



**2011 SOURCEMEDIA
EXHIBIT SPACE CONTRACT & AGREEMENT**

By submitting a signed copy of this application for exhibit space for the 2011 Benefits Forum & Expo/Employee Benefit Adviser Summit, we accept the terms and conditions listed in the attached.

Company _____ Date _____

Address _____

City _____ State / Prov _____ Zip Code _____

Contact _____ Title _____

Phone _____ Fax _____

Email _____

Exhibit Space Reservation

- 8' x 10' booth \$3,900
- 8' x 20' booth \$7,800

***Booth / Marketing Packages**

*Note: pricing includes single booth fee

- Package A - \$5,795
- Package B - \$6,445
- Package C - \$5,345
- Package D - \$5,745
- Package E - \$5,095

Optional Items

- Aisle Sign - \$3,200
- Meter Panel Sign - \$2,000
- Door Drop or Bag Insert - \$1,700
- Conference Bag Insert - \$1,700
- Pre Show Attendee List - \$495
- Show Guide & EBN Logo - \$250
- Benefits Bingo - \$250
- Additional Staff Pass - \$595ea qty _____
(Discounted rate for additional staff registration passes above allotment)

Show Guide Advertisements

- Full Page Color Ad - \$2,800
- Full Page B&W Ad - \$2,300
- ½ Page Color Ad - \$2,000
- ½ Page B&W Ad - \$1,500
- ¼ Page B&W Ad - \$990

Placement Preferences

Booth location preferences (see floor plan):

1st _____ 2nd _____ 3rd _____

* Show Management will make every effort to not place exhibitors next to their competitors. Show Management reserves the right to alter an exhibitor's assigned space if it is deemed necessary in the best interest of the exposition. Before exercising its discretion, Show Management will consult with exhibitor. Exhibit space assignments are made on the basis of priority, availability, need and space, with all assignments made in the best interest of the exposition.

Total \$ _____

Payment information (select payment type):

*Check Enclosed (Make checks payable to SourceMedia, Inc. and mail to: PO Box 71911, Chicago, IL 60694-1911)

Charge Card Amount \$ _____
 Amex Visa MasterCard

Diners Club Discover

Name on Card: _____

Card #: _____ Exp.Date: _____

Signature: _____

Send me an invoice

Terms of Payment

Exhibitors are required to pay 100% of their commitment. No branding/promotion will take place until full payment is received. Exhibitors are required to pay 50% of commitment upon contract signature (a credit card hold is acceptable if exhibitor prefers to pay by company check). Failure to pay within 14 days of commencement may constitute a forfeiture of participation and will still require all monies due.

Exhibitor agrees to comply with all applicable federal, state and local laws; and with the Terms and Conditions included in this application. Terms and Conditions on back.

Name of Authorized Representative _____
(Print)

SourceMedia Representative Chris Frey

Signature _____
(Required)

Signature _____

Date _____

Date _____

Please fax contract to Chris Frey at (212) 843-9618.
All questions should be directed to Chris at (212) 803-6568 or christopher.frey@sourcemedia.com



MARKETING CONTACT

Please enter the name of the individual that should receive information on the FREE exhibitor/sponsor marketing services.

Name _____

Phone _____

Email _____

YOUR BENEFITS/HR DIRECTOR

Benefits Directors of our Exhibitors receive a Complimentary Conference Pass! Please provide us with their name/contact information so we can extend this free offer to them.

Name _____

Phone _____

Email _____

TERMS AND CONDITIONS

Exhibitor Benefits

- One 8x10 exhibitor space (*per booth reserved*)
- Standard Pipe & Drape and identification sign in booth
- Three (3) full conference staff registration passes (*per booth reserved*)
- 50 Exhibit Hall Only passes for client distribution (*per booth reserved*)
- Company listing and 50-word description in the Show Guide
- Company listing in the Pre-Show issue of Employee Benefit News
- Post-Show Attendee list
- SourceMedia will increase awareness of your involvement with the conference through marketing to your current database using direct mail, email campaigns and telemarketing efforts offering an exclusive discount to your contacts of 20%

Conditions: Exhibitor agrees to have a representative at the booth during SourceMedia show hours and agrees to not tear down their booth until conference ends. Exhibitor also agrees not to use the SourceMedia name, initials or logos in booths or advertising without express written permission of SourceMedia. SourceMedia reserves the right to modify and/or cancel program, location, content and speakers.

