



SPONSORSHIP & EVENT MARKETING OPPORTUNITIES

July 25—28, 2011

Seaport World Trade Center

Boston, MA

CAMPUS 2011 TECHNOLOGY

www.CampusTechnology.com/summer11

DRIVE BOOTH TRAFFIC AND SALES WITH POWERFUL EXHIBITING OPPORTUNITIES

Campus Technology conferences offer a limited number of sponsorship opportunities that help vendors connect and communicate with higher ed IT buyers. Vendors can become an event sponsor or participate as an exhibitor—demonstrating their products and services to nearly 1,000 campus decision-makers in a collaborative, intimate setting. Select from our Basic Booth package or maximize your presence with a customized Sponsor package. Add

BASIC BOOTH: \$3,400

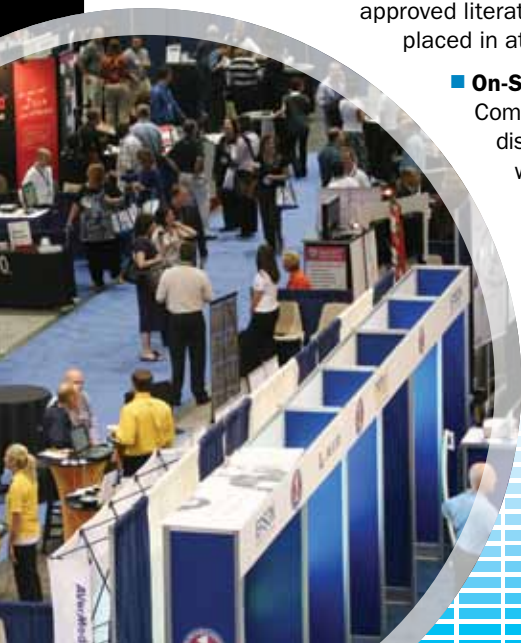
Includes pipe and drape construction, company ID sign, 500-character product description/link on event website and conference program guide, 1 conference pass, 1x use of Campus Technology attendee list.

one of our popular Technology Classroom presentations or any of our other individual marketing opportunities to heighten your visibility and drive booth traffic. Dedicated Exhibit Floor Time: Approximately 10 hours.

EVENT LEVEL SPONSORSHIPS – PLATINUM SPONSOR: \$20,000

Basic Booth Package: Pipe and drape construction, company ID sign, 500-character product description/link in event website and conference program guide, 1 conference pass, 1x use of Campus Technology 2011 attendee list. **PLUS:**

- **Booth Space Upgrade:** Receive up to 20' X 20' exhibit booth space (based on space availability).
- **One Full-Page Color Advertisement:** Conference issue of Campus Technology magazine. Requires receipt of contract, payment and print ad artwork prior to printing deadline.
- **Campus Technology E-Mail List:** 1x use of 7,500 information technology e-mail addresses distributed through 1105 Media (includes 2 selects).
- **Conference Passes:** 10 full conference registrations.
- **Premium Web Ad Placement:** Ad placed on the conference website.
- **Refreshment Break Sponsorship:** Distribution of your literature and placement of two signs during a morning refreshment break.
 - **Attendee Bag Insert:** Campus Technology approved literature or promotional items placed in attendee conference bags.
 - **On-Site Corporate Banner:** Company-supplied banner will be displayed in a prominent location within the convention center.
 - **Literature Distribution:** Sales material placed in the literature bin in a prominent location.
- **Attendee Direct Mail List:** 3x use of either pre- or post-conference attendee list through third-party bonded mail house. Mail piece(s) must be approved by Campus Technology with proper forms filled out and provided.
- **Lead Retrieval Unit:** One available for your booth.
- **IP Address to Booth:** One available for your booth.
- **Exhibit Hall Entrance Logo Placement:** Prominent display of company logo on the exhibition entrance unit.
- **Enhanced Listing Package:** Corporate logo in Show Directory and on event website; additional 250-character company description on the website; 4 product descriptions (product name, 750-word limit, 1 image for each product, 125x125 pixels); 4 downloadable whitepapers, product brochures or case studies.
- **Event E-mail Update - Featured Exhibitors E-mail:** Company Name, Online Description Link and Booth Number on email to CT Attendees and Prospects (+40K names) 2 weeks before event.



