

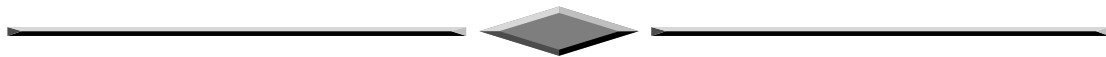


**Exhibitor / Sponsor Prospectus**  
**Information Quality Conference**  
**North America 2004**

***“Reducing the High Cost of Low Quality Data:  
Cut the Right Costs”***

**Miami**  
**October 11-15, 2004**

***Organized and Produced by  
Information Impact International***



Whether you are developing data models for operational databases or data warehouses or whether you are providing CRM, business intelligence or e-commerce, poor quality information will cause process failure and with it high costs of information scrap and rework. But worse, nonquality information alienates customers and results in lost and missed customer lifetime profits. Poor information quality hurts competitiveness and the bottom line. Information quality improvement is a required tool for business performance excellence in the Information Age.

## **Three Ways to Participate:** *Platinum, Gold or Silver*

***Speaking opportunities for both Platinum and Gold sponsors!!***

**Platinum sponsors** are guaranteed a 60 minute track session speaking slot. This year, we will do our best to limit the number of sessions that will run concurrent to a Platinum session to give our Platinum sponsors maximum exposure. The presentations will be included on the Conference CD if the sponsor so desires. We strongly recommend Platinum sponsors have a client speak about their successful implementation of your product. The client may present alone or with a representative from your organization.

**Gold sponsors** have an opportunity to make a 30-minute “IQ Product Session” presentation. “IQ Product Sessions” will run concurrent with each other. This can either be a live demonstration or a presentation about your approach to solving information quality problems.

***Act fast! Sponsors, please respond by May 1 for your company logo and presentation description to be included in the conference brochure.***

***Exhibit hall position is allocated on a first come, first serve basis. Indicate your preferred location on the exhibit hall layout and fax in with your contract.***

<b>Exhibit Set-Up:</b>	<b>Tuesday, October 12, 2004</b>	<b>1:00 pm – 4:15 pm</b>
<b>Exhibit Hours:</b>	<b>Tuesday, October 12, 2004</b>	<b>4:15 pm – 6:30 pm</b>
	<b>Wednesday, October 13, 2004</b>	<b>4:30 pm – 6:00 pm</b>
<b>Exhibit Tear-Down:</b>	<b>Wednesday, October 13, 2004</b>	<b>6:00 pm – 11:00 pm</b>

### **Cooperative Marketing Program**

This enables you to earn credit towards IQ Conference sponsorships and exhibit space.

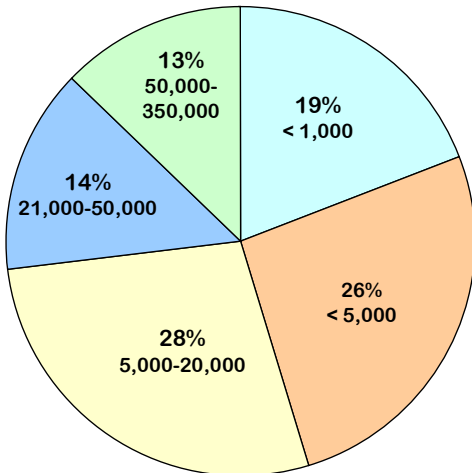
- For every verified conference attendee from your customer mailing list, you will receive a \$50 rebate off your sponsorship and exhibit space price.
- Employees of exhibiting companies are not eligible
- If you prefer to do a mailing rather than have us send brochures to your clients, please let us know the number of brochures you need.
- We also suggest you insert a conference brochure with your company/client newsletters. The above incentives apply to any client who comes and sites you as the source.