Compliance: All exhibits must comply with the laws and regulations of the city and state in which the exhibit is held. The person whose signature appears on the Application Form agrees to inform all on-site booth personnel and Exhibitor Appointed Contractors of the show guidelines.

EXHIBITOR hereby assumes entire responsibility and hereby agrees to protect, defend, indemnify and save SourceMedia and the Hotel, its owners, its operator, and each of their respective parents, subsidiaries, affiliates, employees, officers, directors, and agents harmless against all claims, losses or damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by its installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole gross negligence of the Hotel and its employees and agents.

EXHIBITOR shall obtain and keep in force during the term of the installation and use of the exhibit premises, at no cost to SourceMedia or Hotel, policies of Comprehensive General Liability Insurance and Contractual Liability Insurance, insuring and specifically referring and providing insurance coverage for the Contractual liability set forth in the Agreement, this Exhibit Agreement, and damages which may result therefrom or in the performance thereof, in an amount not less than \$1,000,000 Combined Single Limit for personal injury and property damage. EXHIBITOR shall cause said insurance to make SourceMedia and the Hotel, its owners, and its operators an additional insured, and produce to Hotel certificates of insurance which require at least 30 days advance notice to Hotel prior to cancellation of thereof.

EXHIBITOR acknowledges that neither SourceMedia or the Hotel, its owners, its operator maintain insurance covering exhibitor's property and that it is the sole responsibility of EXHIBITOR to obtain business interruption and property damage insurance insuring any losses by EXHIBITOR.

Cancellation/Refund Policy: Executed contracts are binding and non-refundable. In the event that SourceMedia elects to cancel this event, SourceMedia will refund only payments made directly to SourceMedia and will not be held responsible for other costs or expenditures incurred by the sponsor/exhibitor. SourceMedia will not refund payments or assume additional costs and liability that result from "acts of God".

Early Moveout: Exhibitor agrees not to dismantle the exhibit or do any packaging before the close of the show. Violations will result in exclusion from future SourceMedia events.

"External" Conference Events: Any "external" events (to include dinners, parties, outings, tournaments and the like) held in conjunction with this conference by a conference sponsor or exhibitor must be approved by SourceMedia, Inc. Failure to notify SourceMedia of such events at least 60 days prior to the event date may cause forfeiture of the event. SourceMedia reserves the right to cancel such events prior to the event date and sponsor or exhibitor will be responsible for all penalty costs associated with cancellation.

Admission of Exhibitors/Attendees/Children: • SourceMedia requires a conference badge for everyone who enters the Exhibition Hall. Security will enforce this requirement during move-in, show hours and move-out. • Children under the age of 18 will not be permitted in the Exhibition Hall during set-up or dismantle. • Children may visit the Exhibition during show hours if accompanied by an adult wearing a badge.

Hotel Room Drops: All room drops must be arranged for and approved of in advance by SourceMedia. Exhibitors may not schedule any room drop directly through the show hotel. Room drops will be arranged by the SourceMedia conference logistics department and will be subject to all applicable fees and charges.

Sponsor Give-Aways: All items distributed at sponsored events must be arranged for and approved of in advance by SourceMedia. Sponsors may not make arrangements to distribute items directly through the hotel. All distributed items will be arranged by the SourceMedia logistics department and will be subject to all applicable fees and charges.

Company Descriptions and Logos: As part of your package SourceMedia will promote your organization throughout the marketing effort of the conference. We will need from you a 50-word company description with contact info for inclusion in our final Show Guide ideally in electronic format.

Installation and Dismantling of Exhibits: • Freeman, the Official Service Contractor, will receive and deliver materials to the exhibit booth. Please refer to the Material Handling & Shipping portion of the Service Guide for complete information. Freeman will have complete control of all dock and loading facilities and will provide all rigging, labor and equipment. • Exhibitor agrees to have set-up completed one hour prior to show opening.