SPONSORSHIPS

EVENT LEVEL SPONSORSHIPS – GOLD SPONSOR: \$15,000

Basic Booth Package: Pipe and drape construction, company ID sign, 500-character product description/link on event website and conference program guide, 1 conference pass, 1x use of Campus Technology attendee list. **PLUS:**

- **One Full-Page Color Advertisement:** Conference issue of Campus Technology magazine. Requires receipt of contract, payment and print ad artwork prior to printing deadline.
- **Campus Technology E-Mail List:** 1x use of 5,000 information technology e-mail addresses distributed through 1105 Media (includes 2 selects).
- **Conference Passes:** 7 full conference registrations.
- **Attendee Bag Insert:** Campus Technology approved literature or promotional items placed in attendee conference bags.
- **On-Site Corporate Banner:** Company-supplied banner will be displayed in a prominent location within the convention center.
- **Literature Distribution:** Sales material placed in the literature bin in a prominent location.
- **Attendee Direct Mail List:** 3x use of either pre- or post-conference attendee list through third-party bonded mail house. Mail piece(s) must be approved by Campus Technology with proper forms filled out and provided.
- **Exhibit Hall Entrance Logo Placement:** Prominent display of company logo on the exhibition entrance unit.
- **Enhanced Listing Package:** Corporate logo in Show Directory and on event website; additional 250-character company description on the website; 4 product descriptions (product name, 750-word limit, 1 image for each product, 125x125 pixels); 4 downloadable whitepapers, product brochures or case studies.
- **Event E-mail Update - Featured Exhibitors E-mail:** Company name, online description link and booth number on e-mail to CT attendees and prospects (+40K names) 2 weeks before event.

EVENT LEVEL SPONSORSHIPS – SILVER SPONSOR: \$10,000

Basic Booth Package: Pipe and drape construction, company ID sign, 500-character product description/link on event website and conference program guide, 1 conference pass, 1x use of Campus Technology attendee list. **PLUS:**

- **Campus Technology E-Mail List:** 1x use of 3,000 information technology e-mail addresses distributed through 1105 Media (includes 2 selects).
- **Conference Passes:** 5 full conference registrations.
- **Attendee Bag Insert:** Campus Technology approved literature or promotional items placed in attendee conference bags.
- **Literature Distribution:** Sales material placed in the literature bin in a prominent location.
- **Attendee Direct Mail List:** 2x use of either pre- or post-conference attendee list through third-party bonded mail house. Mail piece(s) must be approved by Campus Technology with proper forms filled out and provided.
- **Exhibit Hall Entrance Logo Placement:** Prominent display of company logo on the exhibition entrance unit.
- **Enhanced Listing Package:** Corporate logo in Show Directory and on event website; additional 250-character company description on the website; 4 product descriptions (product name, 750-word limit, 1 image for each product, 125x125 pixels); 4 downloadable whitepapers, product brochures or case studies.
- **Event E-mail Update - Featured Exhibitors E-mail:** Company name, online description link and booth number on e-mail to Campus Technology attendees and prospects (+40K names) 2 weeks before event.



SPONSORSHIPS

PRODUCT SPOTLIGHT PACKAGE: \$4,500 (A \$5,300 VALUE)

- **100 sq. ft. Basic Exhibit Space Package:** Pipe and drape construction, company ID sign, 500-character product description/link on event website and conference program guide, 1 conference pass, 1x use of Campus Technology attendee list.
- **Enhanced Listing Package:** Corporate logo in Show Directory and on event website; additional 250-character company description on the website; 4 product descriptions (product name, 750-word limit, 1 image for each product, 125x125 pixels); 4 downloadable whitepapers, product brochures or case studies.
- **Event E-mail Update - Featured Exhibitors E-mail:** Company name, online description link and booth number in e-mail to Campus Technology 2011 attendees and prospects (+40K names) 2 weeks before event.
- **Product Spotlight Floor Cling:** – 3'x2' (estimated size) sign located at booth, in aisle designating booth.

CT VIRTUAL EVENT : \$2,000 (Added to any package — SAVE \$500 ON BASIC VIRTUAL BOOTH!)

SPEAKING PACKAGE: \$6,300 (A \$7,850 VALUE) (ONLY 5 LEFT!)

- **100 sq. ft. Basic Exhibit Space Package:** Pipe and drape construction, company ID sign, 500-character product description/link on event website and conference program guide, 1 conference pass, 1x use of Campus Technology attendee list.
- **On-Floor Speaking Opportunity:** Located in the Exhibit Hall Tech Classroom Theater. Includes promotions online, in show program and via pre-event emails.
- **Enhanced Listing Package:** Corporate logo in Show Directory and on event website; additional 250-character company description on the website; 4 product descriptions (product name, 750-word limit, 1 image for each product, 125x125 pixels); 4 downloadable whitepapers, product brochures or case studies.
- **Event E-mail Update - Featured Exhibitors E-mail:** Company name, online description link and booth number in e-mail to Campus Technology 2011 attendees and prospects (+40K names) 2 weeks before event.

