



7<sup>th</sup> Annual

# Smart Cards in Government Conference 2008

October 22-24 • Ronald Reagan Building & International Trade Center • Washington, DC



## Take Your Place at the Year's Largest Government Smart Card Forum

### *Government ID Security Decision Makers Are Looking for Solutions.*

The Smart Card Alliance's 7<sup>th</sup> Annual Smart Cards in Government Conference has grown extensively in recent years, reflecting the rapid expansion of government identity and security initiatives. These initiatives have led to the current and growing interest in the strategies and technologies that help speed the adoption of homeland security identification and access programs like HSPD 12, US VISIT, REAL ID and other key government initiatives.

*Promotion opportunities at the conference are available for leading companies offering products, technologies and services in this evolving sector. This is an unequalled opportunity to showcase your company to a receptive, responsive and eager audience. A unique focus on the changing dynamics of government ID security technology and policy will make this a "must-attend" event for decision makers from virtually every major government initiative in identity security. Leading government decision-makers are there to review options and plan for the purchase of IT solutions, capital equipment, integration services and other supplies.*

### **Built on a Strong Tradition**

The Smart Card Alliance has accommodated

increased participation while maintaining a personal and professional networking environment that has always been a hallmark of the event. In 2008, the event will take place in the Ronald Reagan Building & International Trade Center, an ideal facility downtown Washington, DC, with convenient access and room to accommodate over 800 attendees and 55 exhibitors who will participate. A complete conference agenda with over 75 speakers will be published in July, along with information about smart card-focused pre-conference workshop.

Quality content is what draws the audience. The conference features leaders from the federal and state level government and industry in an interactive, instructive forum on the business issues, implementation milestones, and technology advancements happening in the government smart card market—including the government's HSPD 12 directive underway for federal and contract employee Personal Identity Verification (PIV) cards, electronic passports, WHTI Passport Cards, the TWIC port security program involving the U.S. Coast Guard, registered traveler cards coming to dozens of airports, and the first responder authentication credential trials that involve federal, state, and local emergency response agencies throughout the country. It's the industry's most comprehensive presentation of state of the art technologies and services for the government sector.

### **Produced by the Industry's Leading Association**

The Smart Card Alliance is a not-for-profit, multi-industry association working to stimulate the understanding, adoption, use and

widespread application of smart card technology. The Alliance invests heavily in education on the appropriate uses of technology for identification, payment and other applications and strongly advocates the use of smart card technology in a way that protects privacy and enhances data security and integrity. Through specific projects such as education programs, market research, advocacy, industry relations and open forums, the Alliance keeps its members connected to industry leaders and innovative thought. The Alliance is the single industry voice for smart card technology, leading industry discussion on the impact and value of smart cards in the US and Latin America.

### An Audience of Key Decision Makers

The conference draws attendees from every level of government and industry. Over 800 will attend, including:

**Government and Industry Executives and Administrators:** CEOs, CIOs, COOs, CTOs, Presidents, SVPs, VPs, Department Directors & Commissioners, Branch Chiefs, Assistant Directors & Commissioners, Managing Directors, Program Directors & Managers, Project Officers, Security Systems Administrators, Security Specialists

**Government and Industry Technologists:** Application Architects & Engineers, Application Security Architects, Product Engineers, Program Analysts, Security Systems Engineers, Computer Security Analysts, Software Engineers, Technical Directors, Program Engineers, Computer Scientists, Computer Specialists, Analysts, Consultants

### An Incisive Conference Agenda

With an agenda featuring over 75 speakers scheduled during the conference, special pre-conference workshop, and the open meeting of the Federal Interagency Advisory Board (IAB), *Smart Cards in Government* is the leading

forum for leaders from the federal government and industry. The conference is presented in an interactive, instructive format that gets right to the heart of the business issues, implementation milestones, and technology advancements happening in the government smart card market. A multi-track program allows attendees to customize their own agenda. Whether the focus is technology, strategy, or policy, attendees know they'll find up-to-the-minute answers at *Smart Cards in Government*.