## Attendee incentives to visit exhibits

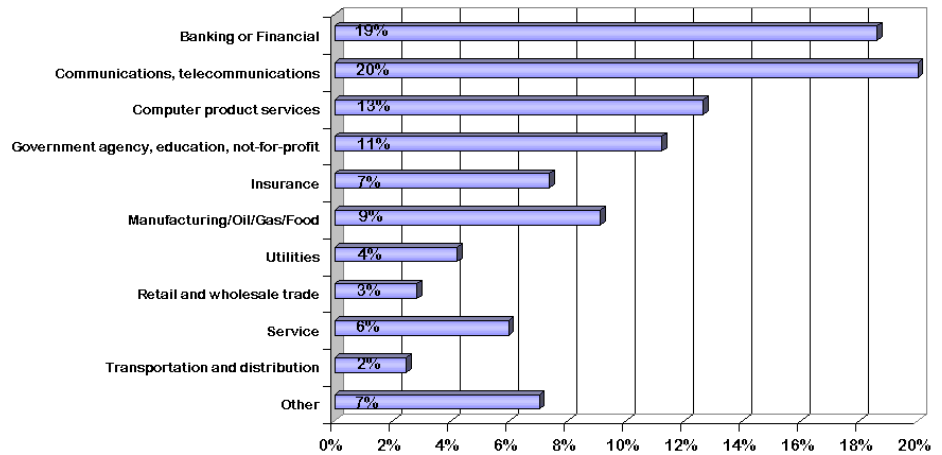
- There will be a prize drawing as an incentive for attendees to visit each exhibitor. Attendees will be eligible for this drawing once they have completed a form showing they have visited each exhibitor in the hall.

## Why your organization should exhibit at the IQ Conference

Company Size (in number of Employees)



IQ Conference Attendee Industry Type



Note: Adds to more than 100% because some respondents marked multiple industry types

## International Attendees

Australia	Germany	Philippines	South Korea
Belgium	Japan	Portugal	Switzerland
Canada	Mexico	Republic of China	Trinidad
Columbia	New Zealand	Saudi Arabia	United Kingdom
Costa Rica	Norway	Scotland	Venezuela

## Past Exhibitors Include

Axiom	Dun & Bradstreet	Melissa Data
Arbutus	Embarcadero Technologies	Paladyne
Arkidata	Evoke Software	Pitney Bowes Software
Ascential Software	Enterprise Group Ltd.	QualTrax
Avellino	Firstlogic	Sagent Technology
Choicemaker Technologies	Group 1	SAIC
DataFlux/SAS Institute	High Tower Software	Search Software America
DataMentors	Informix	Trillium Software
DAMA	Innovative Systems	Vality Technology
Data Foundations	Intellor Group	WizSoft
DataLever	Lakeview	

**Target Audience: approximately 125-150 attendees**  
**Previous Attendee Job Titles**

<p><b>Directors and VPs:</b></p> <ul style="list-style-type: none"> <li>• Director of Data Mgt Services</li> <li>• Director of Data Services</li> <li>• Director, Enterprise Information</li> <li>• Director of International Equities-Data Quality</li> <li>• Division Director</li> <li>• DQ</li> <li>• DW Practice Director</li> <li>• Financial Director</li> <li>• Head of IT Strategy &amp; Mgt</li> <li>• IRM</li> <li>• IS Director</li> <li>• Management Control VP</li> <li>• VP &amp; General Manager</li> <li>• VP Business Alliance</li> <li>• VP of Marketing</li> </ul>	<p><b>Managers/Administrators:</b></p> <ul style="list-style-type: none"> <li>• Account Manager</li> <li>• Application Dev Manager</li> <li>• Corporate DQ Manager</li> <li>• Customer Data Manager</li> <li>• Data Arch &amp; Design Manager</li> <li>• Data Quality &amp; Process Mgr</li> <li>• Data Quality Manager</li> <li>• Data Warehouse Mgr</li> <li>• Database Manager</li> <li>• Database Marketing Mgr</li> <li>• Database Strategy Mgr</li> <li>• Enterprise Data Manager</li> <li>• Information Access Manager</li> <li>• Investment Information Mgr</li> <li>• IS Manager</li> <li>• Manager Database Mgt</li> <li>• Process Manager</li> <li>• Project Manager DQ</li> <li>• Quality Control Manager</li> </ul>	<p><b>Senior and Lead Staff:</b></p> <ul style="list-style-type: none"> <li>• Chief of EIS/Data Warehousing</li> <li>• Lead Database Analyst</li> <li>• Lead Information Architect</li> <li>• Lead Systems Analyst</li> <li>• Software Architect Tech Lead</li> <li>• Sr. Analyst DP</li> <li>• Sr. Business Specialist</li> <li>• Sr. Client Data Analyst</li> <li>• Sr. Data Administrator</li> <li>• Sr. Data Analyst</li> <li>• Sr. Data Architect</li> <li>• Sr. Data Warehouse Analyst</li> <li>• Sr. Data/Product Analyst</li> <li>• Sr. Financial Analyst</li> <li>• Sr. Market Analyst</li> <li>• Sr. Software Architect</li> <li>• Sr. Software Engineer</li> <li>• Technical Lead, DW Development</li> </ul>
<p><b>Analysts:</b></p> <ul style="list-style-type: none"> <li>• Business Analyst</li> <li>• Business Systems</li> <li>• Client Data Analyst</li> <li>• Customer Database Analyst</li> <li>• Data Quality Analysts</li> <li>• Data Warehouse Analyst</li> <li>• Data/Product Analyst</li> <li>• DW Systems Analysts</li> <li>• Financial Analyst</li> <li>• Market Analyst</li> <li>• Market Research Analyst</li> <li>• Marketing Database Analyst</li> <li>• Quality Assurance Analyst</li> <li>• Statistical Analyst</li> <li>• Systems Analysts</li> </ul>		<p><b>Information Professionals:</b></p> <ul style="list-style-type: none"> <li>• Business Specialist</li> <li>• Data Administrator</li> <li>• Data Mgt Specialist</li> <li>• Data Planner</li> <li>• Data Quality Administrator</li> <li>• Data Resource Admin</li> <li>• Data Specialist</li> <li>• Data Warehouse Auditor</li> <li>• Data Warehouse DBA</li> <li>• Data Warehouse Specialist</li> <li>• Database Administrator</li> <li>• Database Controller</li> <li>• Development Architect</li> <li>• Information Architect</li> <li>• Master Data Coordinator</li> <li>• Program Dev Specialist</li> <li>• Software Engineer</li> </ul>