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All questions should be directed to Chris at (212) 803-6568 or christopher.frey@sourcemedia.com

TERMS AND CONDITIONS CONT'D

Noise Level: Amplified music or vocal presentations are permitted if not audible in neighboring booths including those on either side, back to back or across the aisle. Blinking or flashing lights that are distracting to neighboring Exhibitors on either side, behind the booth or across the aisle must be discontinued. No exceptions will be allowed. Show management shall exercise total control of this regulation and will ask that Exhibitor discontinue the distraction if objectionable to neighboring booths.

Literature Distribution: Canvassing in any part of the facility outside of your exhibit space or of the hotels in the Benefits Forum & Expo Housing Block is strictly prohibited. Any person doing so will be requested to discontinue canvassing immediately. Circulars, catalogs, magazines, invitations, folders and signs may be displayed or distributed only in the Exhibitor's booth and must be related strictly to the approved products and/or services on display.

Booth Regulations: • Exhibit Hall is carpeted. • Standard booth height is 8 feet — Island, Peninsula and Perimeter Wall booth height can be 10 feet. Requests for height variance must be in writing to Freeman no later than 60 days in advance of the Exhibition and accompanied by a booth drawing or photo showing measurements. • Each Exhibitor must have a "fair" sight line from the aisle — regardless of the size of the exhibit. No fixture or equipment will be placed where it will block the sight of another Exhibitor unless mutually agreed upon by the exhibiting companies and on-site contacts. • Equipment (e.g., monitors, etc.) that is over 4 feet high and within 10 feet of another booth will be placed in the back 5 feet of the booth. • All booths must accommodate and be accessible and in compliance with the American with Disabilities Act. • All electrical equipment must be in good operable condition and able to pass the inspection of the on-site Fire Marshall. • Booths, tables, curtains, displays or storage may not protrude into an aisle, exit or block any location during the show. • Each Exhibitor agrees to be responsible regarding regulations pertaining to health, fire prevention and public safety while participating in the Exhibition. • All packing containers or materials must be removed when emptied. These items cannot be used as exhibit support. • Booth space is to be left in the same condition as it was at the time of occupancy. Any material left in the booth that requires additional cleaning or large amounts of materials removed will be billed to the Exhibitor.

Exhibit Hall Regulations: • Every person must wear a badge to enter the exhibit hall and while on the show floor. Temporary badges will be issued to individuals assisting during move-in, move-out or before or after show hours. • Nothing may be attached to or suspended from any hotel/convention center structure without the express consent of hotel/convention center. • Nothing may be placed or leaned against any wall in the exhibit area. No writing, taping, tacking or nailing on the wall is permitted. • The booth must be maintained by at least one company representative at all times during Exhibition hours. • All demonstrations and exhibits must be confined to the contracted space, relevant to the product or service of the exhibiting firm, and be of interest or educational value to the attendees. • Alcoholic beverages are not permitted in the exhibit hall and will be permitted only during scheduled receptions.

Security: • Continuous security coverage of the exhibit hall will be furnished from move-in through move-out. • Exhibitors are responsible for the security of their personal property from move-in through move-out. Keep an eye on your valuables at all times. • SourceMedia and Freeman are not liable for any loss or damage of materials. Should any loss occur, report the incident to Security immediately. SourceMedia, the facility management, or any officers or staff members will not be responsible for the safety or the property of the participants from theft, damage by fire, accident or other causes.

Smoking Restrictions: Smoking is prohibited during move-in, show time and move-out.

Food/Beverage Dispensing: All food and beverage served at Exhibitor's booth must be provided and prepared by HOTEL with certain exceptions. Exceptions may be granted to the Exhibitors who are manufacturers or suppliers of food or food products. Requests for exceptions must be submitted by the Exhibitor and will be reviewed by HOTEL on a case-by case basis. Exhibitors who wish to provide food and beverage at their booth for attendees of the show/convention must make advance arrangements through HOTEL Convention Services Manager at PHONE.