

Powered by **FOLIO:**

MEDIA NEXT

OCTOBER 20-22, 2014
MARRIOTT MARQUIS, NEW YORK CITY

**SPONSOR
+ EXHIBITOR
OPPORTUNITIES**

PRESENTING SPONSORSHIP

\$18,000

PROGRAM PARTICIPATION—KEYNOTE SPONSORSHIP

- 1-2 Minute introduction, to be presented by a senior executive of sponsoring company, prior to designated Keynote, subject to approval by show management. Sponsoring company has the opportunity to display a brief 1 minute company sizzle reel prior to introduction
- Company branding within Keynote area
- Ability to have promotional item or company literature available during the sponsored Keynote

CONFERENCE AND EXHIBITION PRESENCE

- One 8X20 exhibit space
- Signage promoting the sponsorship
- Banner ad placement on Folio: Event Website
- Logo and 100-word company description and contact information in conference app
- Insert of marketing piece into each tote bag distributed to all attendees

BRAND REACH

- Logo w/link and 100-word description on the event website
- Inclusion as presenting sponsor in all advertising, marketing, and promotion of the event

RELATIONSHIP BUILDING

- Four full-conference passes
- Three booth staff passes (does not include admission to sessions or meal functions)
- Four complete sets of conference registration materials
- Custom VIP coupon valid for 25 clients and prospects granting \$100 off the current full conference rate OR free access to the exhibit hall. Coupon is only valid for media and publishing executives and not vendor companies
- Post-Show mailing list with attendee name, title, company and address
- Pre-Show email blast to all attendees
- Post-Show email blast to all attendees

TRACK SPONSORSHIP

\$12,500

PROGRAM PARTICIPATION

- 1-2 Minute introduction, to be presented by a senior executive of sponsoring company, prior to the start of the designated Track, subject to approval by show management
- Company branding within selected Track
- Ability to have promotional item or company literature available within the room

CONFERENCE AND EXHIBITION PRESENCE

- One 8X10 exhibit space
- Signage promoting the sponsorship
- Banner ad placement on Folio: Event Website
- Logo and 75-word company description and contact information in conference app
- Insert of marketing literature into each tote bag distributed to all attendees

BRAND REACH

- Logo w/link and 75-word description on the event website
- Inclusion as a sponsor in all advertising, marketing and promotion of the event

RELATIONSHIP BUILDING

- Two full-conference passes
- Two booth staff passes (does not include admission to sessions or meal functions)
- Two complete sets of conference registration literature
- Custom VIP coupon valid for 25 clients and prospects granting \$100 off the current full conference rate OR free access to the exhibit hall. Coupon is only valid for media and publishing executives and not vendor companies
- Post-Show mailing list with attendee name, title, company and address
- Post-Show email blast to all attendees

THE FOLIO: 100 RECOGNITION BREAKFAST

Recognizing that the business is changing and new players are coming into the industry from all directions, including both online-only media companies, social networks, and entrepreneurial print startups alike, Folio: has created an annual list of the most influential and impactful people of the year. The Folio: 100, which expands from the Folio: 40, will identify C-Suite Visionaries, Director-Level Doers, Industry Influencers, Under The Radar Change Agents, Digital Media Transformers and Ones to Watch, plus our exclusive 15 Under 30. There's nothing like the Folio: 100 List, and there's nothing like our celebration of their success.

Custom sponsorships are available, contact Nancy Iannotta (niannotta@accessintel.com) for more information.

WIFI SPONSORSHIP

\$12,000

CONFERENCE AND EXHIBITION PRESENCE

- Exclusive Sponsorship of WiFi Sponsorship, including:
 1. Signage promoting the sponsorship
 2. Your company name is used as the password for the WiFi login access
 3. After logging in, each user is redirected to your web site
 4. Powerpoint slide in every session promoting the sponsorship
- One 8x10 exhibit space
- Logo and 50-word company description and contact information in conference app

BRAND REACH

- Inclusion as a sponsor in some advertising, marketing and promotion of the event
- Logo w/link and 50-word description on the event website

RELATIONSHIP-BUILDING

- Two full-conference passes
- Two booth staff passes (does not include admission to sessions or meal functions)
- Two complete sets of conference registration literature
- Custom VIP coupon valid for 25 clients and prospects granting \$100 off the current full conference rate OR free access to the exhibit hall. Coupon is only valid for media and publishing executives and not vendor companies
- Post show mailing list with attendee name, title, company and address

TOTE BAG

\$10,000

CONFERENCE AND EXHIBITION PRESENCE

- Branding of the event tote bag in 1 color print (Event logo on one-side of bag—Sponsor logo on other side of bag).
- One 8x10 exhibit space
- Signage promoting the sponsorship
- Logo and 50-word company description and contact information in conference app
- Insertion of marketing literature in each tote bag distributed to all attendees

