

SID '07 APPLICATION FOR EXHIBIT SPACE

We hereby apply for exhibit space at the SID International Symposium, Seminar, and Exhibition (May 20-25, 2007 at the Long Beach Convention and Entertainment Center in Long Beach, California). We agree to abide by the Conference Exhibit rules as stated on the reverse side of this contract form.

Name of Company _____
Street Address _____
City, State, Zip Code _____
Company Contact _____
Telephone _____ Fax _____ Email _____
Web-site _____

We will exhibit and/or demonstrate the following products or services:

We would like to reserve _____ square feet of space at \$36 per square foot *

Sustaining members receive a 10% discount on rental space. Please check with SID Headquarters at (408) 977-1013, fax: (408) 977-1531, e-mail: jenny@sid.org, if you would like to confirm that your company is a current Sustaining Member.

Cost for rental space	\$ _____
10% discount, if applicable	\$(_____)
Subtotal (Total rental cost minus deduction)	\$ _____
Total	\$ _____

Enclosed is our check for \$ _____

Booth Number(s) Desired (in priority order):

1. _____ 2. _____ 3. _____ 4. _____ 5. _____ 6. _____ 7. _____

Complete application in full and return with payment by **March 5, 2007**.
Payments not received by March 5, 2007 will result in a forfeit of reserved booth space.

MAKE CHECK PAYABLE TO SID Symposium.

A countersigned copy will be sent to you as acceptance of this application.

Acceptance of this application/contract (to which full payment of exhibit space rental is attached) by the 2007 SID International Symposium and Exhibition converts this application into a binding contract between the exhibitor and the 2007 SID Symposium and Exhibition, covering all aspects of this contract -- including the booth rental and the rules and regulations detailed on the reverse side.

Credit Card# _____ Expiration Date _____

Authorized by: _____
Signature _____ Date _____

Send this application with payment to:

SID Symposium
Attn.: Danielle Rocco, Exhibit and Advertising Sales Manager
411 Lafayette Street, Suite 201
New York, NY 10003
Fax: 212-460-5460

CONFIRMATION (To be completed by SID Exhibit Coordinator)

Booth Number(s) Assigned: _____

Signature/Date _____

Name and Title _____

EXHIBIT RULES
2007 SOCIETY FOR INFORMATION DISPLAY
SYMPOSIUM AND EXHIBITION

1. **Exhibitor Agreement**: This agreement is made between Society for Information Display (herinafter "SID") and the firm name below (herinafter "Exhibitor"). Exhibitor agrees to comply with the terms and conditions of this Agreement, including the conditions described in Attachment "A", as described below. This Agreement shall become binding upon acceptance by SID.

2. **Terms and Conditions**: The purpose of the 2007 SID International Symposium, Seminar, and Exhibition is to display systems, equipment, and components strictly pertinent to electronic information displays. To assure that the exhibition will retain a professional character, the Exhibit Manager reserves the right at his/her sole discretion, to decline acceptance of applications and to limit attendance to qualified personnel by controlled registration of visitors, to revise floor plans, to shift exhibits, to disapprove any exhibit that is reserved, and those items further described in Attachment "A" of this Agreement which is deemed to be part of this Agreement as though fully set forth herein. Additionally, no recruitment will be allowed in any booth. SID reserves the right at its sole discretion, to decline acceptance of an application.

All applications for exhibit space at the Symposium and Exhibition must be completed based on this Agreement. Authorization to permit multiple sites is subject to the sole discretion of SID.

3. **Nondiscrimination**: SID is committed to equal opportunity for all and wishes to affirm its goal of promoting equal opportunity to all exhibitors. SID does not discriminate based on an exhibitor's race, color, religion, sex, pregnancy, sexual orientation, national origin, transgender status, ancestry, citizenship, age, physical or mental disability, marital status, medical condition, or any other characteristic protected by state or federal law.

4. **Fees**: The fees for exhibit space are designated in Attachment "A". All expenses are the responsibility of the participating Exhibitor.

5. **Payment**: Payment of all fees shall be made in U.S. currency, credit card payment, or a check payable to SID. Full payment must be received before Exhibitor's participation in Symposium and Exhibition can be confirmed. This Agreement shall serve as your invoice.