TRAFFIC DRIVER PACKAGE: \$6,250 (A \$7,600 VALUE)

- **100 sq. ft. Basic Exhibit Space Package:** Pipe and drape construction, company ID sign, 500-character product description/link on event website and conference program guide, 1 conference pass, 1x use of Campus Technology attendee list.
- **Enhanced Listing Package:** Corporate logo in Show Directory and on event website; additional 250-character company description on the website; 4 product descriptions (product name, 750-word limit, 1 image for each product, 125x125 pixels); 4 downloadable whitepapers, product brochures or case studies.
- **Event E-mail Update - Featured Exhibitors E-mail:** Company name, online description link and booth number in e-mail to Campus Technology 2011 attendees and prospects (+40K names) 2 weeks before event.
- **Conference Program Guide Ad:** Full-page black-and-white print ad. Exhibitor is responsible for creating ad materials. Deadlines apply.
- **Free Standing Sign:** One 8'H x 3'W sign with your sales message, booth number and a brochure holder is placed in the conference session area. Production costs are included.



INDIVIDUAL MARKETING OPPORTUNITIES

Maximize your ROI by building awareness and driving traffic to your booth. Gain an edge on your competitors with these excellent sponsorship opportunities. Designed to fit any budget, these sponsorships will separate you from the competition. Have a special idea in mind? Call us and we will customize a package to fit your budget.

EXCLUSIVE SPONSORSHIPS

ATTENDEE BAG: \$3,500

These bags are great visibility items which people use over and over again. Your logo appears on the bag along with the Campus Technology 2011 logo, and will be given out to each paid attendee to hold their conference documents and literature. Includes a bag insert. Sponsor is responsible for the production and costs of the bag. Artwork must be approved by event management.

BADGE HOLDER INSERT: \$2,000

Use this sponsorship for a special prize giveaway at your booth. Your card insert sits behind every attendee's badge, with the top 1/2-inch or one-inch of the card visible for your message. You supply the printed cards and we'll insert them into the badge holders. (Call for details and specifications.)

E-MAIL CAFÉ: \$2,500

The E-Mail Café allows Campus Technology conference attendees to check their e-mail throughout the entire conference. As the E-Mail Café sponsor, your company's home page will appear on all of the café's computer screens, with the internet default home page going to your site. In addition, we'll hang your banner in the E-Mail Café area so that it is seen throughout the entire show! Sponsor provides banner.

EXHIBIT HALL WELCOME RECEPTION SPONSOR: \$3,500

The wine and cheese Welcome Reception takes place on the exhibit floor the evening of the first exhibit day. It is the perfect, relaxed setting to speak with attendees while having a bite to eat and drink. Cocktail napkins, drink cups and signs with your name, logo and key message can be placed on all food and drink tables, with recognition given in the conference program. Sponsor is responsible for production of all company-branded materials, with the exception of the event signage.

HEADQUARTERS HOTEL ROOM KEY SPONSOR: \$1,500

Be the first conference sponsor to gain visibility and highlight your presence among Campus Technology 2011 attendees! Your company logo will be displayed prominently on the room key card given to them as they check into the Seaport World Trade Center Hotel. Attendees will carry this image around with them, yielding repeat impressions of your brand every time they use their key. Sponsors are responsible for key production costs and hotel charges for distributing keys. Call for more information.

LANYARDS: \$2,000

Attendees will thank you for doing away with those annoying badge clips and pins. Distributed to all attendees at registration, these shoelace-type holders are great for not only holding attendee badges, but also advertising your message. Sponsors are responsible for the production of the badge lanyard. This is a great compliment to the Badge Holder Insert promotion.

REGISTRATION SPONSORSHIP: \$5,500

The on-site registration sponsorship provides your company with the highest level of visibility to all attendees. Claim this exclusive sponsorship to reach potential customers while they register online and on-site in the registration area—before they enter the exhibit hall and conference sessions. Sponsorship includes logo and web banner on web registration page, signage and logo at registration area and registration desks—plus company name and link on e-mail confirmation to all pre-registered attendees. Exhibitor is responsible for supplying promotional items such as T-shirts, mouse pads and other items which can be used by registration staff.

TECHNOLOGY SPONSORSHIP:

Call for Details

**Whiteboard, Laptop, Audience Response,
Audio Enhancement Available**

Place your educational technology in the workshops, conference rooms and in general areas of the event. It's a great way for Campus Technology attendees to test your product! Company signage and recognition in conference rooms, event program and event signage.

INDIVIDUAL MARKETING OPPORTUNITIES

SPECIAL FUNCTION SPONSORSHIPS

ATTENDEE FOCUS GROUP: \$5,000 Limit 3

Collecting feedback directly from your customers is priceless. Take advantage of a breakfast focus group at Campus Technology 2011 to gain information and feedback about your product, service or the market. We can help you invite 10 to 12 attendees that represent your target audience and that will provide the insight and opinions you need to hear. We'll provide a room and breakfast for up to 15 people; you come armed with questions and a moderator.

