



THE ART OF EVOLUTION GLOBAL CONNECT 2010

VENDOR OPPORTUNITIES

CONFERENCE: April 18–22, 2010

TRADE SHOW: April 18–21, 2010

Colorado Convention Center
Denver, Colorado



International Nortel Networks
Users Association



INSIGHT 100™

JOIN US THIS YEAR FOR *THE ART OF EVOLUTION/GLOBAL CONNECT 2010*

Join us this year for *The Art of Evolution/Global Connect 2010*, April 18-22, in Denver, Colorado.

For the first time ever, three of the largest user communities in enterprise communications — InAAU, INNJA, and INSIGHT 100 — are coming together to host the most important communications technology event of the year. We anticipate **more than 4,000 Avaya and heritage Nortel customers** will be on hand to get the latest information on products, solutions, and strategies to maximize their communications technology investments.

In addition, attendees will have the opportunity to learn about Avaya's product roadmap directly from senior Avaya executives. This exclusive opportunity to engage both Avaya leadership and customers will prove invaluable as you seek to navigate your business through this transition.

Make sure your company has a presence at *The Art of Evolution/Global Connect 2010*. Reserve your space today by submitting the Exhibit Space Contract included in this packet.

Here's why you should make *The Art of Evolution/Global Connect 2010* a major part of your sales and marketing strategy this year:

PRODUCT ROADMAP—Top Avaya executives will provide firsthand insight into the company's consolidated product plans.

ONE TRADE SHOW—Users of both Avaya and Nortel products will be in attendance at this single event.

INCREASED DEMAND—With Avaya's acquisition of Nortel successfully completed, customers are ready to invest again in their communications technology systems.

MARKET DOMINANCE—Avaya is now the world's largest Enterprise Communications company, with double-digit market share over its closest competitor.

All of these factors will draw more customers to *The Art of Evolution/Global Connect 2010* than to any other communications technology event in 2010.

WHO ATTENDS?

IT and communications professionals across all industries in North America and around the world!

Here is a sampling of past attendee organizations:

- AAA
- Abbott
- Aetna
- Air France
- Allstate Insurance
- American Express
- Anheuser-Busch Companies, Inc.
- Aston Hotels and Resorts
- Bank of America
- BASF
- Bissell
- Blue Cross Blue Shield
- BMO Financial Group
- Capital One
- Chevron
- Cooper Tire and Rubber
- Costco Wholesale
- Deloitte
- Department of Defense
- Department of Transportation
- Emerson
- Exxon Mobil
- Federal Aviation Administration
- Federal Bureau of Investigation
- Federal Reserve Bank
- Freddie Mac
- Gaylord Entertainment
- Government of Canada
- Hewitt
- Hewlett Packard
- IKEA
- Indiana University
- JC Penny
- Johnson Controls
- Johnson & Johnson
- KPMG
- Lowes
- Marathon Oil Company
- Merrill Lynch
- Metlife
- MGM Mirage
- Mobile Gas
- Northrup Grumman
- Northwestern Mutual
- Orange County
- PNC Bank
- Princeton University
- Publix Super Markets
- Purdue University
- Scholastic
- State Farm
- Texas Instruments
- Time Warner
- Tupperware Corporation
- U.S. Army
- U.S. Department of Labor
- U.S. Marine Corps
- Vail Resorts
- Walt Disney World
- Wells Fargo Financial, Inc.

WHAT TYPES OF PRODUCTS AND SERVICES WILL BE REPRESENTED?

Exhibitors come from across the globe to showcase enterprise communications systems and services that complement Avaya and heritage Nortel offerings, such as:

- Carriers
- Contact/Call Center
- Convergence
- Messaging
- Networking
- Security
- Telecom Accessories
- Wireless

WHO EXHIBITS?

