8, 2018 must be registered on-site. All badges and badge payments must be processed through the exhibitor registration portal. Contact Ian Hall at sales@gama.org with any questions.

Origins Lingo

- **Exhibit Hall –Hall B is now the main exhibit hall.**
- Main Gaming Hall – Halls A and C are the main gaming hall where companies have footprints for tournaments and events. There is also other board game, miniatures and TCG events going on in this hall as well as the board room.

Hotels

The 2018 Origins hotel room blocks are open! Keep in mind the room blocks differ for each hotel and most end in early to mid-May. To see the full list of hotels in the area and to book a room please click on the following link, <http://originsgamefair.com/about-origins/hotels/>. If you have questions about hotels please contact Patti Brendlinger, GAMA Finance Assistant, via office@gama.org or (614) 255-4500x107.

Payment

GAMA's preferred method of payment, for all payments, is by company check. Any check returned for non-sufficient funds will incur a \$50.00 fee and possible loss of your booth space. Alternate methods of payment may incur additional fees. Call Patti Brendlinger at (614) 255-4500x107 for billing details.

- **Origins Payment Schedule**

The Origins forms can be submitted under the following discounts:

1. **On-site Discount Price:** Pay in full by June 18, 2017. If payment is not received by this date, then the price will increase to the early pay price.
2. **Early Pay Discount:** Pay in full by August 20, 2017. If payment is not received by this date, then the price will increase to the base price.
3. **Base Price:** Pay in full by June 1, 2018. All accounts must be paid in full by this date or you will NOT be able to set up your booth.

- **Exhibitor Cancellation Policy**

If an exhibitor needs to cancel their appearance at Origins there is a 50% cancellation charge if GAMA is notified up to 60 days prior to the show, April 14, 2018. If GAMA is notified in less than 60 days, after April 14, 2018 or later, then there is no refund unless their booth space is resold. If resold, then the exhibitor will receive a 50% refund. All refunds will be determined at the discretion of GAMA's executive director regardless of the cancellation date. GAMA is able to re-sell your booth space without re-imburement if the exhibitor does not show up by Wednesday June 13 by 7:00pm.

Exhibitor Insurance

Exhibitors must carry insurance for their individual booths. Please submit your insurance to Ian Hall at sales@gama.org and title the email "Company Name, Exhibitor Insurance."

Events/Tournaments

Origins is a player's con, so we want to support your play and stimulate sales at our event. You can easily submit your events through our event grid on the following link: <http://originsgamefair.com/events/>
Contact Paul McGraw at events@gama.org or call (614) 255-4500x106 with event queries. **Events are due April 15, 2018!**

Advertising Artwork

All advertising artwork is due April 20, 2018. For specs and directions to upload artwork to the GAMA Dropbox, please visit the exhibitors tab or request the information from Ian Hall at sales@gama.org or Dominique Thobaben at media@gama.org.

Entrepreneurial Support Program

The entrepreneurial support program is GAMA's way of supporting new companies. We do this by providing affordable rates for exhibiting at Origins.

How to know if you qualify for our entrepreneurial support program:

- You are working on your first release of your product line.
- Your company exists for less than 2 years.

All entrepreneurial booths must be approved by the GAMA executive director. There are a finite percentage of booths that are for entrepreneurs. To apply please contact Ian Hall at sales@gama.org or (614) 255-4500x103.

Exhibitor Set Up & Tear Down

Set up is at the following times:

Tuesday June 12	A/B/C/D Hall Sponsors ONLY set-up	2pm - 10pm
Wednesday June 13	B Hall Exhibitor Set Up	8am - 8pm
Wednesday June 13	A/C/D Hall Exhibitor Set Up	8am - Noon

Tear Down is at the following times:

Sunday June 17	A/B/C/D Hall Tear Down	4pm - 10pm
FREIGHT RE-ROUTE		9 pm

*Carriers must be checked in at event site for move-out by 8:00pm

Please note the all halls MUST be cleared out by 10pm Sunday, June 17!

NOTE: EARLY TEARDOWNS WILL NOT BE TOLERATED. ANY COMPANY TEARING DOWN EARLY WILL BE FINED \$500, payable to GAMA within 30 days after notice from GAMA of the penalty.

Exhibitor Booth & Staff Appearance

Standards will be determined by the GAMA staff. These guidelines are meant to maintain Origins as a professional show and to comply with the fire safety code. This includes but is not limited to the following.