ATTENDEE LUNCHEON: \$4,000

Highlight your conference presence by sponsoring Monday's workshop luncheon with a featured speaker. As the luncheon sponsor, you introduce the keynote speaker. Presentation topic to be mutually agreed upon between Campus Technology and sponsor. This opportunity will brand your company to attendees. Includes two draped tables in lunch area where your staff can answer questions and display literature. You'll receive prominent acknowledgment in the conference program, on the website and throughout the lunch area with signage, table tents, your banner and printed materials/literature placed on every chair. Includes lunch for your staff.

OPENING KEYNOTE CHAIR DROP: \$2,000 GENERAL SESSION CHAIR DROPS: \$1,500

Receive maximum exposure through multiple seat drops in multiple sessions. Limited opportunities available. Exhibitor is responsible for providing final printed material, shipping and drayage.

ADDITIONAL OPPORTUNITIES

ATTENDEE BAG INSERT: \$1,500

Our most popular sponsorship. Insert a piece of product literature (either a slim brochure or slick), product CD or giveaway item into conference attendee bags. Bags are given to all paid attendees. Great for announcing a promotion, giveaway or contest at your booth.

ATTENDEE NOTEPAD: \$2,000

This notepad (8½ x 11 inches) with your logo is included in the attendee bag that is distributed to all conference attendees as well as speakers. Sponsors are responsible for the production and costs of notepads.

HOSPITALITY SUITE:

Call for Pricing

Plan a function to get to know your customers in a more intimate setting. This is the ideal time to promote your products and services and devote more attention to detailed questions from your prospects or customers. Fee covers one-day cost of the room, marketing of the suite, including a reference in the conference program (if paid prior to publishing date), schedule of events and signage. Does not include food and beverage costs, internet connection or A/V.

SPEAKING OPPORTUNITY: \$6,000

Produce your own product session at the Campus Technology Conference. Package includes AV, custom e-mail to conference attendees to promote the event and listings in the show program.

TECHNOLOGY CLASSROOM: \$3,000

Limit 12

Technology Classrooms allow you to host your own topic session, allowing you to speak in-depth about your products and services. These 25-minute* presentations are available on a first-come, first-serve basis with no limitation on commercial content. Open to all attendees, these classrooms take place on the exhibit floor. Includes signage and A/V (microphone, data projector and screen). Promotion of your classroom will appear in the show program and conference website. *Time available allows for 15-20 minutes of presentation time plus 5-10 minutes for Q&A.

BANNER PLACEMENT: \$1,500

Corporate banners always draw attention and maximize your exposure. Your banner will hang prominently in selected areas throughout the conference and will be seen by everyone attending the event. Includes installation and removal. Banners are provided by sponsor and must be professionally produced, finished on both sides and ready to hang. Please call for placement availability and size specifications.

COFFEE BREAK: \$1,500

No need to go far during the event. Host your own coffee break right in the conference area with an audience of highly qualified attendees. Exhibitor can put out brochures, staff a table and receive signs by the coffee station in the conference area. Limited availability. Exhibitor is responsible for cost of coffee, providing all sponsorship materials for break. Coffee break and sponsor sign provided by show management.

INDIVIDUAL MARKETING OPPORTUNITIES

FREE STANDING SIGN: \$1,000 PER SIGN

Imagine your ad on a one-meter sign placed in conference area to deliver your message and send people to your booth. Sign comes complete with a brochure holder.

CONFERENCE PROGRAM FULL-PAGE AD: \$1,200 - \$1,800

Increase your booth's visibility, promote a special offer or announce a new product with a full-page (4-color or black-and-white) ad in the Conference Program. These programs are used all four days and referred to over and over again, providing multiple impressions of your message to an engaged audience.

CUSTOM E-MAIL: \$3,000

Limited to 4 Pre-Event and 4 Post-Event E-Mails

Your company's HTML e-mail is sent to conference attendees and prospects, reaching up to 5,000 qualified prospects.

E-MAIL NEWSLETTER PROMOTION TO ATTENDEE PROSPECTS: \$1,500

Your company's logo and 25-word description sent to conference attendees and prospects, reaching more than 40,000 qualified prospects. Three companies per e-mail newsletter—three e-mail newsletters available!

HOTEL ROOM DROP: \$500

Distribute your literature to every conference attendee staying in the host conference hotel. This fee is for the marketing opportunity and the authorization to have your literature distributed by the hotel. Does not include hotel's fees for distribution.

ENHANCED LISTING PACKAGE W/FEATURED EXHIBITORS E-MAIL: \$1,500

Make sure your company stands out pre- and post-event! Attendees plan which vendors they will meet with on-site. An enhanced listing, plus a spot on the featured exhibitors e-mail promotion will ensure these qualified buyers know about your product!

