

SmartData

CONFERENCE

**The Largest Forum
Focused on
Smart Data
Technologies**

CONFERENCE SPONSORSHIP PROSPECTUS

CONNECT WITH

**CTOs, Chief Scientists,
Technology Strategists,
Product Architects and Designers**

**Exhibit Networking
Product Presentation Sessions
Extensive Marketing &
Promotional Opportunities**

Smart Data Technologies:

- Semantic Technologies
- Cognitive Computing
- Machine Learning
- Artificial Intelligence
- Deep Learning

**Sponsorship inquiries to
warwick@dataversity.net
(781) 354-0119**

**San Francisco, California
January 30 - February 1, 2017**

www.SmartDataWeek.com

PRODUCED BY:

 DATAVERSITY®

What makes our attendees YOUR most qualified customers?

The **Smart Data Conference** will bring together emerging disciplines that are focused on more intelligent information gathering and analysis, including:

- Cognitive Computing
- Machine Learning
- Semantic Technologies
- Artificial Intelligence
- Deep Learning

Who Will Attend?

- 84% of attendees at the Smart Data Conference have direct involvement in technology acquisition decisions (identifying, evaluating and/or recommending solutions). 28% have direct budget approval and buying authority.
- 57% of conference attendees are from outside of Silicon Valley. Strong presence from Financial, Telecom, Media, Healthcare, Energy, Insurance and Government sectors.
- 39% of conference attendees have IT budgets over \$10 million.

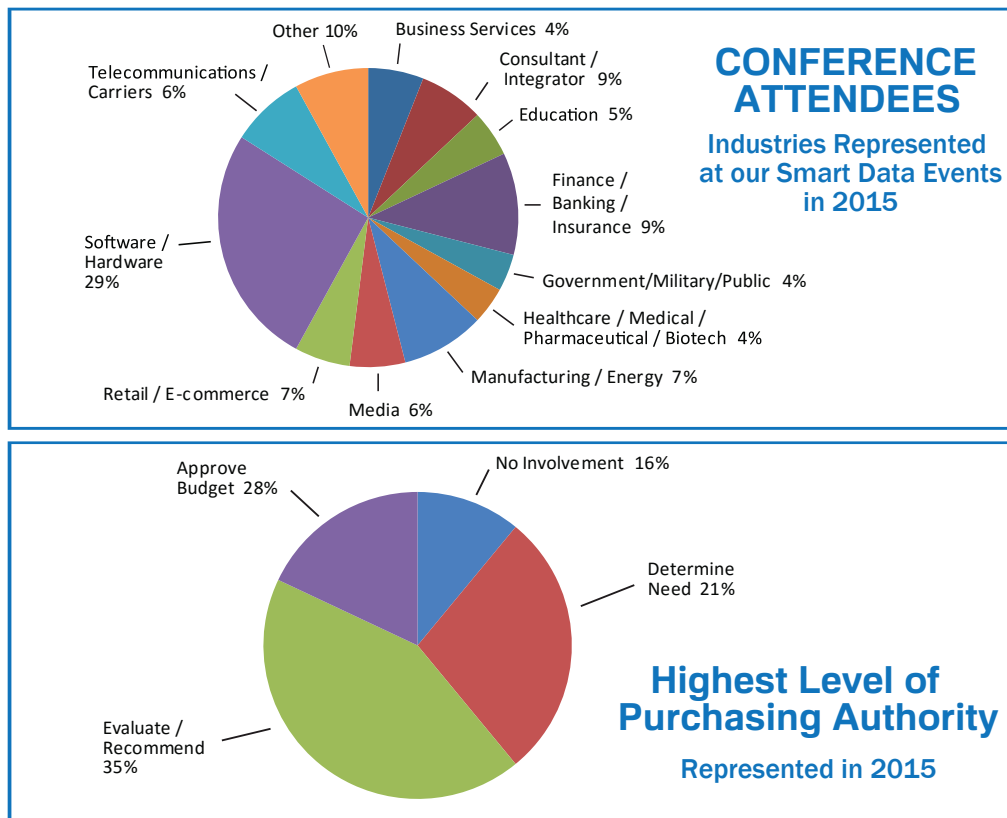
Is the Audience Well-Qualified?