- All tables must be covered with the covering reaching the floor if it will be visible to the public.
- All products must be either properly displayed or if still in boxes, it must be covered.
- All trash, especially empty boxes, must be properly stored until disposed of.
- All booths must have an exhibitor staff member in them at all times while the exhibitor hall is open.
- No clothing with profanity or lewd behavior is allowed.
- No booth display may be higher than 12'. Sponsors can request to go over this height. All displays over 12' height must be pre-approved by the executive director.
- No persons under the age of 18 are allowed in the exhibit halls during set up and tear down.
- No exhibitor's display shall be permitted to interfere with or limit visibility of any other exhibitor's display.
- In a linear booth, the back side of any structure over 8ft must be free of trademarks, graphics and/or logos.
- Lighting, music & sound effects must be pre-approved GAMA staff. If you violate during show, you must take it down.
- As a matter of safety and courtesy to others, exhibitors should conduct sales presentations and product demonstrations in a manner which assures all exhibitor personnel and attendees are within the contracted exhibit space and not encroaching on the aisle or neighboring exhibits. It is the responsibility of each exhibitor to arrange displays, product presentation, audio visual presentations, and demonstration areas to ensure compliance.
- Vehicles are prohibited in the hall if there is not a prior approval from show management
- Fire hoses, extinguishers, and audible or visual devices for fire alarms should be visible and accessible at all times.
- No exhibitor shall use any flammable materials in its display and all exposed surfaces must be finished or draped using flameproof material.
- Display of products or distribution of literature or promotional material in the aisles, meeting rooms, registration lobby, parking lots, or any area other than exhibitor's space is strictly prohibited without prior written approval of GAMA.

Parking Passes

Exhibitors that want to park in the Greater Columbus Convention Center dockyard and lot areas through the entire show must purchase a parking pass issued by GAMA. The passes are in and out access and are valid from Tuesday, June 12 to Sunday, June 17. Dock passes are available for \$100 and Lot passes are \$75. There will be a limited number of these passes and sponsors will have priority. The passes are a key card system and will have in and out privileges.

These cards must be returned to GAMA by the time you leave SUNDAY, June 17. If not returned you will be charged an additional \$25 per card. These passes need to remain visible in the trucks window. Any truck without a pass will be removed at the owner's expense. For directions to the other Greater Columbus Convention Center parking and dock area please visit: <http://www.columbusconventions.com/directionsandmaps.php>.

Bare Booth Show

2018 Origins will be a bare booth show with concrete halls. **This means that the exhibitor booth will NOT have tables, chairs, carpet or electricity as part of your exhibit space.** You may bring your own materials, or rent them from Fern Expositions and Event Services. Bailey Walter is the Fern contact and can be reached at (614) 253-1500 or bcwalter@fernexpo.com.

Forced Freight

Forced freight is at 9 p.m. on Sunday, June 17. Anyone's shipping company that has not arrived for their freight pick up by then will have their freight handled by Fern and is responsible for all costs concerned.

Booth Placement

Booth placement is determined annually. First, sponsors get placed followed by the payment schedule (see Origins payment schedule above). Within the Origins payment schedule priority points will determine the order. Priority points will be issued for participation in the numerous Origins programs, booth size purchased, previous Origins booth purchases, program advertisement and event sponsorships. Priority points are sent out 60 days post show.

Unload & Load Out

The dockyard, docks and loading ramps will be controlled by the Greater Columbus Convention Center with help from the Origins staff and Fern staff. All exhibitor vehicles upon arrival at the dockyard entrance will be given a designated unloading time and a designated amount of time to unload. All vehicles will unload and drop off their product at their booth, then move their vehicle and return to set up their booth. Unloading will be monitored by security and the service contractor. Time allotments will be enforced.

NOTE - No dollies, hand trucks or carts will be provided by the service contractor.

All forklifts are the property of the service contractor or the Greater Columbus Convention Center and may NOT be used without their permission. Sponsors will also have priority access to unloading on the docks. Any vehicle found in the dockyard without permission will be removed at the owner's expense. Any exhibitor who exceeds his/her dock/ramp time will be sent to the back of the waiting list. Any exhibitor who is found to be loading/unloading in an unsafe manner will be sent to the back of the waiting list. A second violation will possibly result in the show management removing the exhibitor from the show with no refund.

2018 Origins Game Fair Terms & Conditions

GAMA reserves the right to reject any exhibitor's application, for any reason, as it sees fit.