BRAND REACH

- Inclusion as a sponsor in some advertising, marketing and promotion of the event
- Logo w/link and 50-word description on the event website

RELATIONSHIP-BUILDING

- Two full-conference passes
- Two booth staff passes (does not include admission to sessions or meal functions)
- Two complete sets of conference registration literature, including documentation book
- Custom VIP coupon valid for 25 clients and prospects granting \$100 off the current full conference rate OR free access to the exhibit hall. Coupon is only valid for media and publishing executives and not vendor companies
- Post show mailing list with attendee name, title, company and address

MICROBREW OPENING RECEPTION SPONSORSHIP

\$10,000

CONFERENCE AND EXHIBITION PRESENCE

- The first day of MediaNext will end with an opening reception in the exhibit hall to kick off the show and inspire networking among attendees and exhibitors. Be included in the marketing and on-site signage promoting the location of the microbrew stations, and will have premium networking time with attendees as they come to your booth to enjoy some good beer and lively conversation. Opportunity to network with so many attendees at the start of the conference, providing greater engagement opportunities for the remaining days of MediaNext.
- One 8x10 exhibit space
- Signage promoting the sponsorship
- Logo and 50-word company description and contact information in conference app

BRAND REACH

- Inclusion as a sponsor in some advertising, literature and promotion of the event
- Logo w/link and 50-word description on the event website

RELATIONSHIP-BUILDING

- Two full-conference passes
- Two booth staff passes (does not include admission to sessions or meal functions)
- Three complete sets of conference registration materials, including documentation book
- Custom VIP coupon valid for 25 clients and prospects granting \$100 off the current full conference rate OR free access to the exhibit hall. Coupon is only valid for media and publishing executives and not vendor companies
- Post show mailing list with attendee name, title, company, and address

MEDIA NEXT

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PEN & PAD

\$8,500

CONFERENCE AND EXHIBITION PRESENCE

- Exclusive branding of the event stationery (provided by sponsor) distributed in the various track rooms
- Insertion of marketing literature into each tote bag distributed to all attendees
- One 8x10 exhibit space
- Signage promoting the sponsorship
- Logo and 50-word company description and contact information in conference app

BRAND REACH

- Inclusion as a sponsor in some advertising, marketing and promotion of the event
- Logo w/link and 50-word description on the event website

RELATIONSHIP BUILDING

- Two full-conference passes
- Two booth staff passes (does not include admission to sessions or meal functions)
- Two complete sets of conference registration materials
- Custom VIP coupon valid for 25 clients and prospects granting \$100 off the current full conference rate OR free access to the exhibit hall. Coupon is only valid for media and publishing executives and not vendor companies
- Post show mailing list with attendee name, title, company and address

LANYARD SPONSOR

\$8,500

Exclusive sponsor of the Event Lanyard distributed at registration to all conference attendees.

CONFERENCE PRESENCE

- Customized lanyards featuring company logo in 1 color print
- One 8x10 exhibit space
- Signage promoting the sponsorship
- Insertion of marketing literature into each tote bag distributed to all attendees
- Logo, 50-word description and contact information in conference attendee notebook

BRAND REACH

- Inclusion as a sponsor in some advertising, marketing and promotion the event
- Logo w/link and 50-word description on the event website

RELATIONSHIP-BUILDING

- Two full-conference passes
- Two booth staff passes (does not include admission to sessions or meal functions)
- Two complete sets of conference registration materials
- Custom VIP coupon valid for 25 clients and prospects granting \$100 off the current full conference rate OR free access to the exhibit hall. Coupon is only valid for media and publishing executives and not vendor companies
- Post show mailing list with attendee name, title, company, and address

HOSTED C-LEVEL ROUNDTABLE DINNER

\$7,000

- Held on Tuesday night (October 21st), from 7-9 PM, Co-Host with FOLIO; an intimate roundtable dinner. This roundtable will be by invitation only and host a maximum of 15 C-Level prospects.

MEDIA NEXT

Powered by **FOLIO™**

DEMO SESSION

\$7,500

Each Demo Session is an in-depth, 20-minute workshop presentation, created and conducted by the sponsoring company. Each Demo Session occurs during scheduled breaks, and is free to conference attendees.