## Examples of Attending Companies

Acton Burnell, Inc.	CUNA Mutual Group	KidsPeace National Headquarters
ACXIOM Corporation	Data Whse Solutions Pty Ltd	Kinko's Inc.
Aera Energy, LLC	DataWave	L. L. Bean
Agilent Technologies	Defense Logistics Agency	Lab Safety Supply Inc.
Agribank, FCB	Deloitte & Touche	Levi Strauss
Ahold USA	Department of Defense	Lexis-Nexis
Alliance Data Systems	Department of Trade & Industry	Lockheed Martin
Allmerica Financial	Digital Equipment Corp.	Longs Drug Stores
Allstate Insurance Company	Dow Chemical	Lotus eBusiness Svcs & Tech
American Express	Eagle Global Logistics	LSI Logic
American Reinsurance	Eastman Kodak	Lutheran Brotherhood
Amerigroup	Edward Jones	Macronix International Co. Ltd.
Anheuser-Busch Companies	EFunds	MasterCard International
Applied Biosystems	Elf-Atochem	Medtronic
Assoc of Am Med Colleges	Eli Lilly and Company	Glaxo Welcome
AT&T	Enterprise Rent-A-Car	GMAC/RFC
Bank of America	Equity Residential Properties	H&R Block
Bank of Scotland	Everett Clinic	HCA
BankBoston	Experian	Hewlett-Packard Company
Barclays Bank	Exxon Chemical	Hoechst Corporation
BASF Corporation	Federal Express	Home Savings of America
Bax Global Inc	Fidelity Investments	Horace Mann Insurance
BellSouth Colombia	First Union	Household International Inc.
BellSouth Communications	Fleet Boston Financial	IBM
BellSouth Information Systems	Franchise Tax Board	Illinois Department of Public Aid
BJS Consulting	Freddie Mac	Indraweb.com
Blue Cross Blue Shield, FL, MI	GATX Rail	ING
Boeing	General Electric	Intel
British Telecommunications	Intermountain Health Care	Merck & Co., Inc.
Brown Brothers Harriman	International Paper	Merck Medco
Canadian Tire Acceptance	Intuit	Merkle Direct Marketing
CareFirst BlueCross BlueShield	ISI Mars	Michelin North America
ChoiceMaker Technologies	John Deere Credit	Microsoft
Citicorp	John Deere Healthcare	Midwest Wireless
CNA Health Partners	Johns Hopkins University	Mitre Corporation
CoBank	Johns Manville	Mobil Oil
Coca-Cola	JP Morgan	Montana Dept of Corrections
Colorado Springs Utilities	Kadlec Medical Center	Mutual of Omaha
Coordinated Care Services, Inc.	Kaiser Permanente	NASDAQ Stock Market
Coors	Kalcorum Knowledge Design	NationsBank
Corbis	Kemper Insurance	NAV Canada
Covad Communications Group	Kemper National Services	NBC