The majority of conference attendees have paid a significant fee to attend the conference, plus travel and living expenses. They're serious about acquiring advanced technology to solve their business needs. They are hungry for information and education about products, services and available solutions, with a short-term purchasing horizon.

How are We Marketing the Event?

We are promoting the 2017 conference with:

- Extensive email campaigns. In-house lists >60K names focused on smart data markets.
- Marketing partnerships give us access to additional external lists >200K names, which have been very effective in the past.
- Extensive social media campaigns.
- Promotional programs reaching specialized tech communities face-to-face, such as Local Meet-ups and User Groups.
- Strong relationships with major data and IT publications.
- Partnerships with sponsors.
- Partnerships with industry associations.



The Smart Data Conference is the World's Largest Forum for Smart Data Technologies

Exhibitors Benefit From:

- Speaking Opportunities: 45 and 30-minute Conference Sessions
- 90-minute Tech Tutorials
- 5-minute Lightning Talks
- Smart Data Tabletop Exhibition Floor
- Product Demonstrations
- 3 full days of Networking
- Identity/Logo Placement and Promotions
- Hosted meals and receptions

Smart Data Topics Include:

- Cognitive Computing
- Cognitive Computing
- Artificial Intelligence
- Deep Learning
- Semantic Technologies
- Reasoning Systems
- Contextual Computing
- Natural Language Processing
- Internet of Things
- Sensor Networks
- Decision-Automating
- Agent Technologies
- Predictive Analytics
- Graph Databases

Industry Case Studies:

- Financial
- Media & Publishing
- Social Applications
- Gaming
- Retail and E-commerce
- Government
- Telecom and Utilities
- Healthcare and Life Sciences
- Energy

EXHIBIT HOURS:

Tuesday, January 31:

1:00pm - 6:30pm

(includes Reception)

Wednesday, February 1:

10:15am - 2:30pm

Sponsored Speaking Opportunities

Exhibitors may pay a sponsorship fee for the privilege of speaking as part of the conference agenda. These presentations provide excellent value in terms of representation, time and publicity.

Product/Company Focus

- 30 or 45-minute presentation as part of the conference agenda.
- We do recommend considering the audience needs and interests when you prepare your presentation.
- A pure sales pitch is less likely to be well received, whereas balanced educational and informational content will attract an interested audience.
- Bring a customer case study, or even better the customer themselves as part of the discussion.

Lightning Talks

- 5-minute sponsor presentation with a 10 slide maximum.

User Group Meetings

- Several sponsors host user group meetings for their customers and prospects either before, during or after the conference.

Reviewed Presentations

- In addition to sponsored (paid) presentations, sponsors are also invited to submit non-commercial presentation proposals for the educational agenda.
- The proposals are reviewed by the Program Advisory Committee (PAC) for information relevancy and suitability to Smart Data educational purposes.
- Reviews are conducted separately from sponsorship sales; so there is no favoritism in terms of getting onto the educational agenda.

Are there Dedicated Exhibit Hours?

- Yes, our model includes a portion of dedicated exhibit hours during which no other conference activity distracts the audience.
- We encourage attendance on the exhibition floor by hosting various catered functions. For example, we offer coffee breaks, ice cream breaks, and a reception on one evening of the event.