Application fees, booth specifications and services

1. Companies, organizations or individuals selling or promoting products or services at Origins must rent exhibit space and must confine such activities to the space so rented and any detached demo space designated by GAMA as belonging to the exhibitor. Violating this rule is cause for expulsion from Origins without rebate fees. Exceptions to this requirement must be obtained in writing from GAMA prior to the start of the event.
2. Exhibit space assignments (booth numbers) will be confirmed only when GAMA receives full payment and this signed agreement. Final cost of all exhibit space is determined by the postmark date of the final and full remittance. All booths must be paid in full a minimum of 30 days before the start of the show. Failure to pay in full prior to 30 days before the start of the show will result in your booth space being released and your deposit being forfeited.
3. The exhibit rental fee for each booth is described under "booth fees." Rental fees are only refundable, less a 50% cancellation charge, provided that GAMA receives written notice of intent to cancel no less than 60 days prior to the start of Origins. Rental fees are not refundable under any other circumstances. Exhibitors must move into their assigned space 60 minutes before the stated opening of the Exhibitor Hall to the public. In the event an exhibitor fails to occupy its space, GAMA has the right to use said unoccupied space to suit its own convenience, including renting said space to another exhibitor, without rebate or allowance due to the defaulting exhibitor. Exhibitor agrees that if any default is made in any covenant or agreement contained herein, at the option of GAMA, the contractual relationship shall cease and terminate. In such event, GAMA may resort to legal proceedings to obtain possession of exhibitor's exhibit space. GAMA assumes no responsibility for having included the name of the defaulting exhibitor, or descriptions of its products or services, in the Origins program book, brochures, news releases, or other Origins related materials stated herein, and all applicants hereby irrevocably grant GAMA the right to use their name or description of their products and services in its marketing effort.
4. Exhibitor may not begin dismantling any display before the official close of the Origins exhibitor hall at **4 pm, Sunday** and as listed on page two of the Origins exhibitor packet. Dismantling prior to the official close of the exhibitor hall will result in forfeiture of priority points and a \$500 charge.
5. The exhibitor booth will NOT have tables, chairs, carpet or electricity as part of your exhibit space. You may bring your own materials, or rent them from Fern Expositions & Event Services. Bailey Walter is the Fern contact and can be reached at (614) 253-1500 or bcwalter@fernexpo.com. Electricity is not provided but can be rented. Additional equipment, materials, or services needed or used in the booth area are the sole responsibility of the exhibitors and should be arranged with Fern and the Greater Columbus Convention Center A/V, utility and internet services.
6. Exhibitors using their own displays are responsible for arranging and paying for all transfer and storage fees, all labor and equipment rental necessary to assemble and dismantle said display, and all costs related to moving said display in and out of the exhibit area and the show site. All exhibitor shipments must be addressed to and handled by, the convention decorating services firm named on GAMA's Origins website and as listed on page one of the Origins exhibitor packet.
7. GAMA reserves the right to require the alteration or removal of any article or activity brought into the exhibit area that is deemed objectionable in nature or offensive, and shall not be held liable for loss, damage or injury resulting from alteration, omission, or rejection of said material. Exhibitors agree to indemnify, defend, and hold GAMA harmless against any and all claim for such loss, damage, or injury. Exhibitors will be given a reasonable period of time in which to consider any changes required by GAMA, and may withdraw material so altered if the exhibitor finds such changes unacceptable. See the below section for standards and practices numbers 1 - 12.

Show Exclusivity

8. Companies will keep the preferred exclusivity level as marked their previous year exhibiting. To apply for a new level of exclusivity please click on the following link to submit the form, <http://originsgamefair.com/exhibitors/>. Online submission of the form is the sole way to submit exclusivity preference. Manufacturers are able to apply for exclusivity up to May 1, 2018. Following this will be a list of company preferences that retailing exhibitors must follow at the show. The list will be sent out May 8, 2018.

Subletting of Space

1. Exhibitor shall not assign, sublet, nor apportion the whole or any part of the space allotted, nor exhibit therein any goods or services other than those manufactured, distributed, or offered by the exhibitor in the regular course of its business, nor permit any representative of any firm to solicit business or take orders in the exhibitor's space, without express written approval of the management, at least 30 days prior to show. There is a \$100 fee for booth sharing a space based on the size of the original booth.