*Over 10 hours of dedicated exhibit time and an easy two-day in-and-out exhibit schedule makes this an extremely efficient marketing opportunity:*

### Tuesday, October 21

8:30	Pre-Conference Workshop
4:00	Exhibitor Move-In
5:00	Pre-Conference Workshop Ends
9:00	Exhibitor Move-In Ends

### Wednesday, October 22

8:30	Conference Registration & Coffee
9:00	IAB Meeting
10:15	Conference Break, Exhibit Hall Opens
10:45	IAB Meeting Cont'd
12:00	Lunch in Exhibit Hall
2:00	Conference Plenary Session
5:15	Reception in Exhibit Hall
7:30	Exhibit Hall Closes

### Thursday, October 23

8:30	Continental Breakfast in the Exhibits
9:00	Track 1: Technology in Government ID Security
9:00	Track 2: Implementation and Policy Issues
12:30	Lunch in Exhibit Hall
2:00	Track 1: Technology in Government ID Security
2:00	Track 2: Implementation and Policy Issues
3:15	Networking Break
4:00	Exhibit Hall Closes, Exhibitor Move-Out
4:00	Birds of a Feather Roundtable Discussions
5:30	Conference Ends

### Friday, October 24

8:30	Coffee
9:00	Track 1: Technology in Government ID Security
9:00	Track 2: Implementation and Technology Issues
12:00	Lunch
1:15	Track 1: Technology in Government ID Security
1:15	Track 2: Implementation and Technology Issues
3:30	Conference Ends

## A Showcase for Industry Leaders

*Smart Cards in Government* is the leading event for companies involved in Government ID security. Last year's exhibitors:

ActivIdentity \* ASK Contactless Technologies, Inc. \* ASSA ABLOY Identification Technologies GmbH \* Atmel Corp. \* Aware, Inc. \* Booz Allen Hamilton \* CardLogix \* Corestreet, Ltd. \* CPI Card Group \* Datacard Group \* Diebold \* Exponent, Inc. \* GEMALTO \* HID GLOBAL \* Hirsch Electronics Corp. \* Honeywell \* ImageWare Systems, Inc. \* INCARD \* InfoGard Laboratories \* Kaba Access Control \* L-1 Identity Solutions \* Lenel, a UTC Fire & Security Company \* Lexmark \* Maximus \* MULTOS \* National Institute of Standards and Technology \* Oberthur Card Systems \* Operational Research Consultants, Inc. \* Passlogix \* Probaris, Inc.

### Space is Limited—Reserve Today

#### Fees:

Booth Size	Booth Nos.	Members	Non-Members
10' x 20'	Reserved	Contact Alliance	NA
10' x 10'	1-32	\$3950	\$4950
8' x 10'	40-52	\$3700	\$4700
8' x 8'	33-39	\$3500	\$4500

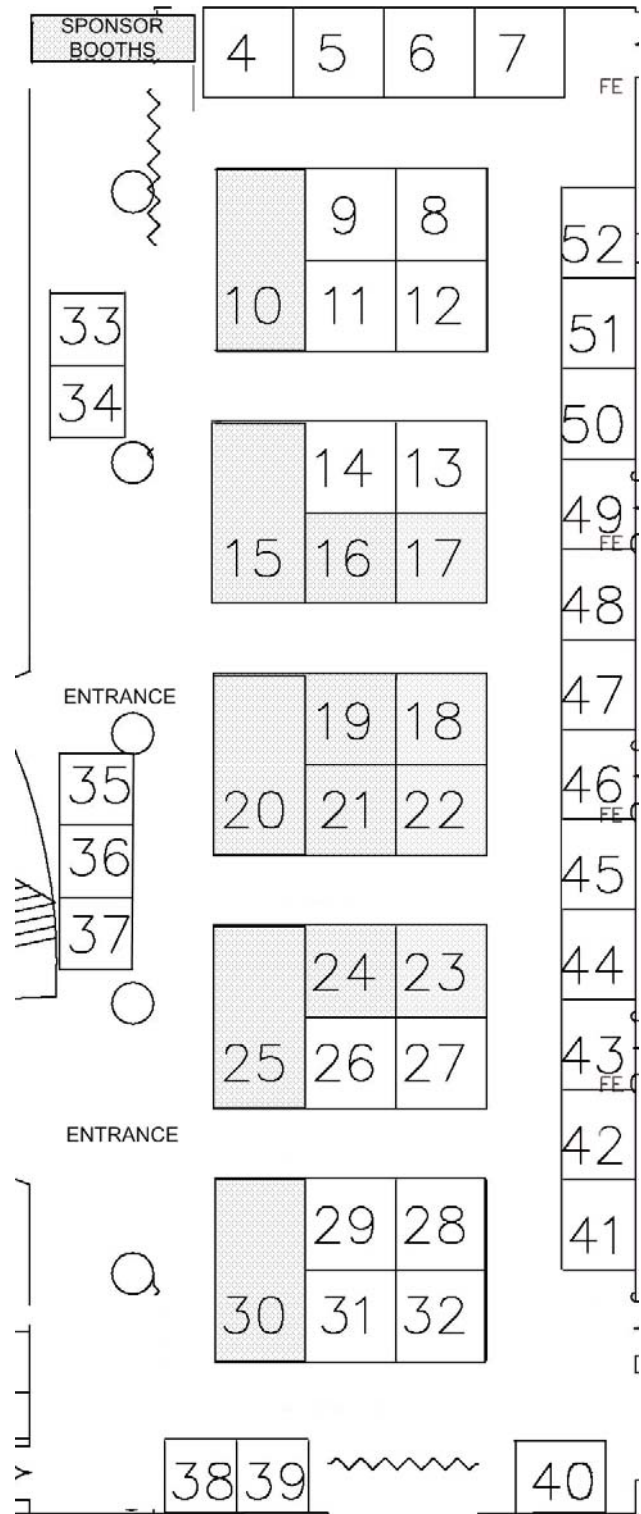
#### Your Exhibit Reservation Includes:

- Pipe and drape booth space
- Three-Day Conference Pass (\$995 value) plus four exhibit staff badges
- Admission to lunch, reception and networking opportunities
- Inclusion on email, web and collateral—over 620,000 marketing impressions
- Discount email conference passes for distribution to your customers
- 7" x 40" company ID sign
- Furniture: One (1) 6' x 30" high table, two (2) chairs, and one (1) wastebasket.

#### Contact for more info, or to reserve:

Randy Vanderhoof, Executive Director  
 Smart Card Alliance, 191 Clarksville Road,  
 Princeton Junction NJ 08550  
 Email: [rvanderhoof@smartcardalliance.org](mailto:rvanderhoof@smartcardalliance.org)  
 1-609-587-4208

## Exhibit Floor Plan



**These Additional Sponsorship Opportunities Will Help You Make An Even Stronger Impression**

Take your conference profile to the next level with sponsorship. Your sponsorship helps provide additional conference services and amenities—appreciated by all participants.

(\* Indicates reserved for Leadership Council Members until June 2, 2008

**Platinum Sponsor (Exclusive) \***

- Top sponsor billing on all marketing materials, web site, and at venue throughout the hall
- Up to 3 hanging banners in conference hall, exhibits area, and common areas
- Platinum Sponsor letter in the program guide
- Complimentary inside front cover color ad into conference program guide (\$4,500 value)
- Includes reserved double booth (10' x 20') exhibit space in the Atrium to the exhibit hall (\$9,000 value)
- One (1) private meeting room for 3 days (\$3,000 value)
- Five (5) additional complimentary full conference registration passes (\$3,475 value)
- Exclusive distribution of company logo'd lanyards, pens, pads, etc.
- Exclusive logo on conference registration bags (\$2,500 value)
- Up to three (3) inserts into conference registration bags
- Welcome address at start of conference
- Company logo on Alliance web site event information page

Sponsorship Fee..... \$35,000

**Gold Sponsor/Exhibit Pkg (Limit 5) \***

- Premium sponsor billing on all marketing materials, web site, at venue throughout the hall
- Two hanging banners (up to 8' x 8' each) in conference room and exhibits area
- Complimentary color ad in the conference program guide (\$3,500 value)
- Includes reserved double booth (10' x 20') exhibit space in the front entrance of the exhibit hall (\$9,000 value)
- Three (3) additional complimentary full conference registration passes (\$2,085 value)
- Up to three (3) inserts into conference bags
- Company logo on Alliance web site event information page

Sponsorship Fee..... \$25,000

**Opening Night Reception (Exclusive) \***

- Sponsor's signage (foam board 22" x 28") provided in registration area all three days
- Printed table signs and napkins with company logo
- Two (2) additional complimentary conference registration passes (\$1,390 value)
- Complimentary 1 page 4-color ad in conference handouts
- Company logo on Alliance web site event information page