CONFERENCE AND EXHIBITION PRESENCE

- One 8x10 exhibit space
- Signage promoting the sponsorship
- Banner ad placement in onsite app
- Logo and 50-word company description and contact information in conference app

BRAND REACH

- Inclusion as a sponsor in some advertising, marketing and promotion of the event
- Logo w/link and 50-word description on the event website

RELATIONSHIP-BUILDING

- Two full-conference passes
- Two booth staff passes (does not include admission to sessions or meal functions)
- Two complete sets of conference registration literature
- Custom VIP coupon valid for 25 clients and prospects granting \$100 off the current full conference rate OR free access to the exhibit hall. Coupon is only valid for media and publishing executives and not vendor companies
- Post show mailing list with attendee name, title, company, and address
- Post show list of attendees to the demo session
- Pre-show email blast to all attendees

ROOM DROP

\$6,000

(plus the additional cost from the hotel per room for individual placement of the item, to be paid by the sponsor directly to the hotel)

Have a company gift, promotional item, or literature distributed by the hotel to any and or all of those attendees staying within the event room block at the host Hotel. Show Management will provide a list of all attendees within the room block for you to review.

CONFERENCE PRESENCE

- One 8x10 exhibit space
- Signage promoting the sponsorship
- Logo, 50-word company description and contact information in conference app

BRAND REACH

- Inclusion as a sponsor in some advertising, marketing and promotion of the event
- Logo w/link and 50-word description on the event website

RELATIONSHIP-BUILDING

- Two full-conference registration passes
- Two booth staff passes (does not include admission to sessions or meal functions)
- Two complete sets of conference registration materials
- Custom VIP coupon valid for 25 clients and prospects granting \$100 off the current full conference rate OR free access to the exhibit hall. Coupon is only valid for media and publishing executives and not vendor companies
- Post show mailing list with attendee name, title, company, and address

REFRESHMENT BREAK

\$6,000

CONFERENCE PRESENCE

- Branded décor during break, including:
 1. Custom napkins and placards branded with sponsors logo
 2. Distribution of literature or promotional item during break (provided by sponsor & subject to approval by show management)
 3. Custom place cards on all food and beverage stations with sponsor branding
- One 8x10 exhibit space
- Signage promoting the sponsorship
- Logo, 30-word company description and contact information in conference app

BRAND REACH

- Inclusion as a sponsor in some advertising, marketing and promotion of the event
- Logo w/link and 30-word description on the event website

RELATIONSHIP-BUILDING

- Two full-conference passes
- Two booth staff passes (does not include admission to sessions or meal functions)
- Two complete sets of conference registration materials
- Custom VIP coupon valid for 25 clients and prospects granting \$100 off the current full conference rate OR free access to the exhibit hall. Coupon is only valid for media and publishing executives and not vendor companies
- Post show mailing list with attendee name, title, company, and address

BOOTH PACKAGES

DOUBLE BOOTH PACKAGE

\$7,900

CONFERENCE AND EXHIBITION PRESENCE

REGULAR
RATE

- One 8x20 exhibit space
- Signage promoting your presence as an exhibitor
- Logo and 50-word company description and contact information in conference app

BRAND REACH

- Inclusion as a sponsor in some advertising, marketing and promotion of the event
- Logo w/link and 50-word description on the event website

RELATIONSHIP BUILDING

- Three full-conference passes
- Three booth staff passes (does not include admission to sessions or meal functions)
- Three complete sets of conference registration literature
- Custom VIP coupon valid for 50 clients and prospects granting \$100 off the current full conference rate OR free access to the exhibit hall. Coupon is only valid for media and publishing executives and not vendor companies
- Post show mailing list with attendee name, title, company, and address

STANDARD BOOTH PACKAGE

\$3,950

CONFERENCE AND EXHIBITION PRESENCE

REGULAR
RATE

- One 8x10 exhibit space
- Signage promoting your presence as an exhibitor
- Logo and 30-word company description and contact information in conference app

BRAND REACH

- Inclusion as a sponsor in some advertising, marketing and promotion of the event
- Logo w/link and 30-word description on the event website

RELATIONSHIP-BUILDING

- Two full-conference passes
- Two booth staff passes (does not include admission to sessions or meal functions)
- Two complete sets of conference registration materials
- Custom VIP coupon valid for 25 clients and prospects granting \$100 off the current full conference rate OR free access to the exhibit hall. Coupon is only valid for media and publishing executives and not vendor companies
- Post show mailing list with attendee name, title, company, and address

OPTIONAL COMPONENTS

PRE OR POST SHOW EMAIL BLAST

\$950

Show management will deliver your email message to all registered attendees before or after the show (**available only to event sponsors and exhibitors, and quantities are limited**)

CONFERENCE PRESENCE

- Sponsor to provide text, graphics and logos in requested format
- Email delivered by show management to all registered attendees

ADDITIONAL ATTENDEE PASSES

Sponsors and exhibitors may purchase a limited number of additional passes at a discounted rate. It is very important that the event is balanced between vendors and magazine publishing professionals in attendance. Only a limited number of additional passes will be available for each company to purchase. Please see below to determine your allocation and pricing.