NCR Corporation	Roche Labs	Thrivent Financial for Lutherans
Nestle Purina Pet Care	Rockwell Automation	Toyota Motor Sales
Northrop Grumman	Royal Bank of Canada	Trade Inc.
Northwestern Mutual Life	Sandia National Labs	UK Ministry of Defense
NTT	Saudi Arabian Oil Company	University Health Network
NTT DATA	SBC - Ameritech	US Air Force
NYS Dept of Env Conservation	Schneider National Inc.	US Army
Occidental of Elk Hills, Inc.	Scott & White Healthcare	US Bureau of Land Mgt
Oracle Corp.	Scudder Kemper Investments	US Dept of HUD
Pennzoil	Sears, Roebuck & Company	US EPA
Philip Morris	SGI	US Postal Service
Pitney Bowes	SK Corporation	US West
PNC Bank	Smith Kline Beecham	USAA
PNC Mortgage	Sprint	Victoria's Secret
Preferred Hotels & Resorts	Staples, Inc	Visa International
PricewaterhouseCoopers	State Comensation Fund	Walt Disney World Co.®
Principal Financial Group	State Farm Insurance Company	Washington Mutual
Process Plant Services Ltd	Tepin Information, LLC	Wells Fargo Bank
Prudential Insurance	Texaco	WesCorp
Raytheon Systems Company	The Hartford	Western Health Advantage
Reuters	The Money Store	WorldCom International
		Xerox

## Selected Attendee Comments from the IQ Conference 2003 San Diego, CA September 8-12, 2003

	<u>Avg</u>	<u>Median</u>
Overall value of event	9.1	10.0
Quality of information	8.9	9.0
Overall speakers	8.6	9.0
Documentation	9.0	9.0

### **Overall value of event**

- All Good!
- Loved it! Lots of fun!
- Well worth me attending
- So down to earth. Not some non-attainable theory

### **General comments about the conference:**

- Outstanding as first time attendee
- Tremendous linkages to existing quality efforts and brings over to the IT/IM world so they can finally be seen as a central contributor to all operations + quality lines in IM/IT
- This has been an extremely well put together event. Great job!
- Excellent collection of speakers and exhibitors! Very well organized and planned.
- Top notch!
- I am so very much re-energized. I love the fact that this conference is SO down to earth, but yet so full of new ways of doing things.
- Overall, I am taking a lot home which will support my efforts to develop a data quality program as well as promote DQIQ.
- Excellent; very useful; collected a bunch of actionable ideas and insights!
- Excellent material, well presented
- Excellent experience, my mind is humming with ideas!
- Larry's 1 day on planning should be done at every company--required!
- Very well run; a good mix for varied audience from beginners (me) to those who have been working in IQ



