



GOLD SPONSOR WELCOME & SERVICES KIT



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ASSISTANCE: If we can be of assistance, please call us for support at (800) 546 9295, or email Converge23-SponsorManager@tanium.com.

WELCOME

Dear Sponsor,

Insight Exhibits is proud to be the official service contractor for TANIUM Converge '23. We thank you for your participation and look forward to working with you. Our goal is to support you in achieving a successful event.

This Sponsor Welcome and Services Kit contains information that you'll need to prepare for the event. Please take a moment to review this manual in its entirety.

Please don't hesitate to contact us should you need any assistance by emailing us at Converge23-SponsorManager@tanium.com or by calling (800) 546 9295.

Thank you for your business and participation.

Aaron Pridgen
Converge23-SponsorManager@tanium.com

IMPORTANT DATES AND DEADLINES

Please note the following dates and deadlines in order to ensure all your needs are met for a seamless experience at TANIUM Converge, 2023.

	Deadline Date	Deliverable
<input type="checkbox"/>	9/1/23	Sponsorship Package Orders
<input type="checkbox"/>	9/25/23	Advanced Warehouse Opens to Receive Early Shipments
<input type="checkbox"/>	9/29/23	Sponsor Package Payment Deadline
<input type="checkbox"/>	9/29/23	Booth Artwork Submission Due
<input type="checkbox"/>	10/6/23	Discount Deadline for Enhancement Orders
<input type="checkbox"/>	11/3/23	Advanced Warehouse Closes, See page 19 for Direct Show Shipments
<input type="checkbox"/>	11/10/23	Enhancement Orders Due
<input type="checkbox"/>	11/13/23	Sponsor Move-In: 2:00PM - 4:00PM
<input type="checkbox"/>	11/13/23	Partner Pavilion Hours: 5:00PM - 7:00PM Welcome Reception
<input type="checkbox"/>	11/14/23	Partner Pavilion Hours: 7:30AM - 9:30AM Breakfast 11:30AM - 1:00PM Lunch 2:30PM - 3:30PM Afternoon Break
<input type="checkbox"/>	11/15/23	Partner Pavilion Hours: 7:30AM - 9:30AM Breakfast 11:30AM - 1:00PM Lunch 2:30PM - 3:30PM Afternoon Break
<input type="checkbox"/>	11/15/23	Sponsor Move-Out: 4:00PM - 6:00PM

KEY INFORMATION

SERVICE INFORMATION: Your sponsorship includes a turnkey kiosk within the Partner Pavilion. Please refer to pages 6 - 9 of this manual for details regarding your booth and its inclusions. Additional items can be purchased to enhance your turnkey kiosk, found on the Enhancement Order Form on page 12.

ON SITE SERVICE INFORMATION: Insight Exhibits will be on site prior, during, and after the event. Our staff will gladly assist with customization, modification, and any other specific requests on site.

ADVANCED WAREHOUSE: Insight Exhibits will accept advanced shipments beginning September 25th. Warehouse hours are Monday - Friday between 8:00am - 4:00pm MST. Advance shipments will not be accepted after November 3rd. All shipments will be subject to material handling charges outlined on page 16 of this exhibitor kit.

ADVANCED WAREHOUSE ADDRESS:
 INSIGHT EXHIBITS ADVANCED RECEIVING
 Converge 23 / SPONSOR NAME
 1367 S 700 W
 SALT LAKE CITY, UT 84104
 BOX # ___ OF ___

DIRECT TO SHOW SITE SHIPMENTS: Show-site storage is limited, we ask your cooperation in shipping to the advanced warehouse where possible. All direct to show shipments must arrive **no earlier** than November 11th. All shipments will be subject to material handling charges outlined on page 16 of this exhibitor kit.

DIRECT TO SHOW SITE SHIPPING ADDRESS:
 Converge 23 / SPONSOR NAME
 Fairmont Austin
 C/O INSIGHT EXHIBITS
 101 Red River St
 Austin, TX 78701
 BOX # ___ OF ___

MOVE-OUT INFORMATION: All materials must be removed from the venue on November 15th. All remaining materials will be rerouted via Insight Exhibits and billed directly to the sponsoring company. For assistance with inbound or outbound shipments, please contact aaron@insightexhibits.com and we'd be happy to assist you.

GOLD SPONSOR

Your sponsorship includes a 6' x 6', 8' tall turnkey booth that with the following:

1	43" Monitor on front wall	1	10 AMP Electrical Connection	Nightly cleaning
2	Barstools	1	Wastebasket	Custom graphics
1	Demo cabinet with lockable storage 30" wide x 13" deep with a shelf		Conference Wi-Fi	Installation & dismantle labor



BOOTH ARTWORK SUBMISSION DEADLINE: SEPTEMBER 29, 2023

Please email artwork to ccather@insightexhibits.com

CLICK TO DOWNLOAD GRAPHIC TEMPLATES

SUBMISSION GUIDELINES:

Artwork should be an Illustrator EPS File (fonts outlined) or TIFF file (flattened 150 dpi) at actual size.

Please provide a VECTOR (EPS or Ai) file of your logo. Logo will be sized appropriately during production.

DISCLAIMER:

All artwork received after September 29, 2023 will incur a daily rush charge that will be billed to the sponsoring company directly.

Sponsors submitting artwork past this deadline forgo their opportunity to receive and approve proofs.

PACKAGE INCLUSIONS

ALONG WITH YOUR TURNKEY BOOTH, TANIUM IS PLEASED TO PROVIDE THE FOLLOWING TO ENHANCE YOUR EXPERIENCE AT CONVERGE 2023

LEAD GENERATION

Attendee Lead Generation

Lead retrieval devices will be provided, one (1) for Gold Sponsors, which will allow you to collect the contact information of the attendees you interact with within your booth for post-event follow up. Information regarding how to obtain your post-event Lead Report will be communicated closer to the event