Exhibit Operation

1. Organizer retains the exclusive right to revise the show floor plan and/or move exhibitor as necessary. Management reserves the right to move or remove exhibitor or exhibitor's display for the good & welfare of the show. Management shall be entitled to close an exhibit at any time for failure by any exhibitor or any of its officers, agents, employees, or other representatives to perform, meet, or observe any term or condition set forth herein, and such Exhibitor shall not be entitled to a refund of any part of any fee.
2. No mechanical, electrical, or other apparatus will be allowed to create noise or otherwise interfere with other exhibitors in any way as solely determined by GAMA. Any exhibitor who fails to regulate such apparatus when so asked by GAMA will be removed from the exhibit area.
3. Exhibitors may post and distribute promotional materials only from within their paid areas. All such material must meet the GAMA staff standard of good taste. See the below section for standards and practices. Exhibitors, their agents, or employees may not affix promotional materials to the Origins site buildings, and exhibitors are not allowed to distribute materials that encourage the public to affix such materials to buildings.
4. Exhibitors agree to participate in all prize redemption, coupon promotions, and promotional programs out lined on GAMA's Origins website, e-mailed to exhibitors from time to time, or in the exhibitor's handout distributed at the show.
5. Exhibitors may not engage in live-action gaming activities or promotional activities that pose any potential injury to participants, bystanders, or fellow exhibitors without prior approval from GAMA. Exhibitor may not block aisle ways. If it is an exhibitor's intent to draw a crowd or form a line, provision must be made for that crowd or line to be able to stand within the confines of the exhibitors rented space, not in the surrounding aisle ways, unless specifically arranged in advance with GAMA.
6. No self-adhesive decals or balloons are permitted without prior written consent from GAMA and facility management.

Security and Liability

1. Exhibitor is solely responsible for paying all applicable city county, state and federal taxes on sales and promotional activities at Origins.
2. GAMA will arrange for personnel to control access to the exhibitor hall, but is not responsible for any injury to exhibitor's agents, servants, employees, or damage to or theft of property from any cause prior to, during, or subsequent to said Origins. Exhibitors hereby expressly agree to indemnify and hold harmless GAMA against any and all claims for such loss, damage, or injury.
3. Exhibitors are required to insure their own exhibit and display materials. In the event GAMA or the owners of the convention site shall be held liable for any reason that might result from and exhibitors action or failure to act in any manner whatsoever, such exhibitors shall reimburse GAMA and/or the convention site owners for all costs and resulting liability.
4. Exhibitors are fully responsible for any loss, damage, or injury to the convention-site owners or its personnel resulting from exhibitor's displays, actions or their staff's actions. Exhibitors are fully responsible for any loss, damage, or injury to Origins attendees resulting from exhibitor's displays, actions, or their staff's actions.
5. Exhibitors are liable to the convention services firm for any and all damage, from whatever cause, to rented or leased table equipment and shall indemnify, defend, or hold harmless GAMA against any and all claims or suits for such damage.
6. Exhibitors are required to provide proof of liability insurance to GAMA.
7. GAMA reserves the right to cancel arrangements or contracts, or close an exhibit whenever it is deemed necessary for the safety or comfort of those, attending Origins, whenever the exhibit, activity, or material sold are objectionable or offensive. To the average person attending Origins, whenever legal conditions, convention policies, or requirements of the convention site so dictate, or whenever portions of the convention site are destroyed or damaged. Likewise GAMA reserves the right to cancel arrangements or contracts, or close an exhibit, if Origins fails to take place as scheduled, is interrupted and /or discontinued, or access to the premises is prevented or interfered with by reason of any strike, lock out, act of war, act of God, emergency declared by a government agency or GAMA Staff, or for any other reason that terminates this contract. In the event of such termination, exhibitors waive all claims of damages and agree that the sole liability of GAMA shall be the display space rental fee paid, less a pro rata portion of all costs and expenses incurred and committed to by GAMA staff.
8. GAMA reserves the right of editorial discretion over any material submitted as Origins program advertising. Exhibitors must follow the currently published Standards and Practices which are in this packet and are updated from time to time.
9. Exhibitors will comply with all laws of the United States as well as all applicable state or local ordinances, rules, and requirements of police and fire departments or other authorities of such jurisdictions; will obtain all necessary permits and licenses with respect to its activities; and will not do or suffer to be done anything during the term of this agreement in violation of any such laws, ordinances, rules or regulations. If the attention of said exhibitors is called to any such violation

committed by said exhibitors, or committed by any person employed by or admitted to the premises by the exhibitors, said exhibitors will immediately desist and correct or cause to be corrected such violation. Exhibitors agree to indemnify, defend, and hold GAMA harmless from any and all costs, suits, and legal proceedings alleging violations of any such law or regulation.