# Information Quality Conference

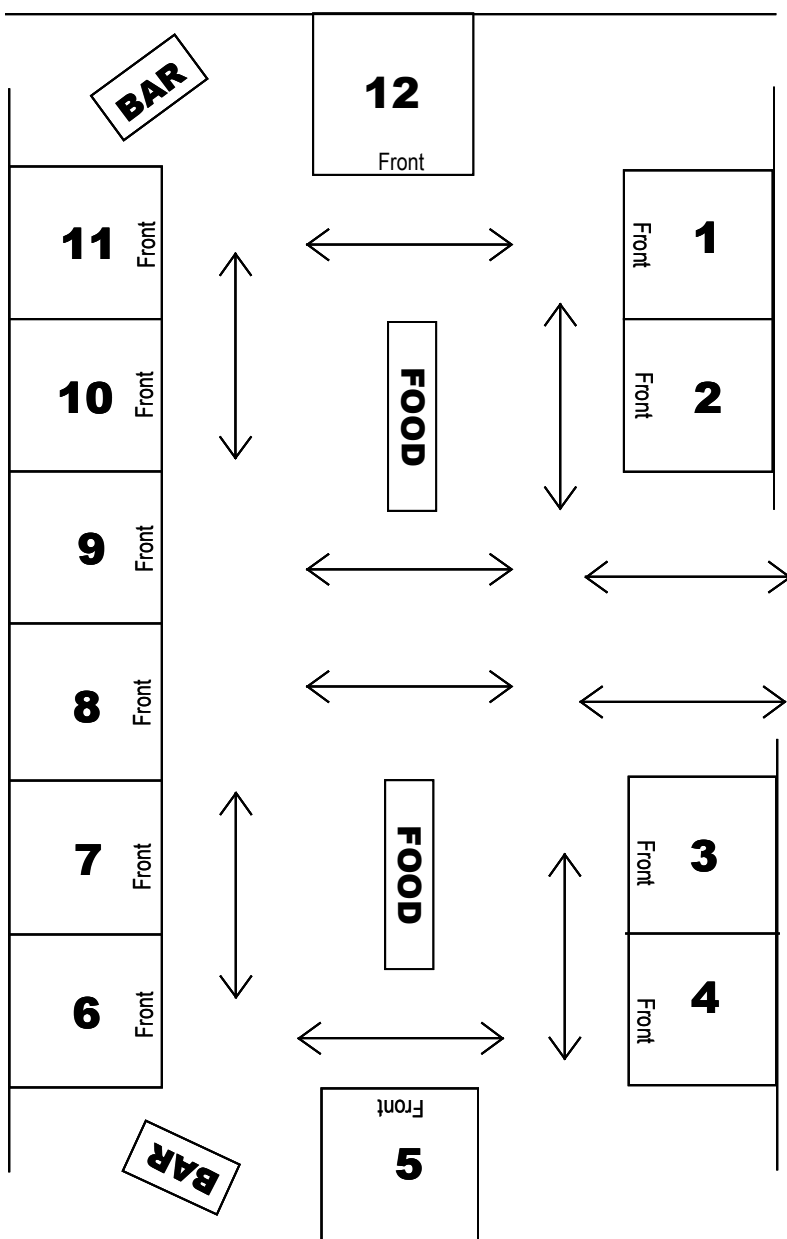
Fontainebleau Hilton  
 Miami, FL  
 October 11-15, 2004

## Exhibit Hall Layout (Brittany/Champagne Ballroom)

Fontainebleau Hilton

Exhibit Hall:  
 Brittany/Champagne  
 Ballroom

Approx Room Dimensions  
 80 ft x 50 ft



## Sponsorship Packages

### Platinum \$7,500 (\$6,750 if paid by May 1)

- \* 10 x 10 exhibition space with your exhibit display (backdrop, popup display, etc.)
- \* **1 hour track** session with presentation in the conference documentation
- \* Luncheon sponsorship in your name
- \* Insert in delegate bag
- \* Your company's logo placed on the conference brochure
- \* Your company listed as conference sponsor on conference Web page with link
- \* Two of your exhibit representatives at your booth
- \* Two conference and tutorial attendees
- \* Literature distribution during entire conference
- \* One time use of pre-registered attendees (*please request prior to the conference*)
- \* One time use of attendee mailing list (phone numbers not included)

### Gold Package \$4,750 (\$4,275 if paid by May 1)

- \* 10 x 10 exhibition space with your exhibit display (backdrop, popup display, etc.)
- \* 30 minute "*IQ Product Session*" presentation session
- \* Insert in delegate bag
- \* Your company's logo placed on the conference brochure
- \* Your company's logo listing as conference sponsor on conference Web page with link
- \* Two of your exhibit representatives at your booth
- \* One conference and tutorial attendee
- \* Literature distribution during entire conference
- \* One time use of pre-registered attendees (*please request prior to the conference*)
- \* One time use of attendee mailing list (phone numbers not included)

### Silver Package \$1,750 (\$1,575 if paid by May 1)

- \* 10 x 10 exhibition space with your exhibit display (backdrop, popup display, etc.)
- \* Two of your exhibit representatives at your booth
- \* Your company's logo placed on the conference brochure
- \* Your company's logo listing as conference sponsor on conference Web page with link
- \* One time use of pre-registered attendees (*please request prior to the conference*)
- \* One time use of attendee mailing list (phone numbers not included)