Additional passes may be used only by executives and other full-time employees of your company. Passes are not transferable to partners, customers, or other third parties. Passes in the possession of ineligible individuals will be confiscated without financial compensation.

LIMITATIONS APPLY TO ALL SPONSORS AND EXHIBITORS—NO EXCEPTIONS

SPONSORS:

3 additional passes available for purchase at discounted rate

EXHIBITORS:

2 additional passes available for purchase at discounted rate

PRICING:

FULL CONFERENCE PASS: 30% off

Grants access to all sessions, keynotes, demo sessions, roundtables, workshops, meal functions and receptions of the event, and grants full access to the Exhibit Hall at any time.

BOOTH STAFF PASSES: \$50

Grants access to the Exhibit Hall ONLY. Booth staff pass holders may NOT attend sessions, keynotes, roundtables, workshops or meal functions at the event.

BOOTH STAFF MEAL PASS: \$65/day

Grants booth staff pass holders access to meal functions throughout the conference.

*Additional passes will be available for purchase through your exhibitor manual.

PRINT AD IN ON-SITE PROGRAM GUIDE

The On-Site Program Guide is a resource used year-round by MediaNext attendees. Maximize your presence in the On-Site Program Guide with a 4-color advertisement promoting your brand!

COVER

\$1,000

OPTIONS:

- Inside Front Cover
- Inside Back Cover
- Back Cover

AD SPECIFICATIONS:

- Ad trim size: 7.875"W x 10.75"H
- Ad size with bleed: 8"W x 10.875"H
- Live Area: 7.375"W x 10.25"H
- Color: CMYK
- Format: Hi-res PDF

FULL PAGE AD

\$850

AD SPECIFICATIONS:

- Ad trim size: 7.875"W x 10.75"H
- Ad size with bleed: 8"W x 10.875"H
- Live Area: 7.375"W x 10.25"H
- Color: CMYK
- Format: Hi-res PDF

BANNER AD ON THE MEDIA NEXT EVENT SITE

\$1,000

- Drive traffic to your web site and booth with a premium ad placement on the home page of our web site!
- Ad artwork should be sent as a jpeg, GIF or PNG file.
- Banner Ad Specification: 300x250.

COVER & FULL PAGE AD

Trim Size: 7.875" x 10.75"
Bleed Size: 8" x 10.875"
Live Area: 7.375" x 10.25"

BANNER AD
Ad Size: 300x250

MOBILE APP Multiple Sponsorship Opportunities Available

Smartphone adoption is increasing at a rapid rate and people are spending more time than ever before on their mobile phones. Drive more traffic to your booth as a digital sponsor.

EXCLUSIVE SPONSOR \$7,500

- Exclusive sponsorship provides high-exposure placement in the app in sure to drive more traffic to your booth

ROTATING ADS \$7,500

- 10 Positions Available - \$750 per Position
- Attendees refer to their event app for session details, speaker bios, survey responses and much more. With a banner ad, you get exposure every time attendees check out the mobile event guide

ENHANCED EXHIBITOR PROFILES \$500

- Transform your presence into a valuable resource for attendees while increasing your exposure and driving traffic to your booth.

EVENT NOTIFICATIONS, UPDATES & ALERTS \$500

- Attendees will be opening their event app frequently to navigate and plan their experience. Send a message to every attendee that they're guaranteed to open and deliver time-sensitive announcements.



OCTOBER 20-22, 2014
MARRIOTT MARQUIS, NEW YORK CITY

October 20-22, 2014 | Marriott Marquis, NYC

Exhibiting Contact

Nancy Iannotta
Sales Executive
 Ph: 203-899-8429
 Fax: 203-854-6735
 Email: niannotta@accessintel.com

1. Contact Information (will receive all correspondence about the show)

Name _____
 Title/Rank _____
 Company/Organization _____
 Address _____
 City _____ State/Province _____ Zip/Postal Code _____
 Country _____
 Phone _____ Ext _____ Fax _____
 Email _____
 Website _____

* The address above will be listed on the website and on-site program guide

2. Exhibit Space Rate (per 8x10 Booth)

Regular Rate
 after April 1, 2014
 \$3,950

3. Booth Size

☐ Double Booth (8ft x 20ft) ☐ Standard Booth (8ft x 10ft)

4. Preferred Locations

Please select three locations in order of choice. AI will make every attempt to assign space as requested. However, space allocations may be modified by AI if necessary.

