



# Sponsorship Prospectus

October 8 - 11, 2018  
Westin Chicago River North  
Chicago, Illinois

The **2018 Data Architecture Summit** is in its second year and is the latest of DATAVERSITY's world-renowned educational programs designed to help business and IT executives develop and implement successful data strategies for their organizations. Approximately 350 Business and Data Managers from across North America will attend the conference.

**Produced by:**



For sponsorship, contact: Warwick Davies +1-781-354-0119 [warwick@dataversity.net](mailto:warwick@dataversity.net)

## 2018 Sponsorship Opportunities

<b>Premier Sponsor Package</b> Maximum 3 Available  <b>\$13,950</b>	<b>Gold Sponsor Package</b> Maximum 6 Available  <b>\$7,950</b>	<b>Silver Sponsor Package</b> Maximum 6 Available  <b>\$3,500</b>
<ul style="list-style-type: none"> <li>• <b>45-minute educational presentation slot.</b> A non-commercial presentation designed to educate the audience. Topic and speaker must be approved by DATAVERSITY.</li> <li>• <b>30-minute product presentation slot.</b> A new format we are introducing to enable vendors to freely discuss their product/service offerings.</li> <li>• <b>Exclusive sponsor of attendee lunch on any one day</b> (includes cost of standard food and beverage, and placement of literature on every seat).</li> <li>• <b>Turnkey tabletop exhibit</b> during Tuesday and Wednesday exhibits. Includes skirted table, chairs, and electrical connection.</li> <li>• Your <b>literature</b> (one piece no more than 8 ounces) distributed to every attendee in conference bags.</li> <li>• <b>Your logo on the conference home page.</b></li> <li>• <b>Your logo and 150-word description</b> on the sponsor page of the conference website with link to your website.</li> <li>• Four (4) <b>conference registrations.</b></li> <li>• <b>Private reception or dinner opportunity. You choose the guests</b> from an attendee list of companies and job titles, DATAVERSITY sends the invitations to attendees with instructions to RSVP to sponsor. Sponsor is responsible for costs and logistics of private event.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>30-minute product presentation slot.</b> A new format we are introducing to enable vendors to freely discuss their product/service offerings.</li> <li>• <b>Exclusive sponsor of attendee coffee break or breakfast break on any one day</b> (includes cost of standard food and beverage, and placement of literature at break tables).</li> <li>• <b>Turnkey tabletop exhibit</b> during Tuesday and Wednesday exhibits. Includes skirted table, chairs, and electrical connection.</li> <li>• Your <b>literature</b> (one piece no more than 8 ounces) distributed to every attendee in conference bags.</li> <li>• <b>Your logo on the conference home page.</b></li> <li>• <b>Your logo and 150-word description</b> on the sponsor page of the conference website with link to your website</li> <li>• Two (2) <b>conference registrations.</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Turnkey tabletop exhibit</b> during Tuesday and Wednesday exhibits. Includes skirted table, chairs, and electrical connection.</li> <li>• <b>Your logo on the conference home page.</b></li> <li>• <b>Your logo and 150-word description</b> on the sponsor page of the conference website with link to your website.</li> <li>• One (1) <b>conference registration.</b></li> </ul>

<b>Optional Sponsor Add-ons</b>	
Attendee Lanyards (Exhibitor Supplies) .....	\$1,500
Promotional Bags for Attendees .....	\$3,750
Data Architecture Strategies Turnkey Webinar.....	20% off

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# DATA ARCHITECTURE SUMMIT

## 2018 Anticipated Audience Profile (based on prior similar DATAVERSITY events)

### Job Function

CXO/CDO/President	10%
VP/Director	11%
Manager/Department Head	22%
Data Architect/Enterprise Architect	23%
Consultant	8%
Business Analyst/Data Analyst	17%
Technical Staff (Modeler, Engineer, Programmer)	9%

### Industry

Chemicals/Petroleum	7%
Consultant/Business Service	9%
Finance/Banking	18%
Government/Military/Public Admin	10%
Healthcare/Life Sciences	5%
Insurance	16%
Manufacturing	3%
Retail/E-Commerce	9%
Software Development	8%
Telecommunications	2%
Transportation/Logistics	3%
Other	10%

### Organization Employee Size

Under 50	16%
50 - 999	22%
1,000 - 4,999	22%
5,000 - 9,999	11%
10,000 and over	29%

### IT Budget

Under \$100,000	24%
Between \$100,000 and \$1 million	23%
Between \$1 million and \$10 million	29%
Over \$10 million	24%

EXHIBIT SPACE AND SPONSORSHIP AGREEMENT

This application, signed and executed on the date below, is hereby submitted for exhibit space and/or sponsorships at the above-named event.

CUSTOMER INFORMATION: PLEASE COMPLETE ALL SECTIONS AND PRINT OR TYPE CLEARLY. Thank you.