Enhanced Listing Package:

Logo in program and website, additional 250-character company description on the website, 4 product descriptions (product name, 750-word limit, 1 product image each, 125 x 125 pixels), 4 downloadable whitepapers, product brochures or case studies.

Featured Exhibitors E-Mail Promotion:

Company name, online description link and booth number in e-mail to Campus Technology attendees and prospects.

FEATURED EXHIBITORS E-MAIL PROMOTION: \$500

Company name, online description link and booth number in e-mail to Campus Technology attendees and prospects.

LITERATURE BIN DISTRIBUTION: \$800 PER BIN SLOT

This is a no-fuss way to reach a lot of attendees cost-effectively! Make your product literature available to everyone attending the conference and exhibition, even when the show floor is closed. Non-exclusive literature distribution bins will be placed in a prominent conference area and stocked during the entire conference by show management.

Don't see what you're looking for or have something else in mind that you'd like to sponsor? Contact us to develop a custom marketing program that works for you.

Opportunities are going fast. Contact our sales team to lock in your special stand-out-from-the-crowd, lead-generating opportunity now.

Companies #'s, A – K: Stephanie Chiavaras
(617) 784-3577 | schiavaras@1105media.com

Companies L – Z: Patrick Gallagher
(617) 512-6656 | pgallagher@1105media.com

EXHIBITOR PACKAGE ADDENDUM

Please Complete Attached Contract for Exhibit Space and Circle Requested Exhibitor Package to Confirm

Exhibit Package Ordered by:

(Name)

Exhibit Space/Sponsorship Application & Agreement

Conference: July 25-28, 2011 • Exhibits: July 26-27, 2011 • Seaport World Trade Center • Boston, MA

This application, signed and executed on the date below, is hereby submitted for: EXHIBIT SPACE and/or SPONSORSHIPS at the Campus Technology 2011 Conference:

1. Exhibitor Information

SOLD TO:

Send Show Forms and Exhibitor Services Manual To:

Exact Name of Exhibiting Company (Listing on Web and Show Program):		Contact Name and Company (if different):	
Address:		Address:	
City, State, Zip – Country:		City, State, Zip – Country:	
Phone:	Fax:	Phone:	Fax:
E-mail:		E-mail:	

The specific products/services we will be exhibiting are: _____

2. Space Selection & Sponsorships

By signing this contract, the contract is executed, and a non-refundable and nontransferable payment of 50% of the exhibit fee is due and payable, and this contract cannot be cancelled without fee (50% of exhibit/sponsor fees). Full payment is due on March 30, 2011. After March 30, 2011, this contract cannot be cancelled without fee (100% of exhibit/sponsor fees) Contracts submitted after March 30, 2011 must be accompanied by payment in full. This contract subject to cancellation fees set forth in the Cancellation Policy”, listed in the Terms and Conditions on the reverse.

2a. **Exhibit Space Cost: \$3,400 per 10x10 Booth Unit**
 _____ Booth Units @ \$3,400 per Unit – Total \$ _____

Please select our location from the spaces indicated below:

(1) _____ (3) _____
 (2) _____ (4) _____

2b. **Marketing & Promotion Opportunities**

(1) _____ \$ _____
 (2) _____ \$ _____
 (3) _____ \$ _____

TOTAL \$ _____

On behalf of the company identified above, I agree to abide by the terms and conditions, which re attached hereto and incorporated herein by this reference, and to all show rules and regulations set forth in the Exhibitor Services Manual and all bulletins issued in advance of the event. I also have read, understand, and accept the terms regarding payment and cancellation deadlines as described in the contract terms and conditions.

5. Signature

X _____
 Signature of Authorized Company Representative

X _____
 Printed Name of Authorized Company Representative

X _____
 Title

X _____
 Date Signed

1105 Media Inc.- Campus Technology 2011
P.O. Box 894085, Los Angeles, CA 90189-4085
General Sales Contact: Fax (617) 663.6003

3. Cost Calculation Box

Platinum Sponsor Pkg \$ _____
 Gold Sponsor Pkg \$ _____
 Silver Sponsor Pkg \$ _____
#2a **Exhibit Space** \$ _____
#2b **Marketing Opportunities** \$ _____

TOTAL CONTRACT AMOUNT = \$ _____

4. Payment Options

Check Credit Card

Make checks payable to:

1105 Media Inc.- Campus Technology 2011
 P.O. Box 894085,
 Los Angeles CA 90189-4085

Credit Card Payments:

I hereby authorize 1105 Media, Inc. to charge my account for payment according to the terms outlined in my card issuer's agreement.