Sponsorship Fee..... \$12,500

**Silver Sponsor/Exhibit Pkg (Limit 6) \***

- Sponsor's signage (foam board 22" x 28") provided in registration area all three days
- Includes one (1) complimentary booth 10' x 10' exhibit space in the reserved front of the exhibit hall (\$4,500 value)
- Two (2) additional complimentary conference registration passes (\$1,390 value)
- One (1) insert into the conference bags
- Complimentary 1 page 4-color ad in the program guide (\$2,500)
- Company logo on Alliance web site event information page

Sponsorship Fee..... \$15,000

**Thursday Reception (Exclusive) \***

- Sponsor's signage (foam board 22" x 28") provided in registration area all three days
- Two (2) additional complimentary conference registration pass (\$1,390 value)
- Complimentary 1 page 4-color ad in conference handouts
- Company logo on Alliance web site event information page

Sponsorship Fee..... \$10,000

**Closing Gala Lunch and Keynote (Exclusive) \***

- Closing gala sit down lunch where plated lunch will be served (no exhibits on last day)
- Exclusive Sponsor's address during the luncheon
- Signage provided in luncheon area
- Two (2) additional complimentary conference registration pass (\$1,390 value)
- Company logo on Alliance web site event information page

Sponsorship Fee..... \$10,000

### Registration Badge (Exclusive) \*

- Exclusive sponsor's logo on the front of each personalized registration card
- Sponsor's signage (foam board 22" x 28") provided in registration area all three days
- Two (2) additional complimentary conference registration passes (\$1,390 value)
- Complimentary 1 page b/w ad in conference handouts (\$2,500 value)
- Company logo on Alliance web site event information page
- Sponsor is responsible for providing card stock and artwork for printing

Sponsorship Fee..... \$10,000

### Internet Café (Exclusive) \*

- Exclusive sponsor name associated with the internet café
- Company logo'd banner (up to 4' x 12') inside internet café enclosure
- Company logo displayed on screensaver of internet café workstations
- Two (2) additional complimentary conference registration passes (\$1,390 value)
- Complimentary 1 page b/w ad in conference handouts (\$2,500 value)
- Company logo on Alliance web site event information page

Sponsorship Fee..... \$10,000

### Logo'd Water Bottle\*

- Company logo printed on bottled water distributed throughout the conference
- All ordering, graphics, shipping, and hotel handling service charges
- Signage provided in registration areas
- Complimentary 1 page b/w ad in conference handouts
- Two (2) additional complimentary conference registration passes (\$1,390 value)
- Company logo on Alliance web site event information page

Sponsorship Fee..... \$7,500

### Opening IAB Meeting/Lunch Buffet

- Signage provided in Exhibits area where lunches are served buffet style
- Exhibit Hall opening and Federal Government IAB Meeting conclusion – largest single event audience
- Two (2) additional complimentary conference registration passes (\$1,390 value)
- Company logo on Alliance web site event information page

Sponsorship Fee..... \$7,500

### Thursday Lunch Sponsor

- Signage provided in Exhibits area where lunches are served buffet style
- Reserved booth location in the Sponsor Pavilion exhibit hall (booth fee not included)
- One (1) additional complimentary conference registration pass (\$695 value)
- Company logo on Alliance web site event information page

Sponsorship Fee..... \$5,000

### Collectable SmarTrip Transit Card w/ Transit Pass Included (Exclusive)

- 500 custom printed collectable cards, company logo on back of each card
- WMATA SmarTrip transit pass encoded on card
- Signage provided in Exhibits area where lunches are served buffet style
- One (1) additional complimentary conference registration pass (\$695 value)
- Company logo on Alliance web site event information page

Sponsorship Fee..... \$5,000

### Break Sponsor (Exclusive: 1 per Day)

- Enhanced break provided to attendees: AM - coffee, Danish; PM - cookies or ice cream and soft drinks
- Signage provided in Break Areas
- One (1) additional complimentary conference registration pass (\$695 value)
- Company logo on Alliance web site event information page