### Other Opportunities

- \* Book Signing sponsorship—have a book signing by one of the speakers/authors at your exhibit booth (call for price)
- \* Delegate bag sponsorship—*your company name and logo imprinted on official conference bags* (call for price)
- \* Delegate portfolio sponsorship—*your company name and logo imprinted on a delegate portfolio containing note paper and pen* (call for price)
- \* Coffee Break Sponsorship—prominent signage on all food tables and 2 large easel signs with a table top display area provided
- \* Insert in delegate bag only (\$500)
- \* Literature distribution only (\$250)
- \* Logo on IQ Conference Web site with link (\$500) (if not a Platinum, Gold or Silver sponsor)
- \* Cocktail reception (call for rates)
- \* Hospitality suite (per evening) (\$500) (does not include food and beverage costs)

## Information Quality Conference North America 2004

### Exhibit Space & Sponsorship Agreement

SOLD TO	BILL TO (if different from Sold To):
Company:	Company:
Address Line 1:	Address Line 1:
Address Line 1:	Address Line 1:
City, State, Zip	City, State, Zip
Telephone:	Telephone:
Fax:	Fax:
Email:	Email:

<i>Exhibit/Sponsorship Contact:</i>	
Name:	Title:
Telephone:	Email:

<p style="text-align: center;"><u>Select Sponsorship Package</u></p> <table style="width: 100%;"> <tr> <td style="width: 30%;">_____ Platinum Package</td> <td style="width: 20%; text-align: right;">\$7,500</td> </tr> <tr> <td>_____ Gold Package</td> <td style="text-align: right;">\$4,750</td> </tr> <tr> <td>_____ Silver Package</td> <td style="text-align: right;">\$1,750</td> </tr> <tr> <td>_____ Other Opportunities</td> <td style="text-align: right;">\$ _____</td> </tr> </table> <p style="margin-left: 40px;">Total Contract Amount: \$ _____</p> <p style="text-align: center;"><i>Please note which exhibit booth location you prefer on the exhibit hall layout and send it back with your contract. We will confirm your exhibit space as soon as payment is received.</i></p> <p style="margin-left: 40px;">Prefer Booth number _____ Second choice _____</p>	_____ Platinum Package	\$7,500	_____ Gold Package	\$4,750	_____ Silver Package	\$1,750	_____ Other Opportunities	\$ _____	<p style="text-align: center;"><u>Credit Card Payments:</u></p> <p><input type="checkbox"/> Mastercard    <input type="checkbox"/> VISA    <input type="checkbox"/> Amex</p> <p>Name on Card: _____</p> <p>Card Number: _____</p> <p>Expiration: _____</p> <p>Billing Zip Code: _____</p> <p>Amount to bill to card: \$ _____</p> <p>All payments must be received in full by August 1.</p> <p><i>If payment is received by May 1, a 10% early discount will be applied.</i></p>
_____ Platinum Package	\$7,500								
_____ Gold Package	\$4,750								
_____ Silver Package	\$1,750								
_____ Other Opportunities	\$ _____								

**Contract Information:**

Exhibit space and/or sponsorships must be paid in full prior to the event and before exhibitor is permitted to install their display. It is agreed that the conditions, rules, regulations and terms as stated in the Exhibitor Service Manual are made a part hereof as though fully incorporated herein, and that said exhibitor/sponsor agrees to be bound by each and every one thereof and any attachments hereto.

I, on behalf of the company named above, agree to the terms and conditions, which is attached hereto and incorporated herein by this reference as part of this agreement.

Authorized Signature: \_\_\_\_\_ Title: \_\_\_\_\_  
Name Printed: \_\_\_\_\_ Date: \_\_\_\_\_

PLEASE RETURN COMPLETED CONTRACT WITH DEPOSIT TO:  
INFORMATION IMPACT, International, Inc.  
871 Nialta Ln, Suite 100  
Brentwood, TN 37027  
Phone: 615-837-1211; Fax: 615-837-8804

# Exhibit Rules and Regulations

## **EXHIBIT BOOTH ALLOCATION**

Exhibit space selection priority will be assigned on a first-come, first-served basis determined by Exhibitor's signed contract being received by Information Impact. The space provided will be as shown on the floor plan provided by Information Impact and the aforementioned reserve the right to modify the floor plan if, in their sole judgment, it is in the best overall interest of the Exposition.

