

Company: _____ Date: _____
 Address: _____ Exhibitor P/O #: _____
 City: _____ Prov./State: _____ Postal Code/Zip: _____
 Contact: _____ Title: _____
 Phone: _____ Fax: _____ Cell: _____
 E-mail: _____ Web site: _____
 On-site contact: _____ Phone: _____

Sponsorship Packages

Early Bird Pricing ends January 15, 2012. All pricing in Canadian dollars (CAD).

Package	Early Bird Price	Regular Price
Gold	\$34,500	\$37,000
Silver	\$24,500	\$26,500
Bronze	\$13,000	\$14,000

Regional – \$3,000 per city.

Montreal (May 15th) **Toronto** (May 17th) **Edmonton** (Oct. 23rd) **Vancouver** (Oct. 25th)

Other: _____

Your vendor space includes:

- Booth(s) in high traffic location
- Passes for exhibit staff
- Free passes for Partners Clients

Lead Retrieval Scanner

Lead LS - Basic Package or
Lead DX - Premium Package

Please describe Products and/or Services:

Please reference issued invoice statement for official amount owing and make cheques payable to:

Diversified Business Communications-Canada
110 Cochrane Drive, Unit 1,
Markham, ON L3R 9S1

Subtotal:

Sales Tax:

TOTAL:

50% Deposit

Balance:

**NOTE: Taxes applied may vary. Please reference issued invoice statement for official amount owing.*

By his/her entry, completion and submission of this contract application, the individual represents and warrants that he/she is duly authorized to execute this binding contract on behalf of the named Sponsor and that he/she understands that the execution of this written Application and Sponsor Space Contract represents a binding contractual commitment subject to the conditions hereof and elsewhere stated. **PAYMENT POLICY: 100% REFUND IF CANCELLING BEFORE JAN. 31st.** 50% DEPOSIT DUE FEB. 1st. BALANCE REMAINING DUE 30 DAYS PRIOR TO SHOW COMMENCING IN MONTREAL (APPLICABLE TO ALL SPONSOR LEVELS) OR REGIONAL EVENT DATE PARTICIPATING IN. **CANCELLATION POLICY:** Any cancellations after Feb. 1st are subject to a 50% deposit forfeited. No refunds will be made if cancellation is within 30 days of event – exhibitor responsible for the 100% payment. All pricing is confidential. ANY OUSTANDING BALANCE ON SPONSORSHIP FEES AFTER COMPLETION WILL BE SUBJECT TO A 3% CHARGE PER MONTH THEREAFTER.

Neighbouring Exhibitors:

Please specify any companies and/or types of companies you:
Do not wish to be near:

Wish to be near:

For more information contact:

Mark Voegelin – Event Director
mvoegelin@divcomevents.com
Tel: 905-948-0470 ext. 2239
Fax: 905-479-1364

diversified
BUSINESS COMMUNICATIONS ■ CANADA

BASIC TERMS & CONDITIONS – EXHIBIT A 2011



This contract is between Diversified Business Communications Canada (herein called "Management") and the Exhibitor. This is a non-assignable contract. Any attempted assignment of this agreement shall be null and void and shall constitute a breach of this agreement, resulting in cancellation at the Management's discretion.

1. Eligibility and Allotment of Meetings/Space

Management has sole right to determine the eligibility of any company or product for inclusion in the Storage Networking, the "Event". Meeting allotments will be made by management in keeping, if possible, with preferences and priorities of the sponsor. Management, however, reserves the right to make reasonable changes to meetings.

2. Default in Occupancy and Downgrades

It is understood and agreed to by the sponsor that in the event their organization fails to provide staff to meet with delegates within the time limit assigned or fails to pay the sponsorship fee at the times specified, or fails to comply with any other provisions concerning sponsorship, management shall have the right to take possession of said sponsorship for such purposes as it sees fit and the sponsor will be held liable for the full sponsorship price.

3. Limitation of Liability

All property of sponsor is understood to remain under sponsor's custody and control, in transit to or from or within the confines of the hall, subject to the rules and regulations of the event. Sponsors are required to carry a certificate of insurance for **\$2,000,000. Commercial General Liability** extended to include: Bodily Injury, Property Damage, Personal Injury, Contractual Liability, Non-Owned Automobile Liability, Products and Completed Operations, Cross Liability Clause, and a Severability of Interest Clause; **Tenant's Legal Liability** of \$100,000. Sponsor agrees to make no claim for any reason whatsoever against management or service contractor for loss, theft, damage or destruction of goods; nor for any damage of any nature, including damage to his business by reason of failure to provide space for their organization; nor for any action of any nature of management; nor failure to hold the event as scheduled. Sponsor assumes all liability with respect to any liability to any Performing Rights Society or other organization with regard to any live and/or recorded music at the sponsor's meeting.

4. Installation, Exhibiting, Dismantling

Hours and dates for installation, exhibiting and dismantling shall be those specified by management. Sponsor shall be liable for all storage and handling charges resulting from failure to remove exhibit material from the meeting room at the time specified by management.

5. Display Heights

Display heights must conform to published rules and regulations, which will be forwarded to the sponsor in the Sponsor Manual approximately 2 months prior to the Event.

6. Arrangement of Meeting Rooms

Management shall have full discretion and authority in the placing, arrangement and appearance of all items displayed by sponsor and may require the replacing, rearrangement or redecorating of any item or room without liability for costs that may accrue to the sponsor as a result of the action. Plans for specially built displays in variance with regulations contained in the agreement must be submitted to management for approval. Special pricing may apply. Exposed parts of displays and/or equipment must be finished or covered in such a manner as not to be unsightly to sponsors in adjoining meeting rooms.

7. Storage of Packing Crates and Boxes

Sponsors will not be permitted to store packing crates and containers in their meeting rooms during the period of the event. Properly marked packing materials will be sorted and returned to the booth by service contractors. It is the sponsor's responsibility to mark and identify their crates.

8. Restrictions in Operations of Meetings

- a) Alcoholic beverages in the event area are prohibited.
- b) Signs & Illumination - Signs involving the use of neon or similar gases are prohibited. Electric flashing signs must be low intensity and require prior approval of the specifications of their use by management. Should the wording on any sign or area in the sponsor's booth be deemed by management to be contrary to the best interest of the Event, sponsor agrees to make such changes in wording as may be requested by management.
- c) Meeting Personnel. Meeting representatives must be dressed in a manner deemed by management to be in keeping with generally accepted standards of propriety.
- d) Recruiting. Sponsor shall not have in his booth any display or signs for purpose of recruiting employees.
- e) Sound. Amplifiers and other sound generating equipment must be operated at levels that will not interfere with other sponsors nor add unduly to the general acoustic discomfort.
- f) Noise and Odours. No excessive noise or obstructive work will be permitted during operating hours of the event, nor will excessively noisy displays, nor exhibits generating objectionable odours be allowed.
- g) Lotteries, Contests. The use of games of chance, lottery devices, musical instruments, carnival barkers and other side event practices is permitted only with written permission of management.
- h) Demonstrations, Souvenirs, Samples. All demonstrations and other sales activities must be confined to the limits of the meeting room. Distribution of samples, souvenirs, publications etc., is likewise limited to the booth confines.

9. Subletting

The sponsor agrees not to assign, sublet or apportion space, or any part thereof allocated to such sponsor without prior written permission of management.

10. Care of Premises

Sponsor is liable for any damage caused to building, floors, walls, columns and to standard booth equipment or other sponsor's property. Application of labels, tape, paint, lacquer, adhesives or other coatings to building columns, floors and wall or to standard booth equipment is strictly prohibited.

11. Safety and Public Policy

- a) Compliance. The sponsor assumes all responsibility for compliance with all pertinent ordinances, regulations and codes of duly authorized local, provincial and federal governing bodies concerning fire, safety and health and environmental requirements, together with the rules and regulations of the operators and/or owners of the property wherein the Event is held.
- b) Inflammable Materials. All booth decorations must be flameproof and all hangings must clear the floor.
- c) Electrical Code. Electrical wiring must conform to the National Electrical code Safety Rules. If inspection indicates that sponsor's display is not in compliance with these regulations, or otherwise constitutes a fire hazard, the right is reserved to cancel all or such part of the display that is irregular, and effect the removal of same at sponsor's expense.

12. Union Labour and Official Contractor

Management will select official contractors to provide certain services and equipment to sponsors at the Event site during installation, event and dismantling. Sponsors will be advised of these contractors, their services and rates in the official Sponsors Manual issued by management. Sponsor agrees to abide by and comply with rules and regulations concerning local unions having agreements with the Event facility or with authorized contractors employed by management. Any dispute or disagreement between sponsor and official contractor or between sponsor and a tradesman or union representative, will be referred to management for resolution that will be binding on all parties to the disagreement.

13. The sponsor agrees to remove his exhibit equipment and materials from the event building by the date advised by Event Management and such removal of materials will be in full compliance with any environmental and other pertinent requirements. In the event the sponsor does not remove their exhibit and material from the Event building by the conclusion of the scheduled move out, Event management reserves the right to force freight the exhibit and materials. All costs incurred with the forced freight process will be the responsibility of the sponsor.

14. Direct Withdrawal Payment Plan

The Sponsor allows Payment of Event invoices through Diversified Business Communications Canada pre-authorized direct withdrawal of funds program.

15. Indemnity

You and, as may be applicable, your corporate affiliates, directors, officers, employees, agents, representatives, successors and assigns, agree to defend, indemnify and hold harmless Diversified Business Communications Canada ("DBCC") and its corporate affiliates, and their directors, officers, employees, agents, representatives, successors and assigns, from any and all claims, damages, costs and expenses, including reasonable lawyers' fees and disbursements, related to or arising from your participation in the Storage Networking, in particular, but without limiting the generality of the foregoing, claims advanced against you by attendees at the Storage Networking for representations made by you to them or services or products sold by you to them, either at or following the event.

16. Cancellation or Curtailment of Event

Management reserves the right at its sole discretion, to change the date or dates upon which the show is to be held and shall not be liable in damages or otherwise by reason of any such change. In addition, Management shall not be liable in damages or otherwise for failure to carry out the terms of the Agreement in whole or in part where caused directly or indirectly by or in such consequence of fire, storm, flood, war, rebellion, insurrection, riot, civil commotion, disease, strike or by any causes beyond the control of Management.

diversified

BUSINESS COMMUNICATIONS ■ CANADA

110 Cochrane Drive, Unit 1
Markham, ON, Canada L3R 9S1

Phone: 1-888-443-6786 Fax: 905-479-1364