Sponsorship Fee..... \$3,500

### Conference Bag Insertion Advertising

- One (1) insert piece (one per sponsor) included in each registration badge
- Central information table in main registration area for additional copies

Sponsorship Fee..... \$1,500



APPLICATION and CONTRACT

Smart Cards in Government Conference 2008

October 22-24 • Ronald Reagan Building & International Trade Center • Washington, DC

Please reserve exhibit space in SMART CARDS IN GOVERNMENT CONFERENCE to be held OCTOBER 22-24, 2008. We request the booth listed below. If our space choice has been allocated, we request that show management assign what is considered to be the best available. (Please direct any questions to Randy Vanderhoof at +1-609-799-5501)

SPACE PREFERENCES

1st Choice \_\_\_\_\_ 2nd Choice \_\_\_\_\_ 3rd Choice \_\_\_\_\_

BOOTH/SPONSORSHIP COSTS

Exhibit Space = \$ \_\_\_\_\_
Other Sponsorship: \_\_\_\_\_ = \$ \_\_\_\_\_
Total Cost for Exhibit/Sponsorship = \$ \_\_\_\_\_
Amount Enclosed with this Application = \$ \_\_\_\_\_

Booth Number Assigned

CANCELLATION

If written notice of cancellation is given after: The cancellation fee is:

April 25, 2008..... 50% of Total Cost of Exhibit/Sponsorship
July 24, 2008..... 100% of Total Cost of Exhibit/Sponsorship

EXHIBITOR INFORMATION

Company Name (as you want it published) \_\_\_\_\_
Address (No P.O. Boxes) \_\_\_\_\_
City/State/Zip \_\_\_\_\_
Phone \_\_\_\_\_ Fax \_\_\_\_\_
Company Email Address \_\_\_\_\_
Company Web Address \_\_\_\_\_

CONTACT INFORMATION

Primary Contact \_\_\_\_\_ Title \_\_\_\_\_
Phone \_\_\_\_\_ Fax \_\_\_\_\_
Email Address \_\_\_\_\_
Secondary Contact \_\_\_\_\_ Phone \_\_\_\_\_

PAYMENT INFORMATION

Note: A 50% deposit is due within 30 days of the signing of this agreement. Deposits can be placed by credit card, check, or wire transfer. Full payment is due on the full contract balance by July 24, 2008

MC Visa Amex Card# \_\_\_\_\_ Security Code \_\_\_\_\_ Expires \_\_\_\_\_
Charge Amount \$ \_\_\_\_\_ Name on Card \_\_\_\_\_ Signature \_\_\_\_\_

Address (if different than above) \_\_\_\_\_

We understand this application becomes a binding contract when accepted by Smart Card Alliance. We agree to abide by the terms and conditions published on the reverse side of this contract.

Agreed to \_\_\_\_\_ Date \_\_\_\_\_
(Signature of Official Company Representative)

Agreed to \_\_\_\_\_ Date \_\_\_\_\_
(Signature of Smart Card Alliance Representative)

Please Make Checks Payable to: Smart Card Alliance, 191 Clarksville Road, Princeton Junction NJ 08550
International Wire Transfers: Bank of America 3745 Quakerbridge Road Mercerville, NJ USA 08619 1- 609-586-8200, International SWIFT # BOFAUS3N, SCA Bank Account # 0038 1523 6448

Return This Form to Attn: Randy Vanderhoof, Smart Card Alliance, Fax 609-587-4248

## Terms & Conditions

### SMART CARDS IN GOVERNMENT CONFERENCE

#### Defined Terms

The term "Event" means SMART CARDS IN GOVERNMENT CONFERENCE, currently scheduled to be held on OCTOBER 22-24, 2008 (the "Event Dates"). The event is produced and managed by SMART CARD ALLIANCE. (SCA). As used hereinafter, the term "Organizers" means SCA, Inc., and their respective officers, directors, shareholders, agents, affiliates, representatives, employees and assigns, unless the context requires otherwise. The term "Exhibitor" means the company or person or any of its officers, directors, shareholders, employees, contractors, agents or representatives that applied for exhibit space rental and agreed to enter into this contract upon acceptance by SCA in the manner stated below.

#### Contract Acceptance

The contract shall become effective only when it has been signed by Exhibitor and counter-signed on the facing page by a duly authorized representative of SCA.