The Smart Data Conference is designed to accommodate all levels of technical understanding, from novice through expert. Here's a sample of decision makers who have attended similar events recently:

TITLE	COMPANY	TITLE	COMPANY	TITLE	COMPANY
Technical Project Manager	8x8 Inc	Senior Researcher	ETRI	Mgr, Linear Algebra Libraries	NVIDIA
Visual Resources Librarian	Academy of Art	Head of Section	European Central Bank	Technology Evangelist	OCLC
Managing Director, Tech R&D	Accenture	Product Manager	EWA-Canada	Director, Investment Architecture	Ontario Teachers
Software Engineer	Acquia	CEO	Expert System	CTO	Ontotext AD
Sr Dir, Emerging Technology R&D	ACT, Inc.	Information Architect	FAA	Sr Data Scientist	Optum Labs
Principal Scientist	Adobe Research	Product manager	Facebook	Research Manager	Oracle Labs
Portfolio Manager	AFAM Funds	Sr IT Director	First American	Senior Software Engineer	Orange
Head of Technology Strategy	AIP	Chief Operating Officer	FirstRain	Director, Alliance and Partnership	Panasonic
Research Scientist	AIST	VP	Fisher Investments	Research Manager	PARC
Director	Albert Einstein College	Director, Product Management	Five9	Staff Engineer	PayPal
Director, R&D	Algebraix Data	Software Engineer	Flipboard	Mgr. Data Management	Pfizer
Web Services Developer	ANS	Head of R&D	Fluid Operations	Director of Product Management	Pivotal
VP, Publications & Marketing	ASTM International	Data Manager	Food Policy Research	President	Pool Party
Sr. Manager, Medical Informatics	Athenahealth	Solution Architect	Ford	CTO	Predict Effect
SVP Engineering	Atigeo	Research Director	Forrester	CEO	Proflum
Founder	Auramatrix	CEO	Franz	Senior Information Architect	Providence Health
Principal Software Engineer	BAE Systems	Senior PM	FRB	Sr. Fellow	PwC
Director of Data and Analytics	Baker Hughes	Executive Advisor	Fujitsu	Chief Technology Officer	Quarule
Strategy and Architecture	Bank of America	Director, Search & Innovation	Futurewei Tech	Solutions Architect	Qubole
Group Leader	BASF SE	Research Director	Gartner	Researcher	RAND Corp
Enterprise Information Architect	BCBS NC	AI Leader, R&D Manager	GE Global Research	Mgr Software Development	Reed Elsevier
Chairman, Office of the CTO	Bentley Systems	GM Industrial Data Intelligence	General Electric	CTO	Saffron Technology
Product Manager	Best Buy	Assoc. Prof. of Economics	George Mason Univ	Senior Product Analyst	SAGE Publications
Head, Technology and Systems	BioGrid Australia	Linked Data Manager	Getty Images	CEO	Saltlux, Inc.
Dir. of Innovation Development	Biomedical Research	Chief Scientist	Gild Inc.	Director	Samsung Electronics
Semantic Architect	Bloomberg LP	Investment Banker	Goldman Sachs	Chief Architect	SAP Labs
Lead Data Modeler	Blue Shield Of CA	Fellow	Google	Professor Economics & Statistics	Seattle University
Enterprise Architect	Boehringer Ingelheim	VP, Emerging Capabilities	GS1 US	Digital R+D Design Tech	SF MOMA
Senior Scientist	Boeing Research	VP Software Engineering	Hearst Business Media	Centre Director, Americas	Singapore Econ Board
Chief Technologist	Booz Allen Hamilton	Director	Heuristix Systems	Manager	SK Telecom
Senior Research Scientist	Bosch Research	Strategic Alliance Liaison	Honda Silicon Valley	NLP Data Scientist	Skytree
CEO/Co-Founder	Bottlenose	Senior Software Architect	HRG/Rancho	SVP North America	Smartlogic
Development Manager	British Museum	Sr. Director	Huawei Device	CTO	Space-Time Insight
Global Head of Architecture	Broadridge Financial	Chief Data Officer	IBM Rational	Sr. Oper. Research Analyst	SRA International
Sr Development Engineer	Canon IIS	Program Dir, Platform	IBM Watson	Head, Tech Svc-Manuscripts	Stanford University
Data Architect	CareCentrix	Senior Research Staff	IDA	Systems Analyst	State Farm
CTO	Caregraf	Chief Product Officer	IDAvatars	Chairman	StrongCore
Distinguished Research Fellow	Carnegie Mellon	Research Director	IDC	Technical Director	Symantec
President & CEO	Cascade Clean Energy	Vice Chair	IEEE NYIT	Software Engineer	Synopsys
CTO	Catalina Media Lab	Editor	Institute, Global Futures	Founder	Tagasauris
Sr Manager	Century Link	GM	Intel	VP of US Data Architecture	TD Bank
Director of Innovation	Chemical Abstracts	Director, Television Archive	Internet Archive	Director	Teradata
Project Manager-Taxonomy	Cisco	Cognitive R&D Manager	IPsoft	Chief Analyst	The Bloor Group
Enterprise Architect	Cogeco Cable Canada	Chief Knowledge Architect	Knowledgewise	Principal	The Chasm Group
CEO	CogniCor	Senior Technical Product Mgr	LDS Church	Artificial Intell Eng, Lead	The MITRE Corp
Senior Software Architect	Cognitive Medical Sys	Chief Marketing Officer	Lexalytics	Manager, Ontology Assets	Thomson Reuters
Founder & CTO	CognitiveScale	BioMedical Librarian	Libraries of Medicine	Chief Scientist	TidalScale
CEO	Context Medical	Digital Project Coordinator	Library of Congress	Director, Digital Media Solutions	TopQuadrant
Data Scientist / Architect	Credit Suisse	Data Architect	Lockheed Martin	Senior Researcher	Toyota
Managing Director	D. E. Shaw & Co.	Sr. Dir., Corp Business Dev	Lucid Holdings	Project Scientist	UC Berkeley
CMO	Datameer	Information Architect	Manulife Financial	Head of Cataloging	UC Davis
CEO	DataPop	Sr VP, Global Technical Svs	Marklogic	Head, Metadata Team	UCLA Library
Data Scientist	Declara	Business Analyst	McKinsey & Company	Engineer	Unified Defense Tech
Exec Dir, Prod/Solutions Mgmt	Dell	Director of Data Enrichments	Meltwater Group	Director	Univ of Auckland
Sr Researcher	Dell SecureWorks	Health IT, Data & Partnerships	Merck & Co.	Metadata Librarian	University of VA
Systems Engineer	Dept of Defense	Sr Architect Manager	Merrill Lynch	Professor	Univ of Washington
Chief Scientist	Diffbot	Founder & CEO	MetaMind	Head, Digital Collections	UNLV Libraries
Chief Product Officer	Digital Reasoning	Chief Experience Officer	Microsoft	Manager R&D	UPMC
Mgr, Metadata & Modeling	Disney	Executive Science Officer	Mind Research Netwrk	Sr Software Systems Engineer	US Navy - SPAWAR
VP Cloud and Big Data	DOCOMO	Information Intelligence Lead	Monsanto	Physician Informatician	US VHA
Systems Director	DTCC	Semantic Web Research Director	Montana State Univ	Patent Examiner- AI	USPTO
Director, Statistical Consulting	Dun & Bradstreet	Chief Scientist	Narrative Science	Product Manager	Varian
VP, Database Engr. & Data Arch.	E*TRADE	Chief Scientist, Info. Mgmt.	NASA	CIO	Ventrex
Head of Semantics and Standards	EDM Council	Chief Scientist, Energy Analytics	NREL	President	VivoMind Research
SEO Analyst	Electronic Arts	Sr. Manager	NEC America	Data Activity Lead	W3C
Senior IT Analyst	Eli Lilly and Company	Analyst	NetApp	Managing Director, Compliance	Wells Fargo
SerSupplier Development Mgr	Elsevier BV	Computational Linguist	Networked Insights	Sr. Software Engineer	Wikimedia Foundation
Advisory Consultant	EMC	Principal Service Architect	Nissan	Distinguished Architect	Wipro Technologies
CEO	Emerald Logic	Distinguished Research Leader	Nokia	CTO, Co-founder	Wise.io
Head of Product & Partnerships	Enlitic	IT Analyst	Nomura Research	Manager, Content Standards	Wolters Kluwer CCH
Data Analyst	Ericsson	Architect	Nook	Principal Research Engineer	Yahoo
CEO	Ersatz Labs Inc	Dir of Cognitive Innovation Group	Nuance	Project Manager	Yandex
Senior Technical Writer	ESPN	VP of Research	Numenta	Software Engineer	YarcData
				Senior Software Engineer	YP