- 911 Enable
- 911 ETC, Inc
- Acme Packet
- Agito Networks
- AHERN Communications
- Algo Communication Products Ltd
- AMC Technology, L.L.C.
- Amcom Software, Inc
- AMTELCO
- Apparent Networks
- Applied Business Technologies
- Ascom Inc.
- Asentria Corporation
- AT&T
- AudioCodes
- Autonomy etalk
- Avotus Corporation
- Axxess Technologies
- Black Box Network Services
- Carousel Industries
- CBTS
- Chrysalis Software, Inc
- Cistera Networks Inc
- Citel, Inc
- CNG Global Services Inc
- CommuniTech Services
- Comview Corporation
- Co-Nexus, Inc
- Connections
- ConverTec, Inc
- Conveyant Systems, Inc
- CRI
- Cross Telecom
- CTDI
- CXtec
- D&S Communications
- Datapulse
- Dell, Inc
- Distributor Alliance Council
- Dyna Lync Telecom Inc
- Eaton
- EMBARQ
- Empirix
- Envoy Worldwide
- Extreme Networks
- FCS Computer Systems
- Fluke Networks
- G-Tek
- Global Knowledge
- GlobeStar Systems, Inc
- GN Netcom, Inc.
- Heavy Water, Ltd
- IBM
- IEX Corporation
- Innovatia, Inc
- Integrated Research
- Intelligence Solutions
- Interallia
- ION Networks/Cryptek
- ipDialog, Inc
- IQ Services
- ISI Telemanagement Solutions, Inc
- IT Navigator LTD
- Komutel
- Lantana
- LifeSize Communications
- Media5
- Mertek Industries
- Microsemi AMMSG/PowerDsine
- Microsoft
- Motorola
- Multi-Tech Systems, Inc
- Mutare Software
- Mutual Telecom Services Inc
- NACR
- Nectar Services Group
- NetIQ
- NetLert Communications, Inc.
- Netversant
- Networks News
- NICE Systems
- Novus, LLC
- Nuance
- ObjectTel, Inc.
- OutPost Sentinel, LLC
- PAETEC
- Paragon
- Phoneware Limited
- Plantronics, Inc
- PoE Systems
- Polycom
- Pyramid Communication Services Inc
- Quagga Corp
- Qwest Communications
- RedSky Technologies
- Relational Technology Solutions
- Resource Software International (RSI)
- Sagemcom
- SAI
- Scannex LLC
- SDC Solutions, Inc
- SecureLogix Corporation
- Sennheiser Communications
- Sension Inc.
- SER Solutions, Inc
- Shared Technologies
- SKC Communications
- Smart Telecom
- Source, Inc
- Spectrum Corporation
- Sprint
- Starfish Associates
- Strategic Products and Services
- Stratus Technologies
- Symmetrics Business
- Symon Communications
- TANDBERG
- Tango Networks
- TASKE Technology
- Techni-Tool
- Technology Solutions Group
- Telecom Gear
- Telecom Reseller Monthly
- Twisted Pair Solutions
- telecommunication software gmbh
- TelStrat
- Teltronics Inc
- T-Metrics, Inc
- Tone Software
- TRCA-TDS
- TriNet Systems
- TS3
- Unimax Systems Corp
- Unique Communications
- Veramark Technologies
- Verint Witness Actionable Solutions
- Verizon
- The VIA Group
- Voice Mobility
- Voxify
- Windstream Communications
- WTC
- XETA Technologies, Inc

EXHIBIT PACKAGES

10' x 10' booth package: \$4,995

- 8' back drape, 3' high side rail draped dividers
- 7" x 44" identification sign
- Two (2) complimentary Full-Conference registrations
- Four (4) complimentary Exhibitor registrations
- Listing on InAAU, INNUA and INSIGHT 100 Websites
- Post-conference attendee list to include name, title, company and address in PDF

10' x 20' booth package: \$9,190 (\$4,595 per booth)

- 8' back drape, 3' high side rail draped dividers
- 7" x 44" identification sign
- Four (4) complimentary Full-Conference registrations
- Eight (8) complimentary Exhibitor registrations
- Listing on InAAU, INNUA and INSIGHT 100 Websites
- Post-conference attendee list to include name, title, company and address in PDF

20' x 20' booth package: \$15,980 (\$3,995 per booth)

- Eight (8) complimentary Full-Conference registrations
- Sixteen (16) complimentary Exhibitor registrations
- Listing on InAAU, INNUA and INSIGHT 100 Websites
- Post-conference attendee list to include name, title, company and address in PDF

SPONSORSHIP LEVELS

There are many benefits to being a Conference Sponsor — all providing maximum return on your investment. In addition to your company's sponsorship, you will receive the following added benefits and increased exposure prior to and during the conference.

Premier Sponsor: \$100,000 +
Elite Sponsor: \$50,000 - \$99,999
Advantage Sponsor: \$10,000 - \$49,999

- Logo inclusion and recognition as a Conference Sponsor in:
 - *Advance Program*
 - *Conference Program*
 - *Each issue of the Show Daily*
 - *General Session video loop*
 - *Entry-way to Exhibit Hall*
 - *Booth signage indicating that your company is a Conference Sponsor*
 - *Premier listing in Virtual Expo Center*

EXHIBIT HALL SCHEDULE*

Saturday, April 17, 2010

Exhibitor Set-up
8:00 a.m. – 5:00 p.m.

Sunday, April 18, 2010

Exhibitor Set-up
8:00 a.m. – 2:00 p.m.

Opening Reception in Exhibit Hall
6:00 p.m. – 8:00 p.m.

Monday, April 19, 2010

Exhibits Open
11:00 a.m. – 2:30 p.m.
(Complimentary lunch served in Exhibit Hall)

Tuesday, April 20, 2010

Exhibits Open
11:00 a.m. – 2:30 p.m.
(Complimentary lunch served in Exhibit Hall)

Microbrew Reception in Exhibit Hall
5:00 p.m. – 7:00 p.m.

**Exhibit hall hours subject to change*

SPONSORSHIP OPPORTUNITIES

- Ribbons with Conference Sponsor recognition for exhibitor personnel badges
- Complimentary Exhibit Hall Only badges to extend to customers
- Priority Points Awarded Towards 2011 Booth Selection:
 - Premier Sponsor: 4 points
 - Elite Sponsor: 3 points
 - Advantage Sponsor: 2 points

Wednesday, April 21, 2010

Exhibits Open

11:00 a.m. – 2:30 p.m.

(Complimentary lunch served in Exhibit Hall)

Exhibitor Teardown

2:30 p.m. – 8:00 p.m.

Thursday, April 22, 2010

Exhibitor Teardown

8:00 a.m. – 12:00 Noon

You've made the decision to exhibit at *The Art of Evolution/Global Connect 2010*. Now it's time to decide how you will make your company stand out among the competition. Whether you are a new company hoping to increase awareness, or an industry veteran looking to drive sales, we can customize a sponsorship package to help you achieve your company's marketing goals.

USB Sticks

\$45,000

To reduce our environmental footprint, this year's conference program will be available on a USB stick. As the sponsor, your company's logo will be prominently displayed on the USB stick and your company will also have the opportunity to include marketing collateral on the USB stick as well. This exciting new opportunity is sure to be a hit used throughout the conference and beyond.

LCD Video Kiosks

\$25,000

LCD TVs will be positioned around the Convention Center. Attendees will use these TVs as a resource to find information about special events and changes to the program. As a sponsor, your brand and message will be featured in the information loop, as well as incorporated into the kiosk design.

Opening Reception in Exhibit Hall

\$25,000

Attendees are always anxious to see all of the latest technologies available in the Exhibit Hall. Increase your company's exposure by sponsoring the ever popular, highly attended Exhibit Hall Opening Reception. Beverages and hors d'oeuvres will be served during this networking event. Signage recognizing your company as the sponsor will be placed throughout the hall. Catering staff will wear shirts with your company logo for added exposure.

Internet Café

\$15,000

Sponsor THE communication hub for conference attendees. The internet café is located in a high-traffic area of the conference and allows attendees to check email and surf the web. As the exclusive internet café sponsor your company will receive logo recognition at the café, as well as recognition and a hyperlink back to your company's website on the internet splash page.

Microbrew Reception Sponsor

\$5,000

Tuesday night from 5 - 7 pm we will be hosting a reception in the exhibit hall showcasing Colorado's finest microbrews. Attendees will be provided with a map of the trade show floor with special call-outs for reception sponsors and the microbrew available in their booth. This sponsorship is a great opportunity to entertain existing customers and attract new ones.

Water Bottles

\$20,000

Keep attendees hydrated at Denver's high altitude as the water bottle sponsor. Satisfy attendee's thirst and keep your name in front of attendees throughout the conference. Attendees will receive a co-branded water bottle in their conference bags.

Massage Station

\$8,000

After a long day of educational sessions and walking the Exhibit Hall, attendees will appreciate the opportunity for a complimentary massage courtesy of your company. Coupons will be distributed in the registration bags entitling each attendee to one free massage in your booth. Your logo will be placed on the signage directing attendees to your booth, as well as in the front of the Exhibit Hall.

Pocket Guide

\$7,500

As the Pocket Guide sponsor, your company will ensure attendees have quick access as to what is going on and where they need to be during the entire week. This handy pocket size guide will include the conference schedule at a glance and will conveniently fit inside the attendee badge holder so attendees will carry it with them everywhere. Take advantage of this opportunity to get your company in front of all attendees to receive constant exposure and remind them to visit your booth.

Show Daily Sponsorship

\$5,000

Get repeated exposure and share your company's knowledge capital. As the exclusive Show Daily sponsor, your company will have the opportunity to author a feature article for the Show Daily. Additionally, your company will receive three half page advertisements and logo recognition on all of the distribution bins and on the front page of each issue.

Banners

\$5,000 (quantities limited)

Maximize your brand exposure by sponsoring a banner with your company's logo and message. Your banner will be prominently displayed for all attendees to see multiple times a day in the Convention Center for the duration of the conference.

Breakfast Sponsorship

\$5,000 per day (three available)

Help attendees start their morning right by providing the most important meal of the day. Sponsorship includes logo on signage at your designated breakfast and option to provide marketing collateral to distribute at breakfast.

Lunch Sponsorship

\$5,000 per day (three available)

Reach a captive audience while attendees are enjoying complimentary lunch in the exhibit hall. As that day's lunch sponsor, your company will receive logo recognition at food stations. Your company will also have the opportunity to provide marketing collateral for placement at each table setting.

Break Sponsorship

\$2,500 (nine available)

Give your company exposure at the well-attended breaks with this sponsorship, which includes logo placement on signage at your designated coffee break and the opportunity to display your company's marketing collateral.

Light Box

\$3,000 (limit 1 per company)

Have your logo or advertisement illuminated on a 4' x 3' panel to catch attendee's eyes on a prominently located light box at the Convention Center.

TO TAKE ADVANTAGE OF ANY OF THESE OPPORTUNITIES, PLEASE CONTACT: CHRISTY SPAH

General Session Video

\$7,500 (three available)

Play a two minute video to a captive audience before a General Session. Video must be provided by the sponsor and approved by InAAU, INNVA and INSIGHT 100.

Registration Bag Insert

\$2,500

Be sure to reach every attendee by including your company's marketing collateral in the registration bag. Inform attendees of your product or service offerings and drive them to your booth to learn more. Sponsor to provide marketing collateral.

Guest Room Advertising

\$2,500 (quantities limited)

Broadcast your company's promotional message on one of the guest room television channels to all conference attendees staying at the official conference hotels. Your advertisement may come in the form of an advertising spot, video or PowerPoint presentation converted to video. A great opportunity to reach a large audience!

Conference Wireless

\$7,500

Be the exclusive wireless sponsor at the convention center and give attendees the benefit of wireless Internet at their fingertips. As the wireless sponsor, your company logo will appear on the splash page when attendees log on to the internet.

Giveaway Item

Provide all conference attendees with a give-away from your company. As an item sponsor your company's logo will be co-branded with the conference logo on the giveaway item and included in attendee registration bags distributed to all conference attendees.

Luggage Tags: \$5,000

Pens: \$4,000

Highlighters: \$4,000

Post-It Notes®: \$3,000

Note: All sponsorship pricing subject to change based on exact specifications.

Passport to Prizes Program

\$500 each (45 available)

Year after year, this is an attendee favorite and provides participating vendors premium exposure and a guarantee that attendees will visit your booth. Make sure your company is one of the exhibitors listed on the "passport" that all attendees will receive in their registration bag. Draw hundreds of attendees to your booth to get their passport stamped and gain additional exposure when the prize you provide is raffled off by a representative from your company in front of all attendees in the Exhibit Hall.

Conference Program Advertising

Place a full-page or half-page advertisement in the electronic Conference Program. This opportunity provides high visibility and will place your company's message in front of all conference attendees. Take advantage of this opportunity for repeated exposure as attendees reference the Conference Program throughout the week.

Full-Page Ad: \$3,000

Half-Page Ad: \$1,750

Show Daily Advertising

The Show Daily is an invaluable resource for thousands of conference attendees. It provides the most complete and timely source of information about daily activities at the annual conference. Published Monday through Wednesday mornings, the Show Daily serves as an excellent vehicle for vendors to promote their products, services and special events.

Full Page Ad: \$2,000 one ad; or
\$4,000 one ad per issue,
three issues total

Half Page: \$1,500 one ad; or
\$3,000 one ad per issue,
three issues total

Quarter Page: \$1,000 one ad; or
\$2,000 one ad per issue,
three issues total

EXHIBIT SPACE CONTRACT



CONFERENCE: April 18 – 22, 2010 Colorado Conference Center
TRADE SHOW: April 18 – 21, 2010 Denver, Colorado

Company Information

All future correspondence including booth confirmation and an Exhibitor Services Manual will be sent to the contact information below.

COMPANY NAME

ADDRESS

CITY

STATE

ZIP

COUNTRY

PHONE

FAX

CONTACT NAME

TITLE

E-MAIL

WEB ADDRESS

Are you a current Avaya Connect Partner? Yes No

Are you a current Avaya DevConnect Partner? Yes No

Booth Selection

All applications must be accompanied by a non-refundable full payment. Booths will not be reserved if the full payment is not received.

- 10' x 10' booth space \$4,995
 10' x 20' booth space \$9,190 (\$4,595 per booth)
 20' x 20' booth space \$15,980 (\$3,995 per booth)

Do not locate us near the following companies:

Payment Information

All applications must be accompanied by a non-refundable full payment. Booths will not be reserved if the full payment is not received.

- Check (payable to INNUA) Visa MasterCard AMEX

US\$

AMOUNT TO CHARGE

CREDIT CARD NUMBER

EXP

NAME ON CARD

SIGNATURE

Acceptance

We, the authorized representative of the undersigned company, on behalf of said company subscribe and agree to all terms, conditions, authorizations and covenants obtained in this Contract and the Rules and Regulations governing The Art of Evolution/Global Connect 2010.

SIGNATURE

DATE

RETURN THIS CONTRACT WITH PAYMENT TO:

International Nortel
Networks Users Association
(INNUA) Exhibits
1296 Paysphere Circle
Chicago, IL 60674

Attn: Christy Spahn
Fax: 312.673.6935
E-mail: cspahn@innua.org

EXHIBIT RULES & REGULATIONS



THE ART OF EVOLUTION GLOBAL CONNECT 2010

CONFERENCE: April 18–22, 2010
TRADE SHOW: April 18–21, 2010

Colorado Conference Center
Denver, Colorado

The following Rules & Regulations are a part of the Application & Contract for Exhibit Space for the InAAU, INNUA, and INSIGHT 100 conference and trade show to be held, April 18-22, 2010 at the Colorado Convention Center, in Denver, Colorado. Hereafter the conference and trade show shall be referred to as "Event," and InAAU, INNUA, and INSIGHT 100 shall be referred to as "Show Management."

By signing the Application & Contract for Exhibit Space, Exhibitor agrees to abide by these Rules and Regulations. After completing the Application to Exhibit, please forward these Rules & Regulations to the person(s) in charge of your exhibit at the Event.

1. NATURE OF EXHIBITION

Show Management's objective is to showcase products and services that support our members' business information technology strategies. Exhibitors include companies that offer products and services that complement Avaya offerings, such as: networking, IP telephony, security, wireless and mobile computing.

2. ELIGIBILITY

The technical exhibit area is open to Exhibitors whose products and services are directly related to the voice, data, and information technology fields. Show Management reserves the right to refuse rental of display space to any company whose display of goods or services is not, in the opinion of Show Management, compatible with the general character and objectives of Show Management. Application for space is not an assurance of eligibility. All applications are subject to review and Show Management reserves the right to refuse any application for any reason as deemed appropriate. Show Management reserves the right to revoke exhibit privileges based on intellectual property violations, unfair trade practices or other activities in the industry deemed illegal, unethical or contrary to the best interests of Show Management or its sponsors.

Show Management reserves the right to remove, at Exhibitor expense, any merchandise deemed as not suitable for display at the Event. Show Management reserves the right to revoke a company's exhibit agreement should the company's products and/or services be considered ineligible by the terms listed above.

3. EXHIBIT INFORMATION

All exhibits are to be kept intact until the closing of the Event. No part of an exhibit shall be removed during the exposition without special permission from Show Management. Any Exhibitor who begins the dismantling of their display before the close of the show will jeopardize their eligibility to participate in future Events. All freight must be removed from the Convention Center by 12:00 p.m. Thursday. If exhibits are not removed by this time, Show Management has the right to remove freight and charge the expense to the Exhibitor.

4. BOOTH RENTAL RATES AND PAYMENTS

To confirm exhibit space and sponsorships, full payment must accompany the Application to Exhibit. No space will be assigned without the appropriate payments accompanying the application. If any Exhibitor fails to perform any other term or condition of the contract, or fails to observe and abide by these Rules & Regulations, Show Management reserves the right to terminate the contract immediately without refund of any monies previously paid.

5. CANCELLATIONS

To confirm exhibitor participation, full payment must accompany the Application to Exhibit. If Exhibitor participation is canceled at any time, the exhibitor will be responsible for the entire contracted exhibit fee. Cancellations must be directed in writing to Show Management. Show Management assumes no responsibility for including the name of the canceled sponsor or a description of their products in the show catalog, brochures, news releases or any other materials concerning the event.

If space is canceled by the Exhibitor, Show Management has the right to resell the space and retain all revenue collected. Show Management, in the event of conflicts regarding space requests or conditions beyond its control, reserves the right to rearrange the floor plan in the best interest of the show. Also, Show Management may relocate any exhibit at any time with the understanding that, if the Exhibitor does not agree with such relocation, his deposit and/or full payment for exhibit space will be refunded. Any space not claimed and occupied for which no special arrangements have been made prior to 12:00 p.m., Monday (opening day of the show), may be resold or assigned by Show Management without obligation on the part of Show Management for any refund whatsoever.

6. BOOTH CONSTRUCTION RULES

Exhibitors will be bound by the booth construction rules, which will be included in the Exhibitor Services Manual. The Exhibitor Services Manual will be emailed to the contact person provided by the exhibitor approximately three months prior to the show. In addition, all Exhibitors are required to provide some form of floor covering in their booth, which must reach aisle to aisle. Bare concrete will not be allowed. The Exhibitor will also be responsible for any cost necessary to finish off the unsightly back wall and open area behind their pop-up, and/or hard wall structure. No cartons may be stored behind the booths.

7. SPACE ALLOCATION PROCEDURE

Exhibitors will have the opportunity to select their booth location through an online space selection process. Appointment times for space selection will be set by Show

Management. Factors contributing to the order in which appointment times are assigned include, but are not limited to, past exhibit and sponsorship support of InAAU, INNUA, and INSIGHT 100, the date Application to Exhibit was received, booth size, etc. Applications received after initial space assignment will be assigned space on a first-come, first-serve basis.

8. SUBLETTING OF EXHIBIT AND PROHIBITED USES

Exhibitors are prohibited from assigning or subletting a booth or any part of the space and/or sponsorships allotted to them. Nor shall they exhibit or permit to be exhibited in their space any merchandise or advertising materials which are not part of their regular products and services, or which are not compatible with the character of Show Management, without a written request and approval from Show Management. Show Management reserves the right to terminate any portion of the exhibit that is not in accordance with these Rules & Regulations without prior approval.

9. INSURANCE AND LIABILITY

Neither Show Management, its Event attendees, officers, representatives or employees, nor the Conference Facility/Hotel, nor General Contractors representatives, or employees, will be responsible for any injury, loss, or damage that may occur to the Exhibitor or the Exhibitor's employees or property from any cause whatsoever, prior, during, or subsequent to the period covered by the exhibit contract. It is understood by the Exhibitor that the nature of the facilities available, the presence and circulation of large numbers of people, the difficulty of effective supervision over the protection of large numbers of removable articles in many booths, and various other factors, make it reasonable that each Exhibitor shall assume the risk of any such injury, loss or damage. The Exhibitor, by signing the Application & Contract for Exhibit Space, thereby assumes such risk and expressly releases and agrees to indemnify Show Management and its members, officers, representatives, and employees from any and all claims for any such loss, damage, or injury. Show Management reserves the right to modify these Rules and Regulations, or any part of them, if ordered to do so by an authorized Government official and Show Management shall not be liable to any Exhibitor for any loss or damage resulting from such modifications. Perimeter guard service will be furnished, but the furnishing of security personnel shall not be deemed to affect the non-liability of Show Management and its members, officers, representatives, and employees; the official service contractors; the Conference Facility/Hotel, its officers, representatives and employees; nor to modify in any way the assumption of risk and release provided for above. If insurance is desired, it must be placed by the Exhibitor.

It is recommended that Exhibitors take precautionary measures of their own, such as the securing of small or easily portable articles of value and the removal of them to a place of safekeeping after exhibit hours. In the case that said premises shall be destroyed by fire or the elements or by any cause, or in the case of Government intervention regulation, military activity, strikes, or any other circumstances that make it impossible or inadvisable for Show Management to hold the show at the time and place provided in the Application & Contract for Exhibit Space, then and thereupon the contract shall terminate and the Exhibitor shall waive any claim for damages or compensation, except the prorated return of the amount

paid for space, after deduction of actual expenses incurred in connection with the show, and there shall be no further liability in the part of either party. It is recommended that Exhibitors obtain adequate insurance coverage at their own expense for property loss or damage and liability for personal injury. If for any reason beyond Show Management's control, Global Connect must be cancelled, shortened, delayed or otherwise altered or otherwise changed, Exhibitor understands and agrees that all losses and damages which it may suffer as a consequence thereof are its responsibility and not that of Show Management or its event manager SmithBucklin, or their respective directors, officers, employees or agents. Exhibitor understands that it may lose all monies it has paid to Show Management for space in the exhibition, as well as other costs and expenses it has incurred, including travel to the show, setup, lodging, freight, employee wages, etc.

10. PROHIBITION OF SELLING PRODUCTS AND TAKING ORDERS FOR SHOW DELIVERY

Show Management provides exhibit space for Exhibitors to display and demonstrate products on the basis of their potential informational and commercial value, and not for the purpose of direct or on-site commerce. Sales transactions involving the exchange of products for payment are prohibited.

11. USE OF SPACE — GENERAL

All marketing activities of each Exhibitor on the Exhibit Hall floor must be confined to the Exhibitor's allotted booth space. Demonstrations in booths must be designed to take place and keep the audience within the existing booth space to allow free access in aisles. The Exhibit Hall should be viewed as a place of business; business casual attire is appropriate. Booth personnel must be modestly and appropriately clothed. If clarification is needed on a specific activity, please submit it to Show Management for approval.

12. USE OF InAAU, INNUA and INSIGHT 100 NAMES

InAAU, INNUA and INSIGHT 100 are trade names belonging to each respective organization. Participation by an Exhibitor in the Event does not entitle the Exhibitor to use such names other than with reference to the Exhibitor's participation as an Exhibitor. Participation in the Event does not imply endorsement or approval by Show Management of any product, service, or participant and none shall be claimed by any participant. In addition, all former names of the associations are prohibited.

13. AUDIO VISUAL AND SOUND REGULATIONS

Audiovisual and other sound and attention getting devices and effects will be allowed by Show Management if the Exhibitor Manager determines that they do not interfere with activities of neighboring exhibitors. Operational equipment demonstrated may not create noise levels objectionable to neighboring exhibitors.

14. PHOTOGRAPH AND TELEVISION COVERAGE

Arrangements for photography, television and all other media coverage, must be requested and given written consent by Show Management prior to the Event start date.

15. RAFFLES/GIVEAWAYS

All prize giveaway announcements will be subject to Show Management approval prior to the show and must be of a certain value to be considered. All other giveaways must be kept to the confines of each exhibitor's booth. It is the responsibility of the exhibitor to follow through with winners on in-booth prize giveaways.

16. CONFLICTING EVENTS

Exhibitors are prohibited from scheduling private functions, cocktail parties, hospitality suites, special events or otherwise encourage absence of members, exhibitors or attendees during Show Management conference hours, or the hours of Show Management sponsored events. Any company found in violation of this policy will jeopardize current and future participation in Events.

17. AMERICANS WITH DISABILITIES ACT (ADA)

Exhibitors shall be responsible for making their exhibit accessible to persons with disabilities as required by the Americans with Disabilities Act (ADA) and shall hold Show Management harmless from any consequences of exhibiting companies who fail in this regard.

18. INTELLECTUAL PROPERTY MATTERS

The Exhibitor represents and warrants to Show Management that no materials used in or in connection with their exhibit infringe the trademarks, copyrights (including, without limitation, copyrights in music and other materials used or broadcast by Exhibitor) or other intellectual property rights of any third party. The Exhibitor agrees to immediately notify Show Management of any information of which the Exhibitor becomes aware regarding actual or alleged infringement of any third party's trademarks, copyrights or other intellectual property rights. The Exhibitor agrees to indemnify, defend and hold Show Management, its agents, successors and assigns harmless from and against all losses, damages and costs (including reasonable attorneys' fees) arising out of or related to claims of infringement by Exhibitor of the trademarks, copyrights and other intellectual property rights of any third party. Notwithstanding the foregoing, Show Management shall not be liable for and expressly disclaims all liability for infringement or alleged infringement of the trademarks, copyrights or other intellectual property of any third party arising out of the actions of an Exhibitor.

19. GENERAL

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