



Contract for Exhibit Space

August 10 - 11, 2010
Donald E. Stephens Convention Center
Hall G
Rosemont, IL
www.mspce.com

Complete and return to:
ROC Exhibitions, Inc.
1963 University Lane
Lisle, IL 60532
Fax: +1-630-271-8234
Phone: +1-630-271-8210

2010 Pricing:

Exhibit (raw space only): \$14.60 per sq. ft.
10x10 = \$1,460 10x20 = \$2,920 20x20 = \$5,840

Exhibit Space with Furniture Package: \$16.00 per sq. ft.
10x10 = \$1,600 10x20 = \$3,200 20x20 = \$6,400

•Standard 10'x10' complete with carpet •One 6ft. table •Two chairs and wastebasket

Invoice & Show Communication Contact

Company: _____

Parent Company: _____ Division: _____

Address: _____

Address 2: _____

City: _____ State: _____ Zip: _____

Country: _____

*Contact: _____

Title: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

*This is the person that will receive your invoice, service manual, and other show-related correspondence.

Location preferences:

Booth numbers: 1. _____ 2. _____ 3. _____

Dimensions of exhibit space: _____ x _____

Information for Event Website:

Company Name: _____

Products or Services: _____

This text will be published in the exhibitor listing posted on the online floor plan.

Direct Competitors:

1. _____ 2. _____

Indicate companies who you prefer not to be next to your booth location.

We will try our best to accommodate your request but can not guarantee separation.

- A deposit is not required to choose your booth.
- Confirmation of your booth assignment will be mailed to you.
- A 50% deposit is due 30 days after invoiced and final payment due 90 days prior to event.
- Deposits are non-refundable in the event Exhibitor cancels or chooses not to be present for the show.
- Exhibit space must be paid in full and Show Management must receive this signed contract before the Exhibitor is permitted to install their display.

Authorized Signature: _____

ROC Exhibitions, Inc. Signature: _____

Date: _____

Marketing & Sponsorship Opportunities

Please contact us immediately with information on the following marketing opportunities (check all that apply):

- Special Event Sponsorship
- Pre-show Direct Mail Programs
- Show Directory Advertising
- Vendor Product Demonstrations
- Public Relations/Press Coverage

Is your organization a:

- Manufacturer (1)
- Distributor (2)
- Manufacturers' Rep. (3)
- Service Provider (4)
- Other (5) _____
(please specify)

For Show Management Use:

Booth Number Assigned: _____

Booth Dimensions: _____ x _____

Space Rental Rate \$ _____ per Square Foot.

Total Space Cost: _____

EXHIBITION RULES AND REGULATIONS

1. **MANAGEMENT:** The word 'management' as used herein shall mean management as previously specified in the contract, or its officer or Committees or Agents or Employees acting for it in the management of the Exhibition.

2. **ELIGIBLE EXHIBITS:** Exhibits will be limited to those companies or other entities offering materials, products or services or specific interest to registrants. Management reserves the right to determine the eligibility of any product floor display. Exhibiting manufacturers' representatives and/or distributors must list his participating principals as the exhibitors of record. 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. In such event the exhibitor will have no financial remedy with management.

3. **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, judgements, 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 agency for perimeter protection 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.

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 amounts paid in settlement incurred in connection with such claims arising out of the acts or negligence of Exhibitor, his Agents, or Employees.

4. **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.

5. **SUB-LEASING:** Exhibitor shall not sublet his space, or any part thereof, of the exhibition of anything not specified in the contract. 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.

6. **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.

7. **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, has designated an official service contractor. In venues where permitted, Exhibitors may be 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.

8. **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 specially from the persons authorized to supply such services in conformity with City, insurance and other requirements.

9. **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. All booths must be staffed by the Exhibitor during all open show hours.

10. **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 wiring must exhibit the seal and/or such other seals of official approving agencies as may be required at the site of the Exhibition.

11. **SAFETY AND FIRE LAWS:** All applicable fire and safety laws and regulations must be strictly observed by the Exhibitor. Cloth decorations must be flameproof. Wiring must comply with local Fire Department and Underwriters' Rules. Smoking in exhibits is forbidden. Crowding will be restricted, aisles and fire exits must not be blocked by exhibits. 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.

12. **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 redecoration of any item or of any booth, and no liability shall attach to Management for costs that may devolve upon Exhibitor thereby. An Exhibitor must make certain that the surfaces of dividers and backwalls are finished in such a manner as not to be unsightly to Exhibitors in adjoining booths. Additionally no logos or graphics are allowed. If such surfaces remain unfinished at 5:00 p.m. of the day before the opening day of Exhibition, Management shall authorize the official decorator to effect the necessary finishing, and Exhibitor must pay all charges involved thereby. In addition, of any displays on which set-up has not been started by 5:00 pm of the day 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 this Exhibitor Manual. Any Exhibitor whose booth exceeds the height limitations will be required at his own expense to alter the display in order to conform with those regulations.

All booth floor areas must be covered with carpet and or other management approved floor covering. In the event of non-compliance, Management reserves the right to have the display area covered with proper floor coverings at the exhibitor's expense.

13. **SOUND LEVEL:** Mechanical or electrical devices which 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.

14. **PERFORMANCE OF MUSIC:** 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.

15. **LOTTERIES / CONTESTS:** The operation of games of chance, or lottery devices, or the actual or simulated pursuit of any recreation pastime is permitted only to the extent permitted by applicable law and on written approval from Management. Furthermore, any such shall remain within the constraints of the booth only.

16. **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. Further, Exhibitor expressly agrees that he and his personnel will not conduct official exhibitor functions in his private rooms during business hours of the Exhibition.

17. **EXHIBITOR CONDUCT:** Retail sales are absolutely prohibited during the course of the Show. Infraction of this rule will result in the closure of your exhibit. Subject to the foregoing, the 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. No article containing any product other than the product or materials made or processed or used by Exhibitor in his product or service may be distributed except by written permission of Management.

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 18 years of age will be admitted to the exhibit hall or conference sessions unless otherwise specified. 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. All incoming goods and exhibits must be plainly marked and all charges prepaid.

23. **CARE AND REMOVAL OF EXHIBITS:** The 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 intact 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, and photography in the Exhibition required by Exhibitors can be carried out at moderate charges by the Official Photographers (as designated by management) if desired. Exhibitors wishing to make their own arrangement 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. The 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 therein 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. **AGREEMENT TO RULES:** Exhibitor, for himself or herself and his or her employees, and representatives, agrees to abide by the foregoing rules, rules and regulations set in the exhibitor service kit/manual, and by any amendments that may be put into effect by Management.

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

31. **FORUM SELECTION:** All disputes and matters arising under, in connection with or incident to this Agreement, shall be litigated, if at all, in and before a court in the State of [Illinois], to the exclusion of the courts of any other state or country.

32. **CHOICE OF LAW:** This Agreement shall be governed by and construed in accordance with the internal laws of the State of [Illinois] (regardless of such State's conflict of laws principles).

33. **PROMOTION:** Any promotion in the event city at but not limited to the convention center, hotels, airports, restaurants and bars must receive prior written approval from show management.