**Assumption of Risks:** Releases Exhibitor expressly assumes all risks associated with, resulting from or arising in connection with Exhibitor's participation or presence at the Event, including, without limitation, all risks of theft, loss, harm or injury to the person (including, death), property, business or profits of Exhibitor, whether caused by negligence, intentional act, accident, act of God or otherwise. Exhibitor has sole responsibility for its property or any theft, damage or other loss to such property (whether or not stored in any courtesy storage areas), including any subrogation claims by its insurer. Neither SCA nor the Exhibit Facility accepts responsibility, nor is a bailment created, for property delivered by or to Exhibitor. Neither the Organizers nor the Exhibit Facility, nor any of their respective officers, directors, shareholders, agents, employees, representatives or assigns, shall be liable for, and Exhibitor hereby releases all of them from, and covenants not to sue any of them with respect to, any and all risks, damages and liabilities described in this paragraph.

#### Indemnification

Exhibitor shall indemnify, defend (with legal counsel satisfactory to SCA), and hold the Organizers and the Exhibit Facility harmless on a current basis from, any and all claims, demands suits, liability, damages, losses, costs, reasonable attorneys' fees and expenses which result from or arise in connection with: (a) Exhibitor's participation or presence at the Event, including (b) any breach by Exhibitor of any of agreements, covenants, promises or other obligations under this contract; (c) any matter for which Exhibitor is otherwise responsible under the terms of this contract; (d) any violation or infringement (or claim of violation or infringement) of any law or ordinance or the rights of any party under any patent, copyright, trademark, trade secret or other proprietary right; (e) any libel, slander, defamation or similar claims resulting from the actions of Exhibitor; (f) harm or injury (including death) to Exhibitor; and (g) loss of or damage to property or the business or profits of Exhibitor, whether caused by negligence, intentional act, accident, act of God, theft, mysterious disappearance or otherwise.

#### Limitation of Liability

Under no circumstances shall the Organizers or the Exhibit Facility be liable for any lost profits or any incidental, special, indirect, punitive or consequential damages whatsoever for any of their acts or omissions or any act or omission of any of their respective contractors, agents, employees or representatives, whether or not apprised of the possibility of any such lost profits or damages. In no event shall the Organizers' maximum liability under any circumstance exceed the amount actually paid to them by Exhibitor for exhibit space rental. The Organizers make no representations or warranties, express or implied, regarding the number of persons who will attend the Event or regarding any other matters.

#### Qualifications of Exhibitor

SCA, in its sole discretion, determines whether a prospective exhibitor is eligible to participate in the Event. Eligibility is generally limited to persons or firms who supply products and services to the electronics industry. Applicants who have not previously exhibited at the Event may be required to submit a description of the nature of their business and the items to be exhibited. SCA reserves the right to restrict or remove any exhibit which SCA, in its sole discretion, believes is objectionable or inappropriate.

#### Cancellation by SCA

If Exhibitor fails to make a required payment as described in this contract, SCA may terminate Exhibitor's participation in the Event without further notice and without obligation to refund moneys previously paid. SCA reserves the right to refuse Exhibitor permission to move in and set up an exhibit under this contract if the Exhibitor is in arrears of any payment due to SCA. SCA is expressly authorized (but has no obligation) to occupy or dispose of any space vacated or made available by reason of action taken under this paragraph in such manner as it may deem best, and without releasing the Exhibitor from any liability hereunder. SCA may also terminate this contract effective upon written notice of termination if Exhibitor breaches any of its obligations under this contract, without any obligation on SCA's part to refund any payments previously made and without releasing Exhibitor from any liability arising as result of or in connection with such breach. If SCA removes or restricts an exhibit which is considered objectionable or inappropriate, no refund will be due to the Exhibitor.