VISA **MasterCard** **AMEX** **Discover**

Name on Card: _____

Credit Card No: _____

Expiration Date: _____ Amt. Charged: \$ _____

X _____
 Signature of Authorized Company Representative

FOR INTERNAL USE ONLY

Date Received: _____ Sales Rep: _____

Check No. _____ Com Rate: _____

Promo Code: _____ Total Sale: _____

Booths Assigned: _____

Accepted By: 1105 Media/Campus Technology Management

Date: _____

Terms & Conditions

PAYMENT / CANCELLATION TERMS & CONDITIONS

Campus Technology 2011 Summer Conference Conference Dates: July 25-28, 2011

Applications for exhibit space and/or sponsorships must be made on this application form (or a copy thereof). This agreement shall not be binding until signed and accepted by Management.

Payments: A non-refundable and non-transferable 50% deposit is required to confirm space for CT2011. The full balance is due March 30, 2011. Contracts submitted after March 31, 2011 must include full payment. Sponsorship opportunities are due in full upon receipt of invoice and are not subject to the same payment schedule as exhibit space except for Special Sponsor Packages. Contracts cannot be cancelled without 100% cancellation fee.

Payments may be made by check, money order, or credit card payable in U.S. dollars to 1105 Media. Any exhibitor who has an outstanding balance will not be allowed to participate until that balance is satisfied. Outstanding invoices aging thirty (30) days or longer are subject to a \$15.00 late fee plus a finance charge equal to 1.75% compounded monthly (21% annually).

Note: If more than one sponsorship application is received for a limited function, then the first suitable paid application will be accepted. All Purchase Orders must reference 1105 Media Conference Terms & Conditions to be accepted.

Cancellations: Any cancellation, reduction in space (downgrade) or booth relocation must be communicated immediately in writing to Show Management. In the event of a cancellation or downgrade by an exhibitor, a cancellation fee will be assessed to cover services performed, promotional efforts and other damages relating to the cancellation. No refunds will be given for cancellations received after March 31, 2011. Verbal instructions, telephone calls, voicemail messages and email are not acceptable forms of cancellation.

CANCELLATION/DOWNGRADE PERIODS & FEES:

- If notice of cancellation is received prior to March 31, 2011, then the cancellation fee shall be 50% of total space price.

- If notice of cancellation is received after March 31, 2011, then the cancellation fee shall be 100% of total space price.

It is understood that 1105 Media reserves the right, at their option, to reassign a cancelled booth regardless of the cancellation rate assessed. Subsequent reassignment of cancelled space does not relieve the canceling exhibitor of their obligation to pay the amount referred to above.

DIRECT ALL INQUIRIES TO: CT Sales (508) 532-1432

1. Contract: This application, properly executed by Applicant (Exhibitor) shall, upon written acceptance and notification of booths assigned by 1105 Media management, constitute a valid and binding contract.

2. Management: The word management as used herein shall refer to event management, or its employees or agents acting for it in the management of the exhibition. The Exhibitor agrees that the conditions, rules and regulations of this event are made a part of this contract and that said Exhibitor agrees to be bound by each. Furthermore, Management shall have the full power to interpret, amend and enforce all rules and regulations in the best interest of the Show.

3. Limitation of Liability: The Exhibitor agrees to indemnify and hold harmless Management, its subsidiaries, the sponsor, owner, exhibition hall facility, and city in which this Exhibition is being held and their officers, agents, and employees, against all claims, losses, suits, damages, judgments, expenses, costs and charges of every kind resulting from its occupancy of the space herein contracted for by reason of personal injuries, death, property damages, or any other cause sustained by any person or others. The Management will not be responsible for loss or damage to displays or goods belonging to exhibitors, whether resulting from fire, storms, acts of God, air conditioning or heating failure, theft, pilferage, mysterious disappearance, bomb threats or other causes. All such items are brought to the Exhibition and displayed at exhibitors own risk, and should be safeguarded at all times.

Management will provide the services of a reputable protective agency during the period of installation, show, and dismantling, and Exhibitor agrees that the provision of such services constitutes adequate discharge of all obligations of the management to supervise and protect Exhibitors' property within the Exhibition. Exhibitors may furnish additional guards at their own cost and expense, only with prior approval by Management, and subject to hotel/exhibit hall policy restrictions. The exhibitor agrees that Management shall not be responsible in the event of any errors or omission in the Exhibitors' official directory and in any promotional material.

3a. Hotel - Exhibitor Liability Clause: The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damage to exhibitor's displays, equipment and other property brought upon the premises of the Hotel and shall indemnify and hold harmless the Hotel, agents, servants and employees from any and all such losses, damages and claims. Due to the layout of the Hotel, the Hotel is unable to store display materials and/or show merchandise. At the conclusion of your set-up operation, all related equipment, crates, etc. must be removed from the premises and returned no later than the last day of the exhibit show period.

4. Sub-Leasing: Exhibitor shall not sublet his space or any part thereof. Exhibitor may not exhibit, offer for sale, give as a premium, or advertise articles not manufactured or sold in his own name, except where such articles are required for the proper demonstration of operation of Exhibitor's display, in which case identification of such articles shall be limited to the regular nameplate, imprint, or other identification which in standard practice appears normally on them. Rulings of the Management shall in all instances be final with regard to use of any exhibit space.

5. Damage to Property: Exhibitor is liable for any damage caused to building floors, walls or columns, or to standard booth equipment, or to other Exhibitor's property. Exhibitor may not apply paint, lacquer, adhesives, or other coating to building columns and floors or to standard booth equipment.

6. Official Service Contractor: To assure orderly and efficient installation, operation, and removal of the displays, and to minimize confusion by the presence or solicitation of unknown or unqualified firms, Management will designate an official service contractor. As such, Management holds this firm responsible for quality service, fair prices, and is prepared to intercede on behalf of an exhibitor in the event of faulty work or unfair charges. An Exhibitor is free to use its own display house providing the outside contractor for set-up and dismantle of the exhibit submits a request, in writing, to management and includes a list of the names of all display company representatives working in the exhibit area along with the proof of liability insurance satisfactory to Management. An exhibitor is free to use its own employees for booth set up subject to limitations of union rules in force for the exhibit hall venue.

7. Special Services: Electricity, gas, water, and other utilities, as well as other special services needed by individual Exhibitors, are provided only when the Exhibitor orders and agrees to pay for them especially from the persons authorized to supply such services in conformity with city, insurance and other requirements.

8. Shipping: The exhibitor agrees to ship, at his own risk and expense, all articles to be exhibited and agrees to conform to the rules for shipping as contained in the Exhibitor Services Manual.

9. Safety and Fire Laws: The exhibitor must strictly observe all applicable fire and safety laws and regulations. Cloth decorations must be flame-proof. Wiring must comply with local Fire Department and Underwriters' Rules. Display writing must exhibit the seal and/or such other seals of official approving agencies as may be required at the site of the Exhibition. Smoking in exhibits is forbidden. Crowding will be restricted; exhibits must not block aisles and fire exits. No decorations of paper, pine boughs, leafy decorations, or tree branches are allowed. Acetate and most rayon drapes are not flameproof and may be prohibited. Storage of boxes or paper goods behind exhibit displays is not permitted. Any demonstration of activity that results in obstruction of aisles or prevents ready access to nearby Exhibitors' booths shall be suspended for any periods specified by Management.

10. Decoration: Management shall have full discretion and authority in the placing, arrangement, and appearance of all items displayed by Exhibitor, and may require the replacing, rearrangement, or redecorating of any item or of any booth, and no liability shall attach to Management for costs that may devolve, upon Exhibitor thereby. In addition, if any display on which set-up has not been started before the opening day of the Exhibition, Management reserves the right to have such displays installed at Exhibitor's expenses. All exhibits should be ready for the opening

hour of the Exhibition. Management will not allow any noise or moving of exhibits after this time. No exhibit may be built or erected to exceed the height limitations as set forth in the Exhibitors' Manual. Any Exhibitor whose booth exceeds the height limitation will be required at his own expense to alter the display in order to conform to those regulations.

11. Outside Activities: Exhibitor shall not conduct any event that will take away qualified show attendees from the show during show hours. Exhibitor shall not conduct or sponsor at any time during any of the show or conference hours any off-site hospitality events.

12. Performance of Music/Sound Level: The Exhibitor acknowledges that any live or recorded performances of copyrighted music, which occur in the Exhibitor's booth, must be licensed from the appropriate copyright owner or agent. The Exhibitor undertakes full responsibility for obtaining any necessary licenses and agrees to indemnify and hold harmless, Management from any damages or expenses incurred by Management due to the Exhibitor's failure to obtain such licenses. Furthermore, mechanical or electrical devices that produce sound must be operated so as not to prove disturbing to other Exhibitors. Management reserves the right to determine the acceptable sound level in all such instances.

13. 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 upon written approval from Management.

14. Personnel and Attire: Management reserves the right to determine whether the character and/or attire of booth personnel is acceptable and in keeping with the best interests of Exhibitors and the Exhibition. Exhibitor expressly agrees that he and his personnel will not conduct official exhibitor functions in his private room during business hours of the Exhibition.

15. Exhibitor on Duty: Retail sales are prohibited during the course of the Show. Infraction of this rule will result in the closure of your exhibit. Subject to the foregoing, distribution of samples, souvenirs, publications, etc., or other sales or sales promotion activities must be conducted by Exhibitor only from within his booth. The distribution of any articles that interferes with the activities or obstructs access to neighboring booths, or that impedes aisles, is prohibited.