SPONSORSHIP PACKAGES

	PLATINUM PACKAGE \$14,950	GOLD PACKAGE \$6,950	SILVER PACKAGE \$3,950
1 "P" Level Item	✓		
1 "A" Level Item	✓		
1 "B" Level Item	✓	✓	
45-minute Speaking Slot (Conference Session)	✓		
5-minute Lightning Talk	✓		
Logo on Conference Home Page	✓	✓	
Logo & Description on Sponsor Web Page	✓	✓	✓
Logo & Company Description Inside Program App	✓	✓	✓
Literature Insert into Conference Attendee Bags	✓		
Literature Distribution Near Registration Area	✓	✓	✓
Full Event Passes for your Staff / Customers	4	2	1
Discount Off Additional Registrations (may be used with early-bird discounts; cannot be combined with other discounts or coupons)	\$200	\$200	\$200

ADDITIONAL SPONSORSHIP ITEMS

P LEVEL (1 included with Platinum package)	A LEVEL	B LEVEL	ADDITIONAL SPONSORSHIPS
<ul style="list-style-type: none"> Attendee 90-minute Workshop Attendee Bag Pre or Post-conference Webinar conducted by DATAVERSITY 	<ul style="list-style-type: none"> Promotional Item Distribution Badge-Holder Lanyards Badge-Holder Insert 30-minute Product Presentation Mobile App Sponsorship 	<ul style="list-style-type: none"> 5-minute Lightning Talk White Paper Break Sponsorship Hospitality Function Literature Insert in Attendee Bags 	<ul style="list-style-type: none"> Literature Distribution near Registration Area User Group Meeting

TURNKEY EXHIBITS MAKE IT EVEN EASIER

Need help with your exhibit logistics? Too busy to worry about exhibit set-up? Our turnkey exhibit format does all the the legwork for you. We ensure the following items are waiting for you:

- One 6' draped table
- Lead retrieval scanner
- 2 chairs
- Wastebasket
- Electrical drop (5 amp / 500 watts)

2017 SMART DATA CONFERENCE

SPONSORSHIP MENU

Some Opportunities Have Limited Availability — Contact Us Today!

PLATINUM OPTION “P” LEVEL

		<u>Value</u>
<input type="checkbox"/>	P1 Attendee 90-minute Workshop: Conduct a 3-hour workshop on your product/technology for attendees (maximum of 2 available).	\$9,500
<input type="checkbox"/>	P2 Attendee Bag: Your logo and conference logos imprinted in white.	\$6,500
<input type="checkbox"/>	P3 Post-conference Webinar conducted by DATAVERSITY.	\$15,000