6. **Care of Premises**: Exhibitor shall not paste, nail or other wise affix any exhibition sign or other material to walls, doors, or other surface on the exhibition property that is supplied by SID or to any other part of the conference site. Exhibitor shall be liable for any damages caused by failure to adhere to this provision. Additional obligations regarding the care of the exhibition premises are described in Attachment "A". SID reserves the right to make any reasonable changes in the rules necessary to ensure the health and operation and all Exhibitors will be advised of such changes.

7. **Force Majeure**: SID shall not be responsible for any loss, damage or delay due to strike, lockouts, Acts of God, government restrictions, enemy action, civil commotion, unavoidable causality or other causes similar or dissimilar, beyond the control for SID.

8. **Liabilities**: SID will provide regular security services at entrance to the exhibition area but such service may or may not be provided in the exhibition area and such services do not guarantee against theft or damage. Neither SID nor the Long Beach Convention and Entertainment Center shall be liable for any lost shipments, coming or going, governmental charges or fines, maintenance, usage of the facility, moving costs, damages, injury, breakage, or loss to Exhibitor's properties, persons conducting or otherwise participating in the conduct of the exhibit, or invitees to the Exhibitor's space. Exhibitor shall indemnify SID against, and hold it harmless from complaints, damages, or liabilities resulting from the negligence of conduct of Exhibitor and/or Exhibitor's employees, agents or representative in connection with their exhibit in the Long Beach Convention and Entertainment Center. Exhibitor must ensure that booths are staffed at all times during the published exhibition hours.

SID shall in no event be liable for any indirect, incidental, special or consequential damages, or damages for loss of profits, revenue, data, or use incurred by an Exhibitor, whether in action, in contract or tort, even if SID has been advised of the possibility of such damages. SID's liability for damages hereunder shall in no event exceed the amount of fees paid by Exhibitor under this Agreement.

9. **Additional Requirements**: Exhibitor shall comply with all fire laws, electrical code requirements and all other applicable rules and regulations, codes or statues with respect to the installation, conduct and dismantling of the exhibit. Exhibitor shall also comply with all requests of SID and the Long Beach Convention and Entertainment Center officials with respect to the installation, conduct and dismantling of an exhibit. SID and/or Long Beach Convention and Entertainment Center must approve any and all helium balloons that may be used as part of an exhibit.

10. **Compliance with Federal, State and Local Laws**: Exhibitor shall comply with all Federal, California and local laws including, but to limited to, making exhibits accessible to persons with disabilities as required by the Americans With Disabilities Act and shall hold SID, Long Beach Convention and Entertainment Center and any officer, employee, or agent thereof, harmless from any consequences of exhibiting entity which fails in this regard.

EXHIBIT RULES
2007 SOCIETY FOR INFORMATION DISPLAY
SYMPOSIUM AND EXHIBITION
ATTACHMENT "A"

1. **Exhibit Space Rental Charge**: Booth rental is \$36.00 per square foot. The deadline for reserving exhibit space is March 5, 2007. Payment in full must accompany the signed and completed Exhibit Space Application.
2. **Exhibit Hours**: Every effort is being made to assure attendees' participation in the exhibition. Coffee breaks from Tuesday through Thursday will be executed in an area inside the Exhibit Hall.

Exhibit Hours are as follows:

Tuesday, May 22	10:30 am - 6:30 pm
Wednesday, May 23	9:00 am - 5:00 pm
Thursday, May 24	9:00 am - 2:00 pm

3. **Cancellation Policy**: If an exhibitor must cancel space already contracted for, the following cancellation fees will be assessed:
After: February 16, 2007 - 50%
March 5, 2007 - 100%

Cancellation fees will be assessed whether or not the canceled space is reassigned to another company. Cancellation notices must be written and signed by the appropriate company official. Space assigned to an exhibitor may be transferred by the Exhibit Manager to affect balance against congestion, to avoid confusion in firm names, to solve competitive conditions, or for similar reasons. No such transfer will be made without notice to the exhibitor in writing. An exhibitor may not sublet space to another party, nor may an exhibitor exhibit the names "end product" of another exhibitor without permission of that exhibitor in writing and the Exhibit Manager.