Choices 1. _____ 2. _____ 3. _____

Companies you'd like to be close to

1. _____ 2. _____ 3. _____

Companies you'd like to avoid

1. _____ 2. _____ 3. _____

5. Print Company Name

as You Want it Listed in Marketing Materials

Note: Up to one company listing in the on-site Program Guide and online exhibitor list will be provided with every 100 sq. ft. of contracted exhibit space. Additional listings, above your included allotment, may be purchased from show management. For exhibitors who require multiple company listings, please complete the "Notice of Shared Exhibit Space" form found on www.MediaNextShow.com and in your exhibitor service manual. Without these completed forms, only the company name and information listed on the contract for exhibit space will be listed in MediaNext Conference marketing materials.

6. Sponsorship + Marketing Opportunities

SPONSORSHIPS:

- ☐ Presenting Sponsorship \$18,000
- ☐ Track Sponsorship \$12,500
- ☐ WiFi \$12,000
- ☐ Tote Bag \$10,000
- ☐ Micro Brew Reception \$10,000
- ☐ Pen & Paper \$8,500
- ☐ Lanyard \$8,500
- ☐ C-Level Dinner \$7,000
- ☐ Demo Session \$7,500
- ☐ Room Drop \$6,000
- ☐ Refreshment Break \$6,000
- ☐ Double Booth \$7,900
- ☐ Standard Booth \$3,950
- ☐ Pre/Post Show Email \$950

MARKETING:

- ☐ Ad in On-Site Program
- ☐ Cover \$1,000
- ☐ Full Page \$850
- ☐ Banner Ad on Web Site \$1,000
- ☐ Mobile App
- ☐ Exclusive Sponsor \$7,500
- ☐ Rotating Ads \$750
- ☐ Enhanced Exhibitor Profiles \$500
- ☐ Event Notifications, Updates & Alerts \$500/each

7. Payment Terms

In consideration of company's participation as an exhibitor, the participating exhibitor shall pay to Access Intelligence, LLC the total exhibit space fee, which shall be payable (a) 50% at contract signing and (b) the balance on or before April 1, 2014. For contracts received April 1, 2014 to the first day of the event, 100% of the fee will be due with the contract.

All fees are deemed fully earned by Access Intelligence, LLC and non-refundable when due unless Access Intelligence, LLC denies this application, in which case fees already paid will be refunded.

8. Billing Information

Name _____
 Title/Rank _____
 Address _____
 City _____ State/Province _____ Zip/Postal Code _____
 Country _____
 Phone _____
 Email _____

9. Payment Information

Booth \$ _____ + Sponsorship \$ _____ = Total Due: \$ _____

☐ **Check Enclosed** (Make checks payable to Access Intelligence)
 Amount submitted in U.S. Dollars \$

☐ **Please Invoice**

☐ **Payment by Credit Card**

☐ Visa ☐ MasterCard ☐ American Express ☐ Discover

Card Number _____

Expiration Date _____ Security Code: _____

Signature _____

Print Name on Card _____

☐ **Wire Payment**

Webster Bank, N.A.
 436 Slater Rd
 New Britain, CT 06053

ABA: 211170101
 SWIFT: WENAU31
 Acct: 0010747825
 Name: Access Intelligence, LLC

Note: For all wire transfers and foreign currencies, add \$75 USD processing fee.

10. Acceptance

FOR Access Intelligence, LLC USE ONLY:

Accepted By: _____

Date: _____ Booth #: _____

Cost: \$ _____

Access Intelligence, LLC reserves the right to accept or reject this Agreement in its discretion. If this Agreement is accepted, Access Intelligence, LLC will invoice the exhibitor for fees due hereunder. The sending of such invoice will constitute evidence of acceptance, so that this will become a contract binding both exhibitor and Access Intelligence, LLC.

MEDIANEXT

MEDIANEXT ARE PRODUCED BY ACCESS INTELLIGENCE AND IS PRESENTED BY FOLIO: AND AUDIENCE DEVELOPMENT MAGAZINES. ACCESS INTELLIGENCE AND THE PRESENTING MAGAZINES ARE HEREINAFTER REFERRED TO AS “SHOW MANAGEMENT.”

TERMS AND CONDITIONS

1. **Contract for Space:** The contract for space, the formal notification of space assignment and full payment of fees together constitute a contract between the exhibiting organization, hereinafter known as the Exhibitor, and Access Intelligence, hereinafter known as Show Management, for the right to use space for the Show. The contract is based upon the plan of exhibit rates shown thereon and general information contained in the exposition prospectus and sales kit, all of which are to be considered along with details on all pages of this form as part of the contract.

All measurements shown on the floor plan are approximate and Show Management reserves the right to make such modifications as may be deemed to be necessary, making equitable adjustment with any exhibitor or exhibitors thereby affected. Show Management also reserves the right to adjust the floor plan to meet the needs of the exposition.

