

Campus Technology 2010 Exhibitor Packages

Exhibit Space and Promotional Opportunities Designed to Drive Buyer Traffic Pre-Event, at the Event and Post-Event!

Packages can also be custom designed to meet your marketing and promotional needs!

Basic Booth \$3350 (Pipe & drape construction, Company ID sign, 500 character Product description/link on event website and conference program guide, (1) conference pass, 1x use of CT Attendee List)

Product Spotlight Package \$4,400 (\$5300 Value)

- 100 Sq Ft Basic Exhibit Space Package (*Pipe & drape construction, Company ID sign, 500 character Product description/link on event web-site and conference program guide, (1) conference pass, 1x use of CT Attendee List*)
- **Enhanced Listing Package** (includes: corporate logo in Show Directory [as well as on website]; additional 250 character company description on the website; 4 product descriptions (product name, 750 word limit, 1 image for each product, 125x125 pixels); 4 downloadable whitepapers, product brochures or case studies)
- **Event Email Update - Featured Exhibitors Email** - Company Name, Online Description Link and Booth Number on email to CT Attendees and Prospects (+40K names) 2 weeks before event.
- **Product Spotlight Street Sign** – 2'x2' sign located at booth, in aisle designating booth

Speaking Package \$6,200 (\$7850 Value) (Only 5 left!)

- 100 Sq Ft Basic Exhibit Space Package (*Pipe & drape construction, Company ID sign, 500 character Product description/link on event web-site and conference program guide, (1) conference pass, 1x use of CT Attendee List*)
- **On-Floor Speaking Opportunity** in the Exhibit Hall Tech Classroom – Promoted online, show program, pre-event email visibility
- **Enhanced Listing Package** (includes: corporate logo in Show Directory [as well as on website]; additional 250 character company description on the website; 4 product descriptions (product name, 750 word limit, 1 image for each product, 125x125 pixels); 4 downloadable whitepapers, product brochures or case studies)
- **Event Email Update - Featured Exhibitors Email** - Company Name, Online Description Link and Booth Number on email to CT Attendees and Prospects (+40K names) 2 weeks before event.

Traffic Driver Package \$6,000 (\$7600 Value)

- 100 Sq Ft Basic Exhibit Space Package (*Pipe & drape construction, Company ID sign, 500 character Product description/link on event web-site and conference program guide, (1) conference pass, 1x use of CT Attendee List*)
- **Enhanced Listing Package** (includes: corporate logo in Show Directory [as well as on website]; additional 250 character company description on the website; 4 product descriptions (product name, 750 word limit, 1 image for each product, 125x125 pixels); 4 downloadable whitepapers, product brochures or case studies)
- **Event Email Update - Featured Exhibitors Email** - Company Name, Online Description Link and Booth Number on email to CT Attendees and Prospects (+40K names) 2 weeks before event.
- **Conference Program Guide Ad** - Full Page B/W Ad. Exhibitor responsible to create ad materials.
- **Free Standing Sign** – 8'H x 3'W sign with your sales message, booth number and brochure holder are placed in the conference session area. Production costs are included.
- **Exhibit Hall Passport** – Logo and booth number on passport - Attendees get their passports stamped to win valuable door prizes.

Exhibitor Package Addendum – Please Complete Attached Contract for Exhibit Space & Please Circle Requested Exhibitor Package To Confirm Order

Exhibit Package Ordered by (Name) _____

Campus Technology 2010

Sponsorships & Promotional Opportunities

Exclusive Sponsorships

Attendee Bag \$3,500
Badge Holder Insert \$2,000
E-Mail Café \$2,500
Exhibit Hall Reception Sponsor \$3,500
Host Hotel Room Key Sponsor \$1,500
Lanyard \$2,000
Registration Sponsorship \$6,000

Additional Opportunities

Attendee Bag Insert \$1,500
Attendee Notepad \$1,500
Conference Program Full-Page Ad \$1,800 FC
Conference Program Full-Page Ad \$1,200 BW
E-Mail Newsletter Sponsorship \$1,500
Custom Email \$3,000
Coffee Break Sponsorship \$1,500
Enhanced Online/Print Listing/Featured Email \$1,500

Special Function Sponsorships

Attendee Focus Group (3 Available) \$5,000
Attendee Luncheon with Speaker \$5,000
Attendee Luncheon \$3,000
Hospitality Suite \$Call for Pricing
Opening Keynote Chair Drop \$2,000
General Session Chair Drops \$1,500
Technology Classroom \$3000 (4 Sold/5 Available!)

Giveaway Passport \$500
Free-Standing Sign - \$750
Hotel Room Drop - \$500
Literature Bin Distribution \$800
On-Site Corporate Banner \$1,500
Technology Sponsorships (Call for Pricing)
Projectors, IWB, Audio, Laptops, Response

Event Level – Silver Sponsor \$10,000

Basic Booth Package (Pipe & drape construction, Company ID sign, 500 character Product description/link on event website and conference program guide, (1) conference pass, 1x use of CT Attendee List) **PLUS:**

Campus Technology E-Mail List—One-time use of 3,000 information technology e-mail addresses distributed through 1105 Media (includes 2 selects). **Conference Passes**—5 full conference registrations. **Attendee Bag Insert**—Campus Technology-approved literature or promotional items placed in attendee conference bags. **Literature Distribution**—Sales material placed in the literature bin located near conference registration. **Attendee Direct Mail List**—2x use of either pre- or post-conference attendee list through thirdparty bonded mail house. Mail piece(s) must be approved by Campus Technology with proper forms filled out and provided. **Exhibit Hall Entrance Logo Placement**—Prominent display of company logo on the exhibition entrance unit. **Enhanced Listing Package** (includes: corporate logo in Show Directory [as well as on website]; additional 250 character company description on the website; 4 product descriptions (product name, 750 word limit, 1 image for each product, 125x125 pixels); 4 downloadable whitepapers, product brochures or case studies. **Event Email Update - Featured Exhibitors Email** - Company Name, Online Description Link and Booth Number on email to CT Attendees and Prospects (+40K names) 2 weeks before event.

Event Level – Gold Sponsor \$15,000

Basic Booth Package (Pipe & drape construction, Company ID sign, 500 character Product description/link on event website and conference program guide, (1) conference pass, 1x use of CT Attendee List) **PLUS:**

One Full-Page Color Advertisement—Conference Issue of *Campus Technology* magazine. Requires receipt of contract, payment and print ad artwork prior to printing deadline. **Campus Technology E-Mail List**—One-time use of 5000 information technology e-mail addresses distributed through 1105 Media (includes 2 selects). **Conference Passes**—7 full conference registrations. **Attendee Bag Insert**—Campus Technology-approved literature or promotional items placed in attendee conference bags. **On-Site Corporate Banner**—Company-supplied banner will be displayed in a prominent location within the convention center. **Literature Distribution**—Sales material placed in the literature bin located near conference registration. **Attendee Direct Mail List**—Three-time use of either pre- or post-conference attendee list through thirdparty bonded mail house. Mail piece(s) must be approved by Campus Technology with proper forms filled out and provided. **Exhibit Hall Entrance Logo Placement**—Prominent display of company logo on the exhibition entrance unit. **Enhanced Listing Package** (includes: corporate logo in Show Directory [as well as on website]; additional 250 character company description on the website; 4 product descriptions (product name, 750 word limit, 1 image for each product, 125x125 pixels); 4 downloadable whitepapers, product brochures or case studies. **Event Email Update - Featured Exhibitors Email** - Company Name, Online Description Link and Booth Number on email to CT Attendees and Prospects (+40K names) 2 weeks before event.

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Exhibit Package Ordered by (Name) _____

Event Level - Platinum Sponsor \$20,000

Basic Booth Package (Pipe & drape construction, Company ID sign, 500 character Product description/link on event website and conference program guide, (1) conference pass, 1x use of CT Attendee List) **PLUS:**

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

Exhibitor Package Addendum – Please Complete Attached Contract for Exhibit Space &

Please Circle Requested Exhibitor Package To Confirm Order

Exhibit Package Ordered by (Name)_____

CAMPUS TECHNOLOGY 2010 • Exhibit Space/Sponsorship Application & Agreement

Conference: July 19-22, 2010 • Exhibits: July 20-21, 2010 • Seaport World Trade Center • Boston, MA

This application, signed and executed on the date below, is hereby submitted for: Exhibit Space and/or Sponsorships at the Campus Technology 2010 Conference:

1. Exhibitor Information

SOLD TO:

Exact Name of Exhibiting Company (Listing on Web and Show Program):		Send Show Forms and Exhibitor Services Manual To:	
Address:		Contact Name and Company (if different):	
City, State, Zip – Country:		Address:	
Phone:		City, State, Zip – Country:	
Fax:		Phone:	
Email:		Fax:	
Email:		Email:	

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

2. Space Selection & Sponsorships

By signing this contract, the contract is executed, and a non-refundable and non-transferable payment of 50% of the exhibit fee is due and payable, and this contract cannot be cancelled without fee (50% of exhibit/sponsor fees). Full payment is due on March 30, 2010. After March 30, 2010, this contract cannot be cancelled without fee (100% of exhibit/sponsor fees) Contracts submitted after March 30, 2010 must be accompanied by payment in full. This contract subject to cancellation fees set forth in the "Cancellation Policy", listed in the Terms and Conditions on the reverse.

2a. Exhibit Space Cost: **\$3,350** per 10x10 Booth Unit

____ Booth Units @ \$3,350 per Unit – Total \$ _____

Please select our location from the spaces indicated below:

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

2b. Marketing & Promotion Opportunities

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

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

5. Signature

- ✕ _____
 Signature of Authorized Company Representative
- ✕ _____
 Printed Name of Authorized Company Representative
- ✕ _____
 Title
- ✕ _____
 Date Signed

1105 Media Inc.- Campus Technology 2009
 P.O. Box 894085, Los Angeles, CA 90189-4085.
 General Sales Contact: Fax (617) 663.6003

3. Cost Calculation Box

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

TOTAL CONTRACT AMOUNT = \$

4. Payment Options

- Check
 Charge Credit Card

Make checks payable to:
 1105 Media Inc.- Campus Technology 2009
 P.O. Box 894085,
 Los Angeles, CA 90189-4085.

Credit Card Payments

I hereby authorize 1105 Media, Inc. to charge my account for payment according to the terms outlined in my card issuer's agreement. Credit Card Processing fees of 3% apply to all transactions.

- VISA MasterCard AMEX Discover

Name on Card: _____

Credit Card No: _____

Expiration Date: _____ Amt. Charged Card: \$ _____

✕ _____
 Charge Authorization Signature Required

FOR INTERNAL USE ONLY

Date Received: _____ Sales Rep: _____
 Check No. _____ Com Rate: _____
 Promo Code: _____ Total Sale: _____
 Booths Assigned: _____

Accepted By: 1105 Media/Campus Technology Management _____ Date _____

Campus Technology 2010 Terms and Conditions

PAYMENT / CANCELLATION TERMS & CONDITIONS

Campus Technology 2010 Summer Conference Conference Dates: July 19-22, 2010

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

Payments: A non-refundable and non-transferable 50% deposit is required to confirm space for CMT2010. The full balance is due March 31, 2010. Contracts submitted after March 31, 2010 must include full payment. Sponsorship opportunities are due in full upon receipt of invoice and are not subject to the same payment schedule as exhibit space except for Special Sponsor Packages. Contracts cannot be cancelled without 100% cancellation fee.

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

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

Cancellations: Any cancellation, reduction in space (downgrade) or booth relocation must be communicated immediately in writing to Show Management. In the event of a cancellation or downgrade by an exhibitor, a cancellation fee will be assessed to cover services performed, promotional efforts and other damages relating to the cancellation. No refunds will be given for cancellations received after March 31, 2010. **Verbal instructions, telephone calls, voicemail messages and email are not acceptable forms of cancellation.**

CANCELLATION/DOWNGRADE PERIODS & FEES:

- If notice of cancellation is received prior to March 31, 2010, then the cancellation fee shall be 50% of total space price.
- If notice of cancellation is received after March 31, 2010, then the cancellation fee shall be 100% of total space price.

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

Direct all inquiries to: CT Sales (508) 532-1432

1. Contract

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

2. Management

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

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

Management will provide the services of a reputable protective agency during the period of installation, show, and dismantling, and Exhibitor agrees that the provision of such services constitutes adequate discharge of all obligations of the management to supervise and protect Exhibitors' property within the Exhibition. Exhibitors may furnish additional guards at their own cost and expense, only with prior approval by Management, and subject to hotel/exhibit hall policy restrictions.

The exhibitor agrees that Management shall not be responsible in the event of any errors or omission in the Exhibitors' official directory and in any promotional material.

3a. Hotel - Exhibitor Liability Clause

The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damage to exhibitor's displays, equipment and other property brought upon the premises of the Hotel and shall indemnify and hold harmless the Hotel, agents, servants and employees from any and all such losses, damages and claims. Due to the layout of the Hotel, the Hotel is unable to store display materials and/or show merchandise.

At the conclusion of your set-up operation, all related equipment, crates, etc. must be removed from the premises and returned no later than the last day of the exhibit show period.

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

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

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

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

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

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

10. Decoration: Management shall have full discretion and authority in the placing, arrangement, and appearance of all items displayed by Exhibitor, and may require the replacing, rearrangement, or redecorating of any item or of any booth, and no liability shall attach to Management for costs that may devolve, upon Exhibitor thereby. In addition, if any display on which set-up has not been started before the opening day of the Exhibition, Management reserves the right to have such displays installed at Exhibitor's expenses. All exhibits should be ready for the opening hour of the Exhibition. Management will not allow any noise or moving of exhibits after this time. No exhibit may be built or erected to exceed the height limitations as set forth in the Exhibitors' Manual. Any Exhibitor whose booth exceeds the height limitation will be required at his own expense to alter the display in order to conform to those regulations.

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

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

13. Lotteries & Contests: The operation of games of chance, or lottery devices, or the actual or simulated pursuit of any recreational pastime is permitted only to the extent permitted by applicable law and upon written approval from Management.

14. Personnel and Attire: Management reserves the right to determine whether the character and/or attire of both 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 exhibition functions in his private room during business hours of the Exhibition.

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

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

17. Termination of Exhibition: In the event that the premises in which the Exhibition is or is to be conducted shall become, in the sole discretion of Management, unfit for occupancy, or in the event the holding of the Exhibition or the performance of Management under the contract (of which these Rules and Regulations are a part) are substantially or materially interfered with by virtue of any cause, or causes not reasonably within the control of Management, said contract and/or the Exhibition (or any part thereof) may be terminated by Management. Management shall not be responsible for delays, damage, loss, increased costs, or other unfavorable conditions arising by virtue of any cause or causes not reasonably 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.

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

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

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

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

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

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

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

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

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

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

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