16. Admission: Admission is open to adults affiliated with the industry served by the Exhibition. No persons under 18 years of age will be admitted. Management shall have sole control over admission policies at all times. Booth personnel are restricted to Exhibitors' Employees and their authorized Representatives. All exhibitor personnel must wear an Exhibitor's badge at all times. Management reserves the right to limit the

number of Booth personnel at any time. Exhibitor's booth must be staffed during all open show hours.

17. Termination of Exhibition: In the event that the premises in which the Exhibition is or is to be conducted shall become, in the sole discretion of Management, unfit for occupancy, or in the event the holding of the Exhibition or the performance of Management under the contract (of which these Rules and Regulations are a part) are substantially or materially interfered with by virtue of any cause, or causes not reasonably within the control of Management, said contract and/or the Exhibition (or any part thereof) may be terminated by Management. Management shall not be responsible for delays, damage, loss, increased costs, or other unfavorable conditions arising by virtue of any cause or causes not reasonably within the control of Management. If Management terminates said contract and/or the Exhibition (or any part thereof) as aforesaid, then Management may retain such part of any Exhibitor's rental as shall be required to recompense it 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. For purposes hereof, the phrase "cause or causes not reasonably within the control of Management" shall include, but not by way of limitation; fire casualty; flood; epidemic; earthquake; explosion or accident; blockage embargo; inclement weather; governmental 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 obtain condemnation, 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.

18. Care of Premises and Removal of Exhibits: Management will maintain the cleanliness of all aisles. Exhibitor must, at his own expense, keep exhibits clean and in good order. All exhibits must remain fully in tact until the Exhibition has officially ended. Disturbing or tearing down an exhibit prior to the official closing hour of the exhibition can result in a refusal by Management to accept or process exhibit space applications for subsequent exhibition. Exhibits must be removed from the building by the time specified in the Exhibitor Services Manual. In the event any Exhibitor fails to remove his exhibit within the allotted time, then Management reserves the right, at the Exhibitor's expense, to ship the exhibit through a carrier of Management's choosing or to place the same in a storage warehouse subject to the Exhibitor's disposition.

19. Resolution of Disputes: In the event of a dispute or disagreement between Exhibitor and Official Contractor, or between Exhibitor and a Labor Union or Labor Union Representative or between two or more exhibitors, all interpretations of the rules governing the Exhibition, actions, or decisions concerning this dispute of disagreement by Management intended to resolve the dispute or disagreement shall be binding on Exhibitor.

20. Photography: The photographic rights for the Exhibition are reserved to Management. Exhibitors wishing to make their own arrangements for the photographing of their exhibit must apply to the Management, whose permission shall not be unreasonably withheld.

21. Insurance: Exhibitor is advised to see that his regular company insurance includes extraterritorial coverage, and that he has his own theft, public liability, and property damage insurance.

22. Losses: Management shall bear no responsibility for damage to Exhibitor's property, or lost shipments either coming in or going out, nor for moving costs. Damage to inadequately packed property is Exhibitor's own responsibility. If exhibit fails to arrive, Exhibitor is nevertheless responsible for exhibit space cost. Exhibitor is advised to ensure against these risks.

23. Default: If the Exhibitor defaults in any of its obligations under this contract or violates any of its obligations or covenants under this contract, including without limitation any Exhibition Rule or Regulation promulgated pursuant to the contract, the Management may, without notice, terminate this agreement and retain all moneys received on account as liquidated damages. The Management may thereupon direct the Exhibitor forthwith to remove its Employees, Agents or Servants, and all of its articles of merchandise and other personal property from the space contracted for and from the Exhibition Hall. If exhibition space is not occupied by the time set for completion of installation of displays, Management may possess such space for such purposes as it may see fit.

24. Amendment to Rules: Any matters not specifically covered by the preceding rules shall be, subject solely to the decision of Management. Management shall have full point in the matter regarding the interpretation, amendment and enforcement of all rules and regulations, and that any such amendments when made and brought to the notice of the said Exhibitor shall be and become part hereof as though duly incorporated herein and subject to each and every one of the terms and conditions herein set forth.

25. Arrangement of Exhibits: Show Management reserves the right to alter or close any exhibit which does not conform with the provisions of this contract. No refund shall be due under such circumstances. Management also reserves the right to exclude any nonconforming party from exhibiting at any future 1105 Media conferences. Finally, Management reserves the right to change the location of booths or rearrange the show floor if it is deemed as being in the best interest of the exhibition. Show management also reserves the right to make any changes it deems necessary to the show hours and/or conference schedule.

26. Entire Agreement: This agreement constitutes the entire agreement between the parties.

27. Severability: If any part of this agreement is deemed to be invalid, the remainder of the agreement shall remain in force.

28. Applicable Law: This agreement shall be interpreted in accordance with the laws of the State of California. In the event of a dispute, the parties agree to submit to the personal jurisdiction of the appropriate state or federal court within the State of California.