#### Cancellation of the Event

If Organizers cancel the Event due to circumstances beyond the reasonable control of Organizers (such as acts of God, acts of war, governmental emergency, labor strike or unavailability of the Exhibit Facility), SCA shall refund to each Exhibitor its exhibit space rental payment previously paid, minus a share of costs and expenses incurred, in full satisfaction of all liabilities of SCA to Exhibitor. Organizers reserve the right to cancel, re-name or locate the Event or change the dates on which it is held. If Organizers change the name of the Event, re-locates the Event to another event facility within the same city, or change the dates for the Event to dates that are not more than 30 days earlier or 30 days later than the dates on which the Event originally was scheduled to be held, no refund will be due to the Exhibitor, but SCA shall assign to the Exhibitor, in lieu of the original space, such other space as SCA deems appropriate and the Exhibitor agrees to use such space under the terms of this contract. If Organizers elect to cancel the Event other than for a reason previously described in this paragraph, SCA shall refund to each Exhibitor its entire exhibit space rental payment previously paid, in full satisfaction of all liabilities of SCA to Exhibitor.

#### Exhibit Space Occupancy

Hours and dates for installing, occupying and dismantling exhibits shall be those specified by SCA. If Exhibitor fails to install its display in its assigned space or leave its space unattended during the Exhibit hours, SCA shall have the right to take possession of the space and no refund will be due to the Exhibitor. All exhibits must be open for business during the Event hours. Exhibitor may not dismantle the display until the Event is officially closed by the Organizers.

#### Listings and Promotional Materials

By exhibiting at the Event, Exhibitor grants SCA a fully-paid, perpetual non-exclusive license to use, display and reproduce the name, trade names and product names of Exhibitor in any directory listing the exhibiting companies at the Event and to use such names in SCA promotional materials. SCA shall not be liable for any errors in any listing or descriptions or for omitting any Exhibitor from the directory or other lists or materials.

#### Care of Exhibit Facility

Exhibitor shall promptly pay for any and all damages to the Exhibit Facility or associated facilities, booth equipment or the property of others caused by the Exhibitor or any of its employees, agents, contractors or representatives.

#### Taxes and Licenses

Exhibitor shall be solely responsible for obtaining any licenses, permits or approvals under federal, state or local law applicable to its activities at the Event. Exhibitor shall be solely responsible for obtaining any necessary tax identification numbers and permits and for paying all taxes, license fees, use fees, or other fees, charges or penalties that become due to any governmental authority in connection with its activities at the Event.

#### Insurance

Exhibitor shall at its own expense secure and maintain through the term of this contract, including move-in and move-out days, the insurance listed below. All such insurance shall be primary of any other valid and collectible insurance of Exhibitor and shall be written on an occurrence basis. Claims made policies are not acceptable and do not constitute compliance with Exhibitor's obligations under this paragraph.

(A) Worker's Compensation insurance; (B) Employers' Liability insurance with limits not less than \$1,000,000 each accident; (C) Comprehensive General Liability insurance with limits not less than \$1,000,000 each occurrence combined single limit for bodily injury and property damage, including coverage for personal injury, contractual, and operation of mobile equipment, products and liquor liability (if applicable); (D) Automobile Liability insurance with limits not less than \$500,000 each occurrence combined single limit for bodily injury and property damage, including coverage for owned, non-owned and hired vehicles, including loading and unloading operators.

Comprehensive General Liability and Automobile Liability insurance policies shall name as additional insureds SCA, Inc. and each of its subsidiaries. Copies of additional insured endorsements and primary coverage endorsements and, if requested, complete copies of policies, satisfactory to SCA, shall be furnished to SCA sixty (60) days before the first day of the event. Certified copies of the Certificates of Insurance or policies shall provide that they may not be canceled without 30 days advance written notice to SCA.

#### Copyrighted Materials

Exhibitors shall not play or permit the playing or performance of, or distribution of any copyrighted material at the Event unless it has obtained all necessary rights and paid all required royalties, fees or other payments.

#### Observance of Laws

Exhibitor shall abide by and observe all federal, state and local laws, codes, ordinances, rules and regulations, and all rules and regulation of the Exhibit Facility (including any union labor work rules). Without limiting the foregoing, Exhibitor shall construct its exhibits to comply with the Americans with Disabilities Act.

#### Additional Terms and Conditions

Organizers have sole control over attendance policies. Except as provided to the contrary in this contract, all moneys paid by Exhibitor shall be deemed fully earned and non-refundable at the time of payment. Exhibitor and each of its employees, agents and

representatives shall conduct themselves at all times in accordance with normal standards of decorum and good taste. In addition to its right to close an exhibit and withdraw acceptance of the contract, SCA in its sole judgment may refuse to consider for participation in future Events an Exhibitor who violates or fails to abide by the contract and any of the accompanying rules and regulations. This contract and the accompanying rules and regulations represents the entire agreement between the Exhibitor and SCA with respect to the Event. Any amendment to this contract must be in writing and signed by an authorized representative of SCA. Exhibitor may not assign this contract or any right hereunder nor may Exhibitor sublet or license all or any portion of assigned exhibit.