“A” LEVEL

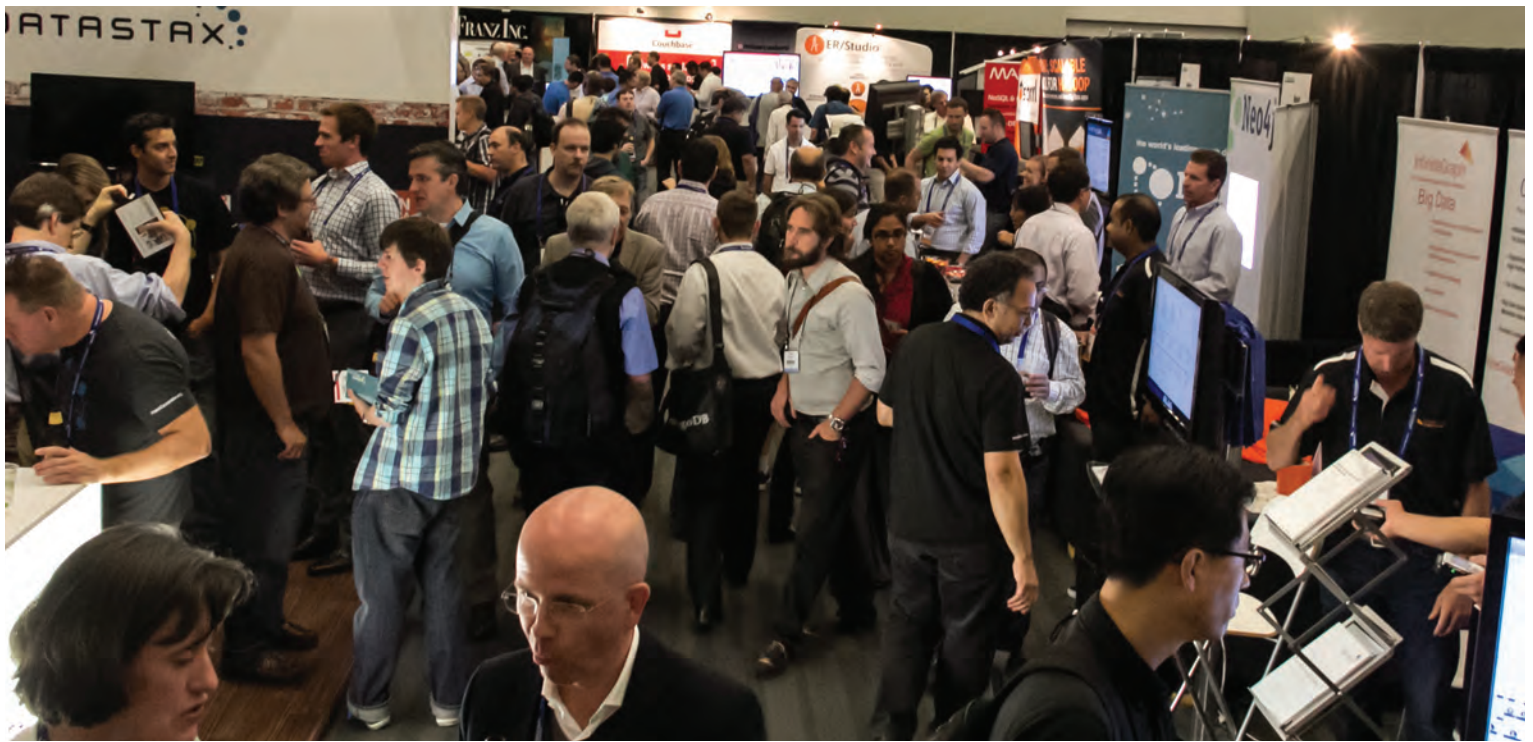
		<u>Value</u>
<input type="checkbox"/>	A1 Promotional Item Distribution: Distributed to all attendees in attendee bag at time of on-site registration. Exhibitor supplies the promotional item. Item must be approved by Event Management.	\$3,500
<input type="checkbox"/>	A2 Badge-Holder Lanyards: (shoestring-type cords) Distributed to all attendees at registration. Exhibitor supplies the lanyards imprinted with their company logo.	\$3,500
<input type="checkbox"/>	A3 Badge-Holder Insert: Exhibitor supplies 4"x4" printed cards to be inserted in badge-holders (1" visible at top).	\$3,500
<input type="checkbox"/>	A4 Mobile App Sponsorship	\$3,500

“B” LEVEL

		<u>Value</u>
<input type="checkbox"/>	B1 5-minute Lightning Talk	\$3,000
<input type="checkbox"/>	B2 White Paper: Your White Paper included on DATAVERSITY website for 3 months, with leads provided to you. Sponsor supplies PDF.	\$2,500
<input type="checkbox"/>	B3 Break Sponsorship: Prominent signage on all food tables and 2 large easel signs with a table top display area.	\$2,500
<input type="checkbox"/>	B4 Hospitality Function: Held in the conference hotel or nearby. We distribute your invitations in the attendee carry bags, and promote your hospitality suite on the agenda. Does not include food and beverage, or eventual room cost, if any.	\$2,500
<input type="checkbox"/>	B5 Literature Insert in Attendee Bags (Literature provided by sponsor).	\$2,500