10. Use of any product by any exhibitor, employee, or agent thereof containing the Origins trademark, the Origins logotype, or other trademarks owned by the Game Manufacturers Association (GAMA) is prohibited without the express, written permission of GAMA. Exhibitors agree that if any materials making such unauthorized use appear at the convention, GAMA shall have the right to take possession of and destroy all such materials, as well as to pursue other available legal remedies.
11. All matters and questions not covered by this application and these terms are subject to the decision of the organizer. Exhibitors agree to abide by and conform to all additional rules and regulations from time to time adopted or prescribed by GAMA for the management of Origins.
12. Alcohol is prohibited in the exhibit hall and the main gaming hall.

Standards and Practices

Please remember we are a family friendly show.

GAMA retains the right to judge if images or art is acceptable or not, regardless of your interpretation.

1. Profanity – The gratuitous use of profanity and symbols considered vulgar by contemporary standards of a products target market is not acceptable unless integral to a character or story. At the sole discretion of GAMA Staff, such material may not be advertised, displayed, or sold at Origins.
2. Violence and Gore – Products depicting lurid scenes of excessive bloodshed, gory or gruesome crimes, depravity, lust, filth, sadism, or masochism, presented editorially or graphically, are unacceptable. Products featuring depictions of unnecessary violence, brutality, physical agony, and gore, including but not limited to, extreme graphic or descriptive scenes presenting cannibalism, decapitation, evisceration, amputation, or other gory injuries, may not be advertised, displayed or sold.
3. Sexual Themes – Displays containing items and/or sexual themes are not permitted. (Products depicting rape and graphic lust may not be advertised or sold. Products featuring sexual perversion and/or sexual abnormalities are unacceptable for advertising, display, or sale.)
4. Nudity – Displays or advertising containing nudity are not acceptable. Degrading or salacious displays are unacceptable. (Explicit depictions or facsimiles of reproductive organs are not permitted.)
5. Affliction – Advertising or selling items containing disparaging graphic or editorial references to physical afflictions, handicaps, or deformities are not permitted.
6. Supremacy – Advertising or selling products that depict minority and/or nationalities as inferior to other races is not permitted.
7. Religion and Mythology – Actual, current religions are not to be depicted, ridiculed, or attacked in any way that promotes disrespect. Ancient or mythological religions, such as those prevalent in ancient Greece, Roman, and Norse societies, may be portrayed in their historic roles. Satanic symbols, rituals, and phrases are not permitted in any advertisement or display.
8. Unacceptable Activities – Actual rituals (spells, incantations, sacrifices, etc) weapon designing, the use of illegal devices, and activities of a criminal or distasteful nature may not be presented in ads, displays, or conducted onsite.
9. Addictions – Addictions of any kind should not be presented as glamorous or entertaining. Addiction or the encouragement of addiction should be shown as a dangerous habit with harmful effects.
10. Wearing and Selling Costumes or Weapons – Advertising, wearing, and selling costumes is permitted if they are in good taste and do not present a hazard to others such as sharp edges or protrusions (As determined by the GAMA Staff). All twentieth century uniforms are prohibited from the convention. Uniforms of those currently on active duty in the military are exempt, assuming they are properly attired. No one may carry weapons or weapon replicas. Weapons for sale must be inoperable and/or locked and/or encased and/or have a limited range of motion so that customers do not have access to them.
11. Video Reproductions – You must be officially licensed to sell videos. Sales of reproductions (bootlegs) will not be tolerated. GAMA will prosecute or see that you are prosecuted to the extent of the law.
12. Compliance – All exhibitors and advertisers are obligated to comply with these standards. Failure to comply will result in the refusal of advertising materials, alteration or removal of unacceptable products/activities, or closure of non-complying exhibits/displays. In this case, no refunds will be issued for exhibit space or badges.

Thank You

As the Game Manufacturers Association it is not only our duty but our privilege to put together the best possible show for our association. As Origins exhibitors your whole hearted participation and sponsorships help make this possible and we appreciate that fact. If you have any questions or suggestions, please feel free to contact us at (614) 255-4500.

Thanks, and we'll see you at the 2018 Origins!

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