2. **Installation and Dismantling of Exhibits:** Delivery of freight, installation of exhibits and completion of erection of exhibits will take place on the dates hereinafter shown. The exhibits must be ready for inspection no later than 9:00 am of the first show day. Should an exhibit not be set by 9:00 am of the first show day, Show Management reserves the right to have the Official Exhibit Services Contractor install the exhibit or remove unopened freight at the expense of the exhibitor. Dismantling may not begin until the close of the exposition on the final show day.

Goods and materials used in any display shall not be removed from the exhibit hall until the exposition has officially been closed. Any exception to this rule must have the written approval of Show Management. Dismantling must be completed and all exhibit materials removed by the final move out date and hour shown. [NOTE: Exhibitors are advised to remove small, portable items immediately upon conclusion of the exposition].

3. **Storage—Boxes and Packing Crates:** Exhibitors will not be permitted to store boxes or packing crates in or behind exhibit booths. Prior to 8:00 am of the first show day, all boxes and crates will be placed in storage provided they are properly labeled for storage. Those not so labeled will be removed and destroyed as refuse. [NOTE: Storage labels will be provided at the Official Exhibit Services Contractor's Desk].

4. **Minors and Children:** Persons under 18 years of age will not be permitted in the exhibit area.

5. **Floor Plan:** The floor plan for this exhibit will be maintained as originally presented wherever possible. However, Show Management reserves the unqualified right to modify said plan to the extent necessary for the best interests of the exhibit, the exhibitors, and the industry.

6. **Applications for Space—Conditions:** Reservations must be made on the attached form which must contain complete information. Show Management reserves the right to reject applications for space.

It is the policy of Access Intelligence to limit the use of exhibit spaces to firms whose products or services contribute to the purposes of the Show. NO CASH SALES WILL BE PERMITTED.

7. **Payment Schedule/Cancellation or Reduction of Space:** The payment schedule is listed on the face of the contract. Cancellation of this contract or reduction of space must be in writing, and by mutual consent of the applicant and Management, except that Management may unilaterally cancel this contract for non-payment of any balance due by the date specified. If cancellation or reduction of space is agreed to, applicant will be liable for payment based on the aforementioned schedule.

8. **Space Assignment:** Space assignment will be indicated on the accepted contract. However, should conditions or situations warrant, Show Management has the unqualified right to reassign space for the best interest of the exposition. Exhibitors must rent sufficient space to contain their exhibit completely within the confines of both lines. Equipment may not extend into the aisles, over the aisles, or across the exhibitor's purchased booth line. Heights and Depths addressed in the Exhibitor Kit must be observed.

Wait List: Exhibitors have an opportunity to be placed on a Wait List for an alternative location on the show floor upon request. Exhibitors must have space reserved and appropriate payment received to be moved per the Wait List request [see Section 7. Payment Schedule/Cancellation or Reduction of Space].

9. **Sharing/Subletting Space:** No exhibitor shall assign, sublet, or apportion the whole or any part of the space allotted, or have representatives, equipment, or materials from other than their own firm in the said space. Show Management policy prohibits subcontracting of exhibit space. Should an exhibitor decide to cancel, exhibit space reverts back to Show Management.

10. **Exhibitor Personnel:** Each exhibitor will furnish Show Management, in advance, the names of those persons who will staff the booth on the Exhibitor Personnel Form furnished by the Show in the Exhibitor Service Manual. Personnel will be admitted to the show floor at 8:00 am each day. In the event earlier admission is required, special permission must be obtained from Show Management.

Exhibitor's representatives manning the exhibit will be owners, employees or agents of exhibiting companies, and such representatives will wear proper badge identification furnished by the exposition. Such badges will be supplied upon presentation of the list of personnel by the exhibitor or by application made at the Exhibitors' Registration Desk. Each exhibitor will provide the name of the representative (including hotel or local phone number) who has primary responsibility on the floor for the exhibitor's display, and who is authorized to make decisions for the exhibitor as requested by Show Management on-site or in the case of an emergency.

[Note: Supplying Exhibitor personnel badges to current or prospective customers by exhibitors is expressly forbidden. If such use of exhibitors' badges is made and this is recognized, individuals wearing said badges will be removed from the premises and badges will be confiscated. The Exhibitor personnel registration is to be used solely for employees or agents of the Exhibitor].

11. **Displays and Construction:** All exhibitors will use the exhibit structure provided by Show Management. Exhibitor will provide artwork for custom backwall graphics supplied by Show Management.

12. **Contractors Services:** All services, such as furniture, carpeting, labor, cleaning, storage of boxes and crates, shipping and other special services must be arranged through the Official Exhibit Services Contractor. An Exhibitor Service Manual will be provided with proper forms for ordering such services. Forms should be carefully prepared and returned by the deadlines noted to avoid late charges.