SOLD TO:

Exact Name of Exhibiting Company:
Address:
City, State, Zip, Country:
Phone:
Email:

BILL TO:

Exact Name of Exhibiting Company:
Address:
City, State, Zip, Country:
Phone:
Purchase Order (if necessary):

SEND SHOW FORMS AND EXHIBITOR SERVICES MANUAL TO:

Name & Title:
Address:
City, State, Zip, Country:
Phone:
Email:

The products / services we will be exhibiting are:

COST CALCULATIONS / PAYMENT OPTIONS

Table with 2 columns: Package Name, Price. Includes Premier Package (\$13,950), Gold Package (\$7,950), Silver Package (\$3,500), Custom Package, and TOTAL CONTRACT AMOUNT =.

- Send Invoice (Indicate PO number)
Charge credit card for contract amount (processed upon receipt).
Charge credit card in installment per payment terms.
Check enclosed
Make checks payable to: DATAVERSITY
Mail payment to: 13020 Dickens Street, Studio City, CA 91604 USA

PAYMENT TERMS: 50% of Total Contract Amount due immediately; balance due September 1, 2018

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

X
Signature of Authorized Company Representative Date Printed Name of Authorized Signer Title

CREDIT CARD PAYMENT

I hereby authorize DATAVERSITYR to charge my account for payment.
VISA MasterCard American Express
Name on Card: Signature:
Credit Card Number: Expiration Date: Security Code:

FOR INTERNAL USE ONLY
Accepted by DATAVERSITY Management Date

## Data Architecture Summit 2018 Basic Terms and Conditions

Data Architecture Summit 2018

Program: October 8 - 11 • Exhibits: October 9 - 10  
Chicago, IL USA

### Payment & Cancellation Terms

Applications for exhibit/sponsorship must be made on the enclosed application form (or a copy thereof). 50% of total contract amount due immediately (cumulative 50% nonrefundable deposit); balance due September 1, 2018 (cumulative 100% nonrefundable deposit)

**Please Note: Exhibitors with outstanding balances at the time of the event will not be permitted to set up.** If more than one sponsorship application is received for a limited function, the first suitable paid application will be accepted. All Purchase Orders must reference DATAVERSITY™ Terms & Conditions to be accepted. Cancellations must be received in writing to qualify to qualify for a partial refund. No refunds will be given for cancellations received after September 1, 2018. Exhibitors who have not paid a deposit by the program guide deadline will not be listed in the program guide.

**Only Sponsors who have paid a 50% deposit will be included in marketing emails.**

Payments may be made by check, money order, or credit card payable in U.S. dollars to DATAVERSITY. Bank Transfers will be accepted, however, payer must cover the bank costs associated with transfers for payment to be accepted. DATAVERSITY™ reserves the right to accept or reject any application for exhibition/sponsorship from any company who maintains an outstanding balance due for other DATAVERSITY™ events, however an applicant/exhibitor will not be allowed to participate until the outstanding 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 1.5% compounded monthly (18% annually).

**1. 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.

**2. ATTENDEE MAILING:** Sponsor agrees not to email / mail conference attendees other than from contact information obtained through DATAVERSITY – authorized data capture methods (such as leads scanned from the attendee directly). Failure to comply with this may result in cancellation from current / future DATAVERSITY conferences without refund. DATAVERSITY also has the right to prosecute for damages.

**3. ELIGIBLE EXHIBITS:** Exhibits will be limited to those companies or other entities offering materials, products, or services of specific interest to registrants. Management reserves the right to determine the eligibility of any product floor display. Only the sign of the exhibitor whose name appears upon the face of this contract may be placed on the booth or in the printed list of Exhibitors of the Exhibition. No exhibitors or advertising will be allowed to extend beyond the space allotted to the Exhibitor, or above the back and side rails. Management reserves the right to reject, eject, or prohibit any exhibit in whole or in part, or Exhibitor or his representatives upon the management's good faith determination that the same is not in accordance with these rules and regulations.

**4. LIMITATION OF LIABILITY:** The Exhibitor agrees to indemnify and hold harmless the 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. Exhibitor agrees to indemnify Management against and hold it harmless for any claims and for all damages, costs and expenses, including without limitation, attorneys' fees and amount paid in settlement incurred in connection with such claims arising out of the acts or negligence of Exhibitor, his Agents, or Employees.

**5. DEFAULT IN OCCUPANCY:** If exhibition space is not occupied by the time set for completion of installation of displays, such space may be possessed by Management for such purposes as it may see fit.

**6. 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. Exhibitor may not permit in his booth non-exhibiting Companies' Representatives. Rulings of the Management shall in all instances be final with regard to use of any exhibit space.