## **PAYMENT**

Payment of the exhibit fee shall be made by check in the U.S. funds drawn on a U.S. Bank payable to Information Impact. Credit cards may also be accepted (see Exhibit Agreement). If exhibit fee payments are not paid in full at least 30 days in advance of the scheduled event, Information Impact has sole discretion to reassign the space to applicants on the waiting list, while still holding Exhibitor liable for the full Exhibit Fee.

## **CANCELLATION BY EXHIBITOR**

In the event Exhibitor wishes to cancel the exhibit space contracted for herein, Exhibitor must fax written notice of cancellation to Information Impact. In the event Exhibitor cancels more than 60 days before the event, Exhibitor shall be liable only for \$1,000 administrative fee for the cancelled space. In the event Exhibitor cancels less than 60 days before the event commences, Exhibitor shall be liable for 100% of the total exhibit fee. Exhibitor is responsible for payment of such fees irrespective of the reason for cancellation, including, without limitation, failure of its exhibit to arrive for any reason. In the event of cancellation by Exhibitor, Information Impact shall have the right to use such space or rent such space to another Exhibitor. Re-letting by Information Impact of an Exhibitor's cancelled space shall not act to excuse Exhibitor from payment of any fees hereunder.

## **CANCELLATION BY INFORMATION IMPACT**

Information Impact reserves the right to cancel the Exposition or to terminate the Contract for any reason at any time upon written notice to Exhibitor. Upon cancellation or termination by Information Impact for reasons other than those beyond its control, Information Impact's sole liability to Exhibitor, and Exhibitor's exclusive remedy, shall be a refund of the exhibit fees paid by Exhibitor under this Contract.

## **FORCE MAJEURE**

Information Impact shall not be responsible for any loss or damage resulting from failure to perform under this Contract or to conduct any Exposition as currently scheduled in whole or part as a result of riot, strike, civil disorder, act of war, failure of facilities, earthquake, storm, fire, flood, or other acts of God, or any reason of any kind whatsoever beyond the reasonable control of Information Impact. In such instance, however, Information Impact will make reasonable efforts to reschedule the event. Should it ultimately be impossible to hold the event, Information Impact may retain or will be due such portion of Exhibitor's fees as shall be required to compensate Information Impact for expenses reasonably incurred up to the time a contingency beyond its control shall have occurred. All payments in excess of such expenses shall be refunded.

## **CONDUCT OF EXHIBITOR**

Exhibitors are encouraged to offer information that is educational, professional, and instructional. Information Impact encourages Exhibitor to provide booth personnel who are technical in nature versus sales-oriented. Over-the-counter sale of goods (including acceptance of credit cards) for on-site delivery is expressly prohibited. Information Impact may prohibit installation or request removal of any exhibits which, because of noise, method of operation, content, or any other reason, are objectionable or otherwise detract from or are out of keeping with the character of the Exposition as a whole. Information Impact reserves the right to close, remove, or require changes in any exhibit or remove any of Exhibitor's personnel, agents, representatives, or independent contractors who are deemed, by Information Impact in its sole discretion, detrimental to the Exposition. If Exhibitor or its representatives fail to observe the terms and conditions of this Contract, or in the opinion of Information Impact, conduct themselves unethically or detrimentally to Information Impact, Exhibitor may be dismissed from the Exposition without refund or other appeal. All activities must be confined to the limits of rented space, and must not impede traffic or interfere with the activity of other exhibitors.

## **USE OF SPACE**

Exhibitors may not exceed a back wall height of ten feet, including signs and graphics. Neither the Exhibit nor equipment may exceed a height of four feet in the front half of the booth. The front five feet of Exhibitor's exhibit area cannot have booth walls, monitors, tables, stands, etc., that stand above the four-foot level, blocking the line of vision into surrounding exhibitors. Exhibitor shall not paste, nail, or otherwise affix any exhibit, sign, or other materials, to walls, doors, or other surfaces in a way that marks or defaces the premises. Exhibitor shall return the premises in as good a condition as they were received. Exhibitor shall be liable for any damage caused by its failure to adhere to this provision.

## **NOISE RESTRICTIONS**

No microphones or loud speaker systems will be allowed in the Exhibitor's area or anywhere on the floor. The volume on all monitors or other equipment may be no louder than conversation level so as not to interfere with the activities of other exhibitors.