#### Contractor Services

In the interest of making available the best qualified craftsmen in numbers sufficient to handle all of the services necessary for the operation of the Event, SCA has contracted on an exclusive basis official contractors to provide certain services. Service companies other than the official contractors will not be allowed to perform any of these exclusive services. Non-exclusive services may be performed by exhibitor-appointed contractors (EAC) within certain guidelines. A complete listing of exclusive services and EAC guidelines will be provided in the Exhibitor Service Manual.

#### Character of Displays; Use of Aisles and Common Areas

Distribution of samples and printed matter of any kind, and any promotional material, is restricted to the exhibit booth. Each Exhibitor agrees to exhibit only products which it manufactures, represents or distributes. All exhibits shall display products or services in a tasteful manner. The aisles, passageways, and overhead spaces remain strictly under control of SCA and no signs, decorations, banners, advertising material or special exhibits will be permitted in the aisles except by written permission of SCA. Uninformed attendants, models and other employees must remain within the booths occupied by their employers. Any and all advertising distribution must be made from the Exhibitor's booth space. Samples, souvenirs and advertising material may be distributed by the Exhibitor only from within his or her booth. Balloons and stickers are prohibited in the exhibit area. (Handouts with gummed backing that adhere or cause adhesion are considered stickers.) Equipment must be arranged so that show visitors do not stand in the aisle while examining equipment or watching demonstrations. Strolling entertainment or moving advertisements outside of an Exhibitor's exhibit space is prohibited.

#### Sound Devices

The use of devices for mechanical reproduction of sound or music is permitted, but must be controlled. Sound of any kind must not be projected outside of the exhibit booth. Exhibitors are specifically prohibited from employing any carnival-type attraction, animal or human, or from operating such noise-creating devices as bells, horns or megaphones.

#### Fire and Safety Laws

Federal, State and City Laws must be strictly observed. A full listing of these fire and safety regulations will be found in the exhibitor service manual.

#### Outside Exhibits/Hospitality Suites

Exhibitors are prohibited, without express written approval from SCA, from displaying products/services and/or other advertising material in areas outside their booth space such as, but not limited to, parking lots, hotel lobbies, lounges, corridors, sleeping rooms, etc., as well as unauthorized facility tours. Exhibitors also agree not to operate hospitality suites during hours in which the Event is open or when any Organizer-sponsored activities are being held. Exhibitors hosting hospitality functions are prohibited from holding those activities during official Event hours. Only Exhibitors paying the Event participation fee are permitted to host a hospitality function, in an official Event hotel. All requests for a hospitality suite or public function space must be made through the Organizers. If an Exhibitor cancels or fails to occupy the exhibit space during official Event hours, the Organizers reserve the right to notify the hotel to cancel any hospitality space and/or hotel guest rooms under that Exhibitor's name. Exhibitor shall remain liable for the payments made to the hotel.

#### Exhibitor Service Manual

Approximately three (3) months from the Event, SCA will send an Exhibitor Service Manual to the "Primary Contact" listed on the front of this agreement. The Exhibitor Service Manual will include information integral to your company's participation at the Event, including but not limited to: additional exhibitor rules and regulations, official contractor order forms, registration, shipping and drayage, utilities and building services, decorator, audio/visual, exhibitor display rules, and move-in/move-out schedules.

#### Incorporation of Rules and Regulations

Any and all matters pertaining to the Event and not specifically covered by the terms and conditions of this contract shall be subject to determination by SCA in its sole discretion. SCA may adopt rules or regulations from time to time governing such matters and may amend or revoke them at any time, upon reasonable notice to Exhibitor. Any such rules and regulations (whether or not included in an Exhibitor Service Manual or similar document) are an integral part of this contract and are incorporated herein by reference. Exhibitor shall observe and abide by additional regulations made by SCA as soon as these additional rules or regulations are communicated to Exhibitor.