



SDC

WorldCongress

ENTERPRISE DATA SECURITY **2008**

Exhibition & Conference

December 9-10, 2008 / Jacob K. Javits Convention Center / New York City



WorldCongress
ENTERPRISE DATA SECURITY 2008

New York City December 9-10

A new event brought to you by the leaders in IT security information

SC Magazine is focused exclusively on the IT security community. Over the last 20 years, it has established an unparalleled reputation for delivering the highest quality information to IT security professionals. This reputation has been built on the successful development of a range of trusted products and services that help the IT security professional do their jobs better.

SC Magazine provides IT security pros with convenient access to the information they need to perform at the highest level – in whatever format they want it: in print, online and face to face.

SC World Congress is brought to you by SC Magazine and the SC branded website, online events, lead generation programs, email newsletters, face-to-face events and other information products.

SC Magazine provides unequalled reach into the working lives of IT security pros and has established a valued relationship with them. Every month, over 100,000 of your potential customers use SC products to access the business intelligence they need to make critical strategic security decisions.

SC World Congress expands that relationship by providing a fresh environment in which security pros can network, see the latest products and services, and learn from leading experts and innovators.

SC World Congress is designed by industry experts who understand the issues and can translate them into a leading program of conference sessions and other learning experiences. SC World Congress is backed by an extensive targeted marketing campaign that will touch IT security professionals a staggering 1.5 million times in advance of the event to communicate the huge value of attending.



The Javits Convention Center in New York City will host SC World Congress 2008

Located in New York City at the heart of world commerce, SC World Congress serves the requirement for an expo and conference that focuses on the real information needs of IT security and corporate management. Within a three hundred mile radius of New York City sits the largest concentration of corporate headquarters and federal/local government offices in the United States. This is where the need for the latest technologies and solutions to protect valuable data is at its highest and where the budgets supporting information security are the largest.

We will deliver the audience...

SC Magazine surrounds the IT security buyer with information products and services that they have learned to trust over 20 years.

SC Magazine has a qualified database of 93,000 U.S.-based IT security pros.

SC Magazine has an audited readership of 50,000+ individual subscribers .

Over 62% of SC Magazine's readership is employed in government, finance, health care and education. These are the verticals most concerned with legislative compliance and intellectual property protection – the two biggest drivers for enterprise IT security expenditure. These industries are also highly concentrated in and around New York.

SC online serves 50,000 active unique visitors to its website every month.

SC World Congress is backed by a five-month marketing campaign that will deliver over 1.5 million targeted messages and will incorporate every aspect of SC's multiple touch points with the IT security professional community.

...in an environment that's conducive to doing business...

SC World Congress is strategically located in New York, the only event in this important location exclusively created for IT security professionals.

It is located in a self-contained environment designed to create an intimate and business-like community atmosphere.

A conference program has been especially created using SC's established relationships with trusted and knowledgeable industry experts.

Add to this, a focus on providing a unique perspective that balances the latest products and solutions with real-world commercial benefits and case studies to support the business case through the decision-making process.

...at a price that makes sense

High value Platinum, Gold and Silver Partnership packages.

Competitive booth rates.

Multiple sponsorship opportunities.



SPONSORSHIP

PLATINUM SPONSORSHIP

Limited to six (6) companies

- 20' x 20' exhibit space
- Full-page/4-color Directory ad
- One speaking slot in Conference program
- Logo placement on all marketing material
- Five (5) full Conference passes
- Banner placement in prominent exhibit hall location
- One (1) time use of attendee list
- One (1) dedicated email promoting your speaking session

Investment \$35,000
(\$64,500 value)

GOLD SPONSORSHIP

- 10' x 20' booth area
- Full-page/4-color Directory ad
- Logo placement on all marketing material
- Two (2) full Conference passes
- One (1) principle sponsor of SC Newswire

Investment \$15,000
(\$22,800 value)

SILVER SPONSORSHIP

- 10' x 10' booth area
- Logo on event website/ onsite signage
- Two (2) full conference passes
- One (1) associate sponsor of SC Newswire

Investment \$7,000
(\$9,100 value)

Booths

10' x 10' BOOTH UNIT

\$4,100 (Booked before May 30, 2008)

\$4,500 (Booked after May 30, 2008)

10' x 20' BOOTH UNIT

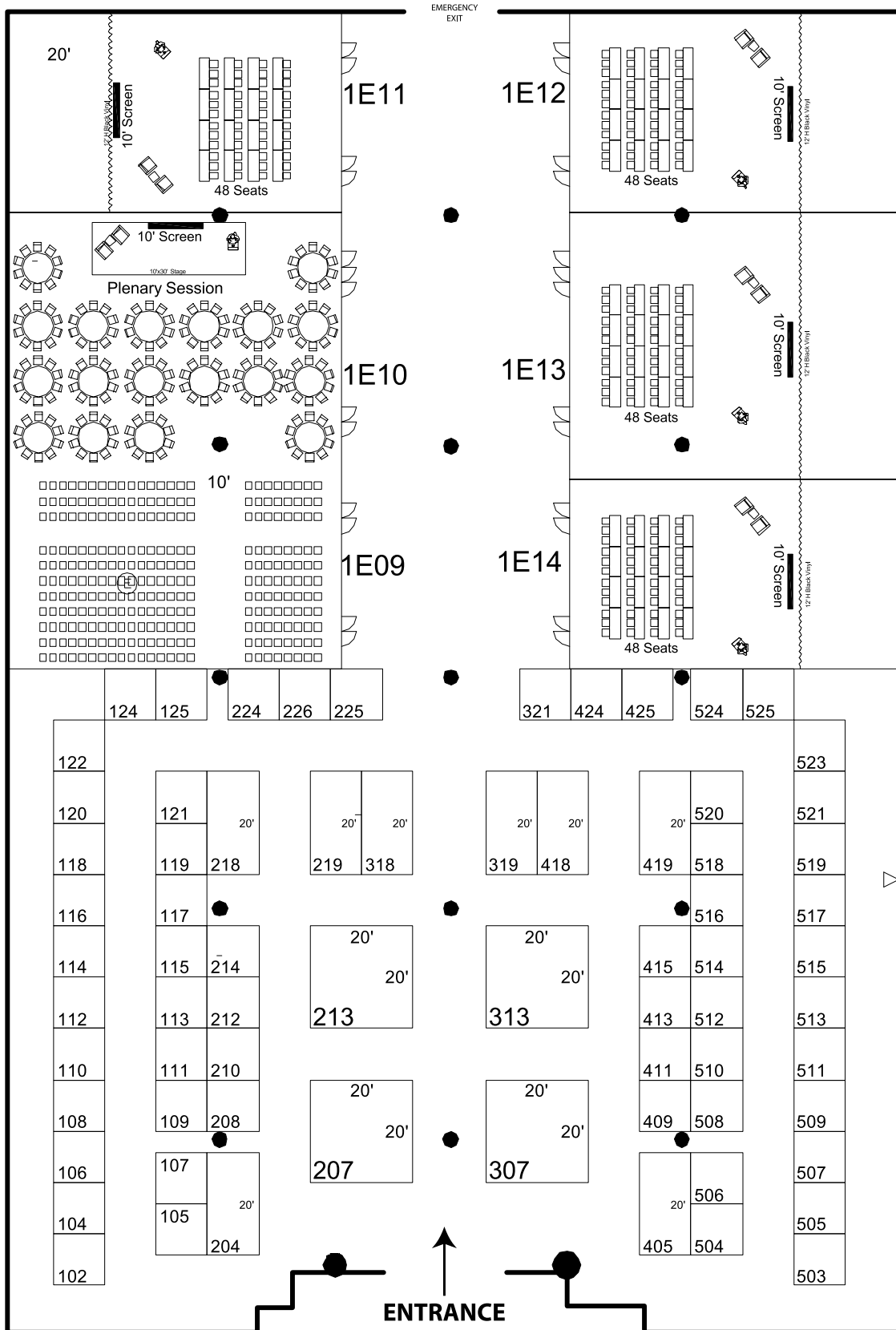
\$8,200 (Booked before May 30, 2008)

\$9,000 (Booked after May 30, 2008)

20' x 20' BOOTH UNIT

\$20,500

Floorplan



For more information on sponsorship opportunities and booth sales at SC World Congress 2008, please contact Mike Alessie at mike.alessie@haymarketmedia.com, or call him at 646-638-6002.



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(For Office Use Only)

Client No: _____ Received _____

Sq. Ft.: _____ Dimensions: _____

Booth No.: _____ Total Cost: _____

Accepted By: _____ Date: _____
(For Haymarket Media)

**Exhibition & Conference • December 9-10, 2008
Jacob K. Javits Convention Center • New York City**

INFORMATION

The undersigned, hereafter called the "exhibitor," hereby applies for space at the SC WORLD CONGRESS 2008 to be held at the Javits Convention Center, Dec. 9-10, 2008.

Company Name: _____

Exhibitor Contact: _____ Title: _____

Address: _____

City: _____ State: _____ ZIP: _____

Phone No.: _____ Fax: _____ Email: _____

Additional Exhibitor Contact: _____ Title: _____

Phone No.: _____ Fax: _____ Email: _____

BILLING CONTACT (IF DIFFERENT FROM ABOVE): _____

Phone No.: _____ Fax: _____ Email: _____

BOOTH PREFERENCE & SIZE

1st Choice booth number: _____ 2nd Choice booth number: _____ 3rd Choice booth number: _____

Please select a size option: 10'x10' booth unit 10'x20' booth unit 20'x20' island unit

BOOTH RATES

	10'x10' booth unit	10'x20' booth unit	20'x20' island unit
Booked before May 30, 2008	\$4,100	\$8,200	\$20,500
Booked after May 30, 2008	\$4,500	\$9,000	\$20,500

PREMIER SPONSORSHIP AND BOOTH PACKAGES

Platinum Sponsor @ \$35,000 (includes 20'x20' booth) **Gold Sponsor** @ \$15,000 (includes 10'x20' booth) **Silver Sponsor** @ \$7,000 (includes 10'x10' booth)

PAYMENT

Total cost: \$ _____ (U.S. funds) Initial payment: \$ _____ (U.S. funds) for 50% of the space rental will be invoiced immediately on signing. The 50% balance is due on Sept. 19, 2008.

Check (Your check must be made payable to: Haymarket Media, Inc.) **Credit Card:** Visa AMEX MC

Credit Card #: _____ V Code: _____ Expiration Date: _____

Cardholder Name: _____ Cardholder Signature: _____

This contract shall not be binding unless and until it is accepted and approved in writing by SC World Congress event management. The rules and regulations constitute part of this contract and the exhibitor agrees to abide and conform hereto.

Name: _____ Title: _____

Signature: _____ Date: _____

CANCELLATION POLICY

All cancellations must be submitted in writing. Cancellation fees are as follows:
For cancellation received in writing before June 30, 2008: 30%. For cancellation received in writing after June 30, 2008, but before September 19, 2008: 75%. For cancellations received in writing after September 19, 2008: 100%.

PAYMENT POLICY

Please fax this signed contract to: 646-638-6150, attn. Mike Alessie.
Or please mail this signed contract and payment (check made payable to: Haymarket Media, Inc.) to: Mike Alessie, Haymarket Media, Inc., SC World Congress, 114 West 26 Street, 4th floor, New York, NY 10001
Sales: 646-638-6002

HAYMARKET MEDIA, INC. STANDARD TRADE SHOW EXHIBITOR CONTRACT – REQUIRED TERMS AND CONDITIONS

Defined Terms

The term "Event" means SC World Congress 2008, currently scheduled to be held December 9-10, 2008 at the Jacob K. Javits Convention Center. The Event is produced by Haymarket Media, Inc. As used hereinafter, the term "Organizer" means Haymarket Media, Inc. and each of [its/their respective] officers, directors, shareholders, agents, affiliates, representatives, employees and assigns, unless the context requires otherwise. The term "Exhibitor" means, collectively, (i) the company or person that applied for exhibit space rental and agreed to enter into this contract upon acceptance by Haymarket Media, Inc. in the manner stated below and (ii) each of its officers, directors, shareholders, employees, contractors, agents, representatives and/or invitees, as applicable.

Contract Acceptance

This contract shall become binding and effective only when it has been signed on the facing page by Exhibitor and counter-signed on the facing page by a duly authorized representative of Haymarket Media, Inc.

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, damage 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 area), including any subrogation claims by its insurer. Neither Organizer nor the Exhibit Facility accepts responsibility, nor is a bailment created, for property delivered by or to Exhibitor. Neither Organizer nor the Exhibit Facility 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, losses, damages and liabilities described in this paragraph.

Limitation of Liability

Under no circumstances shall Organizer 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, whether or not apprised of the possibility of any such lost profits or damages. In no event shall Organizer's maximum liability under any circumstance exceed the amount actually paid by Exhibitor for booth space rental pursuant to this contract. Organizer makes 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

Haymarket Media in its sole discretion determines whether a prospective exhibitor/sponsor is eligible to participate in the Event. Haymarket Media reserves the right to restrict or remove any exhibit which they believe is objectionable or inappropriate.

Assignment of Space

Exhibit space shall be assigned by Haymarket Media in its sole discretion for the Event and for the Event Dates only. Any such assignment does not imply that similar space will be assigned for future Events. Management reserves the right to change the floor plan or to move an Exhibitor to another booth location prior to or during the Event.

Cancellation by Exhibitor

If Exhibitor desires to cancel this agreement, Exhibitor may only do so by giving notice thereof in writing sent to the Organizer with evidence of receipt. In such case, Exhibitor will continue to be liable for 100% of the total exhibit fee unless the written notice of cancellation is received by the Organizer. Exhibitor is responsible for all booth and promotional fees incurred prior to and including cancellation date. Non-refunded deposits and payments are not applicable toward payment for space at future shows. Please see contract for cancellation terms.

Cancellation by Haymarket Media

If Exhibitor fails to make a payment required by this contract in a timely manner, Haymarket Media may terminate this contract without further notice and without obligation to refund monies previously paid.

Cancellation of the Event

If Haymarket Media cancels the Event due to circumstances beyond the reasonable control (such as acts of God, acts of war, acts of terrorism, governmental emergency, labor strike or unavailability of the Exhibit Facility), Haymarket Media 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 Organizer to Exhibitor. Haymarket Media reserves the right to cancel, re-name or re-locate the Event or change the dates on which it is held.

Listings and Promotional Materials

By exhibiting at the Event, Exhibitor grants to Organizer a fully-paid, perpetual non-exclusive license to use, display and reproduce the name, trade names and product names of Exhibitor in any directory (print, electronic or other media) listing the exhibiting companies at the Event and to use such names in promotional materials. Haymarket Media 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. Haymarket Media may also take photographs and/or video of Exhibitor's booth space, exhibit and personnel during, before or after the open hours of the Event and use such photographs and/or video for any promotional purpose.

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 Exhibitor.

Exhibitor Service Manual

Approximately two (2) months from the Event, Haymarket Media 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 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, 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 Haymarket Media in its sole discretion. Haymarket Media 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 Haymarket Media as soon as these additional rules or regulations are communicated to Exhibitor. This contract (including the Exhibitor Service Manual and any additional rules or regulations adopted by Haymarket Media from time to time) states the entire agreement of the parties with respect to the subject matter hereof.

Operation of Exhibits

Exhibits must be designed and operated in a manner that respects other exhibitors and attendees.

Receipt and Removal of Freight

All freight must be plainly marked with the exhibitors name and booth number. All freight must be received and delivered to the exhibit area by qualified union labor.

Fire and Safety Laws

Federal, state and city laws must be strictly observed.

Liability and Insurance

The exhibitor and its authorized contractors agree to carry personal and property damage liability and worker's compensation insurance and to indemnify and hold harmless Haymarket Media, the exhibitor facility and their contractors, agents and employees against all claims, losses, suits, damages, judgments, expenses and charges of every space contracted for by reason of personal injury, death or property damages sustained by any person(s).