4. **Audience Control**: Audience quality control is extremely important and accordingly the following rules on admission will be enforced:
 - (a) All attendees must be registered and wearing a badge.
 - (b) Identity badges will be good for all days of the exhibit, with limitless "in-out" privileges.
5. **Booth Materials Provided by the Conference**: Each booth will be supplied with an 8-ft.-high cloth drape background with 36-in.-high side dividers. Booths will be furnished with one 7-in. x 44-in. exhibitor identification sign.
6. **Exhibitor Registration**: Each exhibitor will receive one complimentary registration for each booth rental. This includes admission to the Tues./Thurs. Symposium and Mon. Seminars and all technical publications for those sessions.
7. **Security**: SID will provide Surveillance on a 24-hour basis; however, exhibitors are asked to insure all exhibit material against loss or damage. SID, Long Beach Convention and Entertainment Center, and their officers, employees, agents, and representatives will not assume or otherwise be responsible for any injury, loss, or damage to the exhibitor, the exhibitor's officers, employees, agents, or representatives or their property, however caused.

8. **Service Contractor**: All exhibitors will receive equipment and service order forms at least 90 days prior to the Conference. If the exhibitor wishes to hire a private contractor for installation and dismantling of the exhibit space, **it is mandatory that a certificate of insurance be sent to the Exhibit Manager** at least 14 days prior to the exhibition.
9. **Freight Movement**: All freight sent to the Service Contractor will be placed in exhibit booths by noon on Sunday, May 20. Exhibitors may deliver their own equipment directly to the exhibit booths after that time.
10. **Installation/Dismantling**: The exhibit area will be available for set up at noon on Sunday, May 20. All exhibits must be ready to open at 10:30 am on Tuesday, May 22. Dismantling must begin at 2:00 pm on Thursday, May 24.
11. **Federal, State, Local Fire Laws and Regulations**: must be strictly observed. Combustible decorations cannot be used in any manner by an exhibitor. All crates, cartons, packing containers, excelsior and similar material must be removed from the exhibition area upon completion of the booth arrangement. The exhibitor is restricted in materials used to those that would pass fire inspection. Drapes and curtains must also be flameproof. No decorations of paper, pine boughs, leafy decorations, or tree branches will be allowed. Volatile or inflammable oils, gasses, unprotected picture films, other explosives or inflammable matter, or any substance prohibited by the Long Beach Convention and Entertainment Center or insurance authorities will not be permitted in the exhibition area. Likewise, all electrical work and electrical wiring must be approved and installed in accordance with regulations established by the Long Beach Convention and Entertainment Center and the City of Long Beach, California and its Fire Protection Code. Smoking in the exhibit area will be forbidden. Crowding will be restricted. Exhibits cannot block aisles and fire exits. The use of alcoholic beverages in the exhibit area will be forbidden.
12. **Display Rules and Regulations**:
 - a. Dismantling of Booths: No exhibit may be dismantled before the close of the show at 2:00pm on Thursday, May 24. No part of the exhibit or equipment can be removed once it has been set up.
 - b. Height Restrictions: All linear, corner, and end cap exhibit booths, backwalls, and decorations will be limited to 10' in height, except actual equipment, which in normal operation exceeds this height. **Permission to exhibit equipment with abnormal heights must be obtained from the Exhibit Manager.** Tall equipment may not be converted into a display by the addition of a firm name, trademark or special lighting. For peninsula booths, the backwall connecting to neighboring booths is restricted to four feet high within five feet of each aisle. For island booths, the height restriction is the ceiling height of the convention center.
 - c. Line of Sight: Displays shall be arranged so as not to obstruct the general view nor hide the displays of others in compliance with IAEM standards. Each exhibitor is entitled to a reasonable line of sight from the aisle. Plans for specially built displays, not in accordance with these guidelines, must be submitted to the Exhibit Manager for approval before construction is ordered. Show management reserves the right to request the removal of displays that unreasonably obstruct a neighboring booth. Exhibitor agrees to comply at their expense.
 - d. Canopies and Ceilings: Please refer to the IAEM guidelines and the Fire Marshal Rules and Regulations. Please contact the Exhibit Manager or GES if you have specific questions regarding your booth design.

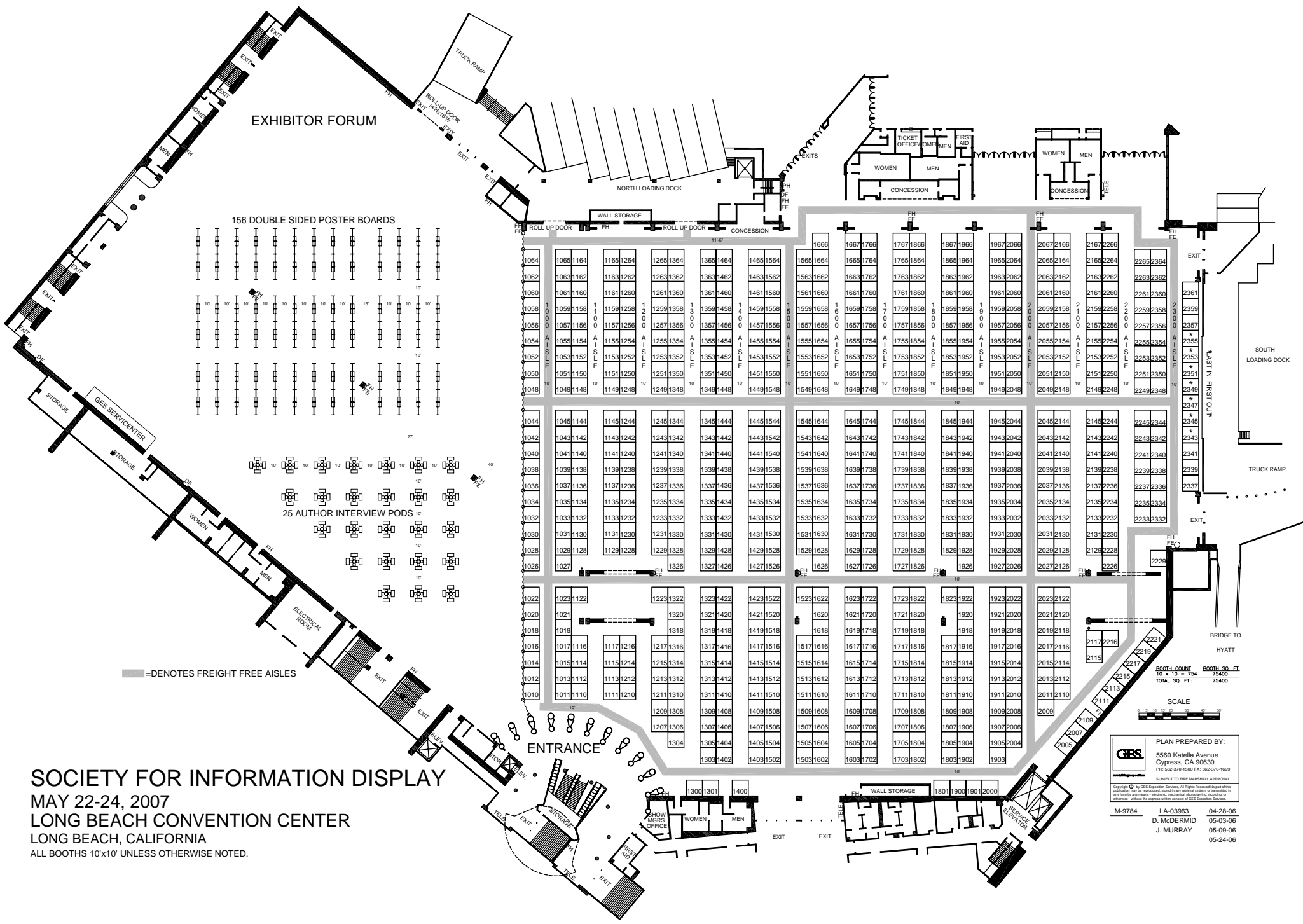
13. **Miscellaneous Restrictions:**

- a. **Sound:** Sound displays having a decibel reading exceeding 85 decibels will not be permitted. If your booth has sound equipment we suggest that the devices be positioned into the booth rather than into the aisle. The use of headsets or oscilloscopes is encouraged.
- b. **Solicitation:** No soliciting for business shall be permitted in the aisles or in other exhibitor's booths. Exhibitors strictly within the confines of their own booth may only distribute samples, catalogs, pamphlets or publications.
- c. **Photography:** Picture taking in the Exhibit Hall is prohibited unless specific permission is obtained from Exhibit Booth Personnel. Exhibitors and photographers may not disrupt visitor traffic by clearing booths or aisles for photography during the regular conference hours.
- d. **Booth Staffing:** In their own best interest, and for security, exhibitors will be required to keep an attendant in their booth(s) during all open hours.

14. **Liabilities:** Because of the tremendous value and peculiar nature of the exhibits, it is impractical for either SID or the Long Beach Convention and Entertainment Center to insure any exhibitor's equipment against loss, theft, or damage and breakage. Therefore, SID, the Long Beach Convention and Entertainment Center, and their officers, employees, agents, or representatives will not assume nor otherwise be responsible for any injury, loss, or damage to the exhibitor, the exhibitor's officers, employees, agents or representatives, or their property, however caused. In addition, the exhibitor must assume responsibility for damage to the Long Beach Convention and Entertainment Center property and indemnify and hold harmless the Long Beach Convention and Entertainment Center and SID for all liability that might arise out of the exhibit activities, whether or not such liability includes the sole or joint negligence of the sponsor from any cause whatsoever, including property damage, accidents, or injuries to exhibitors, their agents and employees, or to any member of the general public. In view of the foregoing, exhibitors should place such insurance as they deem necessary on their equipment and exhibits and are urged to extend their public liability insurance to cover this exhibit and the contractual liability assumed therewith. The Symposium carries public liability insurance coverage, but this insurance will not protect the individual exhibitor and firm. The 2007 SID International Symposium and Exhibition Management will cooperate fully, but cannot take responsibility for damage to exhibitors' property, lost shipments either coming in or going out, or for moving costs. Any damage due to inadequately packed property is the exhibitor's own responsibility. If exhibit fails to arrive, the exhibitor will be nevertheless responsible for booth rent and no refund will be made. Exhibitors should carry insurance against these risks. All wiring on booths or display fixtures must meet Underwriter's rules and standard fire department inspection. This applies to booth construction only, and not to pre-wired equipment; the latter should be carefully checked to see that it conforms to standard electrical requirements and, as in the case of booth wiring or display fixtures, does not overload rated electric outlets. The Exhibit Manager and the sponsor will not be responsible for delays, damage, loss, increased costs or other unfavorable conditions caused by any means whatsoever. Nothing shall be posted on, tacked, nailed, screwed or otherwise attached to columns, walls, floors or other parts of the exhibit area or furniture. Exhibitors violating this regulation are expressly bound at their expense to repair damage to property which they may cause.

15. **Disclaimer:** The 2007 SID International Symposium and Exhibition and the Exhibition Management reserve the right to make any reasonable changes in the rules necessary to insure the health and safety of those in attendance, the significance of the show and harmony of exhibition operation, but all exhibitors will be advised of such changes.

16. **Lead Retrieval**: The lead-retrieval list is intended for exhibitor use only; it is not to be resold or used for any other promotional activity.
17. **Photography**: SID and Exhibit Manager reserve the right to photograph any and all booths, including all booth personnel and attendees, at the Exhibition and use said photographs for promotional materials for future SID exhibitions.



EXHIBITOR FORUM

156 DOUBLE SIDED POSTER BOARDS

25 AUTHOR INTERVIEW PODS

—DENOTES FREIGHT FREE AISLES

SOCIETY FOR INFORMATION DISPLAY
MAY 22-24, 2007
LONG BEACH CONVENTION CENTER
LONG BEACH, CALIFORNIA
 ALL BOOTHS 10'x10' UNLESS OTHERWISE NOTED.

PLAN PREPARED BY:
GES
 5560 Katella Avenue
 Cypress, CA 90630
 PH: 562-370-1500 FX: 562-370-1699
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 D. McDERMID 05-03-06
 J. MURRAY 05-09-06
 05-24-06