Independent Contractors: Notification to use an independent contractor to install/dismantle exhibits must be received forty-five (45) days prior to the first day of the show. If an exhibitor elects to use any contractor other than the official contractors designated by show management, show management is not in a position to intercede in disputes on behalf of the exhibitor. See rules in Exhibitor Service Manual for other requirements. Notification to use independent contractor(s) must go to both show management and the Official Exhibit Services Contractor.

13. **Character of Exhibits:** It is the desire of Show Management that each exhibitor design and create an exhibit of an attractive nature which will enhance the overall appearance of the exposition and be a credit to the industry. We request that all exhibitors respect applicable clauses of the American with Disabilities Act.

Show Management reserves the right to approve the character of the display and to prohibit any display which, because of noise or other objectionable features, detracts from the general character of the exposition. Exhibits must be in good taste as determined by Show Management. It is the exhibitors responsibility to create an attractive display area. The exhibitor is required to provide carpet to cover the area contracted, including under carpet equipment.

Any part of an exhibit space which does not compliment the purpose of the exhibition must be corrected at the exhibitor's expense. Show Management reserves the unilateral right to correct any unsightly exhibit and the exhibitor agrees to pay Show Management for expenses incurred in making the necessary alterations.

14. **Gadgets, Gimmicks, Demonstrations, Music and Sound:** Side show tactics, scantily clad individuals or other undignified promotional methods will not be permitted. Exhibitors are asked to observe the "good neighbor" policy at all times. Exhibits should be conducted in a manner not to be objectionable or offensive to neighboring booths. The use of photographers, musicians, entertainers, loud speakers, sound system equipment and noise-making devices are restricted to within the exhibitor's booth. Show Management reserves the right to determine when such items become objectionable.

Show Management requires exhibitors to obtain music licenses through ASCAP and BMI if they intend to use Copyrighted music in their booths. Show Management is not responsible for the music used by exhibitors, and Exhibitor hereby agrees to indemnify, defend and hold harmless Show Management for any and all costs or damages, including attorneys fees, related to any copyright violations that result from Exhibitor's failure to obtain the appropriate license(s).

Balloons, horns, odors, or congestion in Exhibitors' booths are not permitted.

Give-away, demonstrations and/or entertaining the attendees in booths, must be arranged so that attendees coming into the exhibit do not block aisles or overlap into neighboring exhibits.

The operation of equipment indoors will not be permitted on a continuous basis. Operation of equipment may be approved for demonstration purposes for short periods (approximately one to five minutes), provided Show Management is notified in writing (30) days prior to the first day of the show. Booths must be policed by each exhibitor so that disruption or noise level from any demonstration or sound system is kept to a minimum and does not interfere with others. Remember the use of sound systems or equipment producing sound is an exception to the rule, not a right. Show Management reserves the exclusive right to determine at what point a disruption or sound level constitutes interference with other exhibits and must be discontinued.

Exhibitors may be asked to discontinue any demonstrations indoors during show hours if surrounding exhibitors lodge complaints of excessive noise or other disruptions.

Racing lights, flashing lights and strobe lights are considered offensive to neighboring booths and are not permitted unless it is part of the product demonstration.

Exhibitors may take photos or videos of their display, however, they are not permitted to directly take pictures of any other display, or instruct others to take such pictures, without written permission by Show Management and the exhibitor whose display is being photographed.

Exhibitors must respect the privacy of other exhibitors and not intrude or disrupt another exhibitor while they are conducting business on the show floor.

15. **Other Exhibits:** The Exhibitor agrees that neither they, their agents nor their distributors will distribute publications or conduct any other display or exhibit any equipment bearing their trademark within a three mile radius of the exposition covered by this contract or its officially designated hotel properties during the dates of said exposition. This limitation does not apply to participation in other trade association exhibitions which may coincidentally be ongoing in the same city, or to exhibitor's regular place of business or show room. Violation of this provision by an exhibitor will constitute a breach of the contract and Show Management may, in its sole discretion, cancel this contract and exhibitor will remove their display and any equipment contained in the exhibit hall and forfeit all payments to Access Intelligence pursuant to this contract.

16. **Soliciting – Access to Lists, Samples & Prizes:** No exhibiting firm, organization or trade publication, regardless of its product or service, is permitted to sell product off the show floor. No exhibiting firm, organization or trade publication, regardless of its product or service, is permitted to engage in direct selling in the exhibit hall area. No soliciting of registrants shall be permitted in the aisles or in other exhibitors' booths. Samples, catalogues, pamphlets, publications, souvenirs, etc., may be distributed by exhibitors and their representatives (including hosts and hostesses) only within their own booths. No exhibitor will be permitted to conduct any prize drawings, awards for signing of names and addresses, etc., without prior written approval of Show Management. Signs showing the price of it must not be displayed. Access Intelligence reserves the right to limit access to attendee, exhibitor and any other list or information gathered by Access Intelligence, or its contractors.