ADDITIONAL SPONSORSHIPS

		<u>Value</u>
<input type="checkbox"/>	C1 Literature Distribution: Your literature placed in high traffic location (non-exclusive) at conference.	\$500
<input type="checkbox"/>	C2 User Group Meeting: Consulting, Budgeting, Promotion, Registration, Meeting Planning, and On-site support can be provided, depending on your specific needs.	Call to discuss



Call us today to reserve your space and find out which high-profile sponsorships are still available.

Warwick H. Davies | Sponsorship Director
Phone: +1.781.354.0119
Email: warwick@dataversity.net

**There's no reason to wait!
Call today to reserve your space.**

With the greatest number of qualified buyers at a single event, and a track record of consistently superior results, make the Smart Data Conference the one "must attend" conference on your 2017 event marketing schedule.

Many of the sponsorship opportunities sell out months in advance, including attendee bags, badge inserts, lanyards and luncheons.

SmartData
DATAVERSITY® CONFERENCE
13020 Dickens Street
Studio City, CA 91604 USA

www.SmartDataWeek.com

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.

1.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:

Email:

Purchase Order (if necessary):

2. SEND SHOW FORMS AND EXHIBITOR SERVICES MANUAL TO:

Name & Title:

Address:

City, State, Zip, Country:

Phone:

Email:

3. The products / services we will be exhibiting are:**SPONSORSHIP SELECTION & PAYMENT INFORMATION****4a. For Platinum Sponsors:**"P" Sponsorship: 1st Choice _____ 2nd Choice _____**For Platinum Sponsors:**"A" Sponsorship: 1st Choice _____ 2nd Choice _____**For Platinum & Gold Sponsors:**"B" Sponsorship: 1st Choice _____ 2nd Choice _____**4b. A La Carte Sponsorships:** See prospectus for pricing information.

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

TOTAL A La Carte Sponsorships (enter in section 5) \$ _____

PAYMENT TERMS**Balance due 15 days after contract signing.**

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.

7. X _____
 Signature of Authorized Company Representative Date

Printed Name of Authorized Signer Title

FOR INTERNAL USE ONLY

Date Received: _____

Check No: _____ Amount: _____ Booth #: _____

Accepted by DATAVERSITY Date

5. COST CALCULATIONS / PAYMENT OPTIONS

☐ Platinum Package \$ 14,950
☐ Gold Package \$ 6,950
☐ Silver Package \$ 3,950
☐ Custom Package \$ _____
☐ A La Carte (from section 4b) \$ _____
☐ Convenience Package (\$800) \$ 800

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 (see below for instructions)

Make checks payable to: **DATAVERSITY**Mail payment to: **13020 Dickens Street
Studio City, CA 91604 USA****6. CREDIT CARD PAYMENT**

I hereby authorize DATAVERSITY to charge my account for payment.

☐ VISA ☐ MasterCard ☐ American Express ☐ Discover

Name on Card: _____

Credit Card No: _____

Expiration Date: _____ Sec Code: _____

Billing Address: _____

X

2017 Smart Data Conference Basic Terms and Conditions

2017 Smart Data Conference
Program: January 30 – February 1, 2017 • Exhibits: January 31 – February 1, 2017
San Francisco Bay, California USA

Payment & Cancellation Terms

Applications for exhibit/sponsorship must be made on the enclosed application form (or a copy thereof). Balance is due 15 days after contract signing (nonrefundable)

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's 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. 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 minimum 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 attained 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 expenses. 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 with 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 with 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. CONTRACT ACCEPTANCE: Deposit of your check does not constitute contract acceptance. This agreement shall not be binding until accepted by Management.

30. 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.