## **CONDITION OF PREMISES**

The premises are licensed on an "as is" basis. Information Impact shall not be liable for pre-existing conditions arising during the period of the Exposition.

#### **SOCIAL FUNCTIONS**

Any function arranged by Exhibitor, and not approved by Information Impact, that competes for the attendees' time is strictly prohibited. Promoting such an event--by placing signage, handing out flyers, promoting at Exhibitor's area--is immediate grounds for termination of Exhibitor's participation in the current and all future exhibitions. Exhibitor shall not independently reserve space at the location of the conference for the purpose of holding a hospitality suite, seminar, or any other related function that promotes its company or product.

#### **HOTEL ROOM DROPS**

Exhibitor shall not independently make arrangements with the conference hotel for room drops. All room drops, and the materials to be distributed, must be approved and scheduled through Information Impact.

#### **EXHIBITOR MANUAL**

Exhibitor shall receive an "exhibitor kit" manual approximately 60 days before the event. The manual will include details on the move-in and move-out times, exhibit hours, and hotel specifications. Included will be information on the Exposition Contractor that will provide the following: shipping information, furniture, signs, telephone services, electrical, and other related services. Information Impact assumes no responsibility or liability for any of the services performed or materials delivered by any Exposition Contractor. Arrangements for these services and payments shall be made directly between Exhibitors and Exposition Contractors. Exhibitors choosing to use labor services other than those provided through the Official Service Contractor must notify Information Impact at least 30 days in advance of the first day of move-in.

#### **HOLD HARMLESS**

The Exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of Exhibitor's and its agents, servants, contractors, officers, and activities at the Exposition premises and will indemnify, defend, and hold harmless Information Impact, its agents, servants, contractors, officers, and employees from any and all such losses, damages, and claims.

#### **INSURANCE AND SECURITY**

Each 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 Exposition premises. Exhibitors are advised to carry special insurance to cover exhibit material against loss or damage, and public liability insurance against injury to the persons and property of others. As a courtesy to Exhibitors, security will be furnished. This should not be interpreted as a guarantee against loss or theft of any kind.

#### **EXHIBITION STAFFING**

Exhibitor will be provided with one exhibitor badge for each participating exhibitor representative. Additional exhibitor badges, requested in advance or on site will cost \$100 per badge. Payment will be due before individual badges are issued. Any on-site registrants will be required to produce identification in order to receive their badges. Sharing of exhibitor badges or any other method used to gain unauthorized admission to the exhibit floor will be just cause for expelling the violator from the hall. An exhibitor badge does not allow for access to any classes or courses. Paid registration is required for access to classes or courses.

#### **GAMES AND PROMOTIONS**

The purpose of the Exposition is to present a serious, business-like atmosphere for promotion of exhibitor products. Information Impact must approve any games or "attention getters" that are not part of the usual booth equipment. In the event Exhibitor has any doubts on whether or not something is considered "usual or standard," please contact Information Impact for clarification. Information Impact reserves the right to remove or shut down any unusual or non-standard booth equipment, games, raffles, or other such activities. Specifically, the distribution of gummed stickers is prohibited.

#### **AUTHORIZATION**

By signing this Contract, Exhibitor is authorizing Information Impact to provide contact information including your address, phone number, fax number, and name of contact person to any service vendor contracted to conduct work for Information Impact. This information will be only used for marketing of service vendors' products and services being used at the current event.

#### **ENTRY TO EXHIBIT AREA**

Exhibitors will be allowed in the exhibit hall one-hour prior to the opening of the hall and 30 minutes after the closing of the hall. No exhibit personnel will be allowed in the exhibit hall during non-exhibit hours.

#### **PHOTOGRAPHY**

Exhibitor may not photograph or videotape the exhibits or products of other exhibitors.

#### **UNION LABOR RULES**

Union labor rules and regulations are made by the local unions. Therefore, these rules may change at any time. If union labor is required, it will be necessary for the exhibitor to comply with those locally established regulations.

#### **PACKING MATERIALS**

Crates, trunks, or any type of packing materials may not be brought into or taken out of the exhibition area during official exhibit hours. Crates, boxes, supplies, and other exhibit materials not claimed by the exhibitor after the show will be removed at the exhibitor's expense.