Exhibitors that publish industry publications may distribute their publications outside their booths only to the other exhibitors and only during show hours. Show sponsors that produce industry publications may distribute their publications to exhibitors at times designated by show management.

17. **Flammable Materials:** Flammable fluids, substances, or material of any nature are prohibited in the booth and in the storage area behind the booth. All decorative materials must be flame-proofed before being taken into the exhibit hall, and must comply with local fire regulations. Transferring of flammable liquids while in the exhibit hall is expressly prohibited. Electrical equipment and wiring must meet all safety codes.

18. **Beverages and Foods:** Food and/or beverages may be supplied by the exhibitor, with the prior written consent of Show Management and the Facility. Alcoholic beverages may not be served in the exposition. Note: Corkage fees to the Facility may be required.

19. **Liability:** Neither Show Management, the official service contractors, exhibit hall management,

Access Intelligence's security service, nor any of the officers or employees of the above will be responsible for the safety of property of exhibitors from theft, strikes, damage by fire, water, storm or vandalism or other causes. Show Management will take reasonable precautions through the employment of security personnel to protect exhibits from such loss.

All property of the exhibitor is understood to remain in the exhibitor's custody and control in transit to or from or within the confines of the exhibit hall and subject to the rules and regulations for the exposition.

Note: Exhibitors are to carry insurance to cover exhibit materials against damage and loss and public liability insurance against injury to the person and property of others. By executing the Contract for Exhibit Space, Exhibitor warrants that there is in effect said insurance policy covering the Exhibitor, with coverage remaining current through Exhibitor's occupancy of the Show and the host facility.

Exhibitor must comply with all federal, state, local and exposition facilities' safety regulations. Corrections will be made at Exhibitor's expense. If corrections cannot be made, exhibit shall be removed at Exhibitor's cost, with no liability accruing to Show Management. Under no circumstances may the weight of any exhibit material exceed the specified maximum floor load of the exhibit hall. Exhibitor accepts full and sole responsibility for any injury or damage to persons or property resulting from failure to distribute the placement of his exhibit material to conform with the floor loading specifications.

Indemnity: Exhibitor agrees to indemnify, defend, and hold harmless Show Management, its officers, employees, and agents from and against any and all third party claims and other liabilities (including reasonable attorney's fees) that are caused by, arise from, or grow out of the negligent acts or omissions of the Exhibitor, its agents, officers, employees, representatives, servants, invitees, patrons, or guests.

The exhibitor is charged with knowledge of all local laws, ordinances and regulations pertaining to business licenses, health, fire prevention and public safety affecting his participation in the exposition. Compliance with such laws is mandatory for all exhibitors and is the sole responsibility of the exhibitor. If unusual equipment is to be installed, the exhibitor must communicate with Show Management for information concerning the facility or applicable regulations.

Show Management will not be liable for the fulfillment of this contract as to the delivery of space if non-delivery is due to any of the following causes: By reason of the building being destroyed or substantially damaged by fire; act of God; public enemy; strikes; authority of law; or any other cause beyond the control of Show Management. In the event of not being able to hold the exposition for any of these reasons, Show Management will refund to each exhibitor the amount they paid for their space less a prorated share of all the expenses incurred for the exposition up to the date of required cancellation.

20. **Damage:** Exhibitors will be liable for any damage caused by fastening fixtures to the floors, walls, columns or ceilings of the exhibit building and for any damage to equipment furnished by Show Management or service suppliers designated by them.

21. **Violation:** The interpretation and application of these rules and regulations are the responsibility of Show Management. Any violation by the exhibitor of any of the terms or conditions herein shall subject exhibitor to cancellation of its contract to occupy booth space and to forfeiture of any monies paid on account thereof. Upon written notice of such cancellation, Show Management shall have the right to take possession of the exhibitor's space, remove all persons and properties of the exhibitor and hold the exhibitor accountable for all risks and expenses incurred in such removal.

22. **Social Functions/Special Events:** Any social function or special event during the Show in the host city, is reserved for exhibiting companies and must be approved by Show Management.

23. **Show Rules:** In the event that unforeseen events make it necessary, Show Management will have the right to amend these rules and regulations or make additions thereto, and all such amendments or additions shall be made known promptly to each exhibitor. Show rules are promulgated separately and are tailored to the individual exhibit hall.

24. **Good Standing with Sponsor Publications:** If exhibitor is also an advertiser with FOLIO: magazine, the presenting publication of the show, their advertising account balance must be current or within 30 days of billing date to retain their booth.

ACCEPTED:

Name (please print):

Title:

Authorized Signature:

Date: