



WorldCongress
 ENTERPRISE DATA SECURITY **2009**
 CONFERENCE & EXPO

(For Office Use Only)

Client no: _____ Received _____

Sq. ft.: _____ Dimensions: _____

Booth no.: _____ Total cost: _____

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

Exhibition & Conference • October 13-14, 2009
Sheraton New York Hotel & Towers • New York City

INFORMATION

The undersigned, hereafter called the "exhibitor," hereby applies for space at the SC WORLD CONGRESS 2009 to be held at the Sheraton New York Hotel & Towers, Oct. 13-14, 2009.

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: **8'x10' booth unit** **8'x20' booth unit**

BOOTH RATES

8'x10' booth unit	8'x20' booth unit
<input type="checkbox"/> \$5,450	<input type="checkbox"/> \$10,900

PREMIER SPONSORSHIP PACKAGES

Platinum (8'x20' booth unit)	Gold (8'x20' booth unit)	Silver (8'x10' booth unit)
<input type="checkbox"/> \$25,000	<input type="checkbox"/> \$16,000	<input type="checkbox"/> \$8,000

PAYMENT

Total cost: \$ _____ (U.S. funds) Initial payment: \$ _____ (U.S. funds) for 50% of the space rental/sponsorship will be invoiced April 3, 2009. The 50% balance is due on June 19, 2009. Companies contracted after June 19, 2009 will be invoiced for full payment.

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.
 25% due for cancellations received in writing prior to April 30, 2009.
 75% due for cancellations received in writing after April 30, 2009, but before July 31, 2009.
 100% due for cancellations received in writing after July 31, 2009.

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 2009, currently scheduled to be held October 13-14, 2009 at the Sheraton New York Hotel & Towers - New York City. 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).



Haymarket Media, Inc. 114 West 26 Street, 4th floor, New York NY 10001
Tel: 646-638-6000 • Fax: 646-638-6115 • www.haymarket.com