**7. 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.

**8. 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.

**9. 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.

**10. BOOTH REPRESENTATIVES:** Booth representatives shall be restricted to Exhibitor's Employees and their authorized Representatives. Booth representatives shall wear badge identification furnished by Management at all times. Management may limit the number of Booth representatives at any time. The Exhibitor must staff all booths during all open show hours.

**11. ELECTRICAL SAFETY:** All wiring on displays or display fixtures must conform to the applicable standards established by various Governmental Agencies and standard fire inspection ordinances. All 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.

**12. SAFETY AND FIRE LAWS:** The exhibitor must strictly observe all applicable fire and safety laws and regulations. Cloth decorations must be flameproof. Wiring must comply with local Fire Department and Underwriters' Rules. Smoking in exhibits may be 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. No storage behind exhibits is provided or permitted.

**13. 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. An Exhibitor building special background or side dividers must make certain that the surfaces of such dividers are finished in such a manner as not to be unsightly to Exhibitors in adjoining booths (no logos, no graphics). If such surfaces remain unfinished before the opening of the exhibition, Management shall authorize the official decorator to effect the necessary finishing, and Exhibitor must pay all charges involved 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 expense. All exhibits should be ready for the opening hour of the Exhibition. The 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.

**14. SOUND LEVEL:** 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.

**15. PERFORMANCE OF MUSIC:** The Exhibitor acknowledges that any live or recorded performances of copyright led 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.

**16. 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 on written approval from Management.

**17. 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.

**18. OBSTRUCTION OF AISLES OR BOOTHS:** 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.

**19. ADMISSION:** Admission is open to adults affiliated with the industry served by the Exhibition. No persons under 16 years of age will be admitted to any Trade Show. Management shall have sole control over admission policies at all times.

**20. 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.

**21. 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.

**22. RECEIPT OF GOODS AND EXHIBITS:** All arriving goods and exhibits will be received at receiving areas designated by Management, and may be subject to drayage charges. All incoming goods and exhibits must be plainly marked and all charges prepaid.

**23. CARE AND REMOVAL OF EXHIBITS:** Management will maintain the cleanliness 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 Exhibitors' Manual. In the event any Exhibitor fails to remove his exhibit in the allotted time, the 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 or make such other disposition of this property as it may deem desirable without any liability to the Management.

**24. 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.

**25. 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.

**26. 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.

**27. 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 of interpretation amendment and enforcement of all said 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.

**28. 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.

**29. USE OF LOGO:** Use of the DATAVERSITY or DAMA International logo is strictly forbidden without express written permission of the CEO of DATAVERSITY and/or the President of DAMA International.

**30. CONTRACT ACCEPTANCE:** Deposit of your check does not constitute contract acceptance. This agreement shall not be binding until accepted by Management.

**31. AGREEMENT TO RULES:** Exhibitor, for himself or herself and his or her employees, and representatives, agrees to abide by the foregoing rules and by any amendments that may be put into effect by Management.

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Chicago, IL USA

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**4. LIMITATION OF LIABILITY:** The Exhibitor agrees to indemnify and hold harmless the 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. Exhibitor agrees to indemnify Management against and hold it harmless for any claims and for all damages, costs and expenses, including without limitation, attorneys' fees and amount paid in settlement incurred in connection with such claims arising out of the acts or negligence of Exhibitor, his Agents, or Employees.

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**18. OBSTRUCTION OF AISLES OR BOOTHS:** 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.

**19. ADMISSION:** Admission is open to adults affiliated with the industry served by the Exhibition. No persons under 16 years of age will be admitted to any Trade Show. Management shall have sole control over admission policies at all times.

**20. 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.

**21. 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.

**22. RECEIPT OF GOODS AND EXHIBITS:** All arriving goods and exhibits will be received at receiving areas designated by Management, and may be subject to drayage charges. All incoming goods and exhibits must be plainly marked and all charges prepaid.

**23. CARE AND REMOVAL OF EXHIBITS:** Management will maintain the cleanliness 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 Exhibitors' Manual. In the event any Exhibitor fails to remove his exhibit in the allotted time, the 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 or make such other disposition of this property as it may deem desirable without any liability to the Management.

**24. 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.

**25. 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.

**26. 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.

**27. 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 of interpretation amendment and enforcement of all said 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.

**28. 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.

**29. USE OF LOGO:** Use of the DATAVERSITY or DAMA International logo is strictly forbidden without express written permission of the CEO of DATAVERSITY and/or the President of DAMA International.

**30. CONTRACT ACCEPTANCE:** Deposit of your check does not constitute contract acceptance. This agreement shall not be binding until accepted by Management.

**31. AGREEMENT TO RULES:** Exhibitor, for himself or herself and his or her employees, and representatives, agrees to abide by the foregoing rules and by any amendments that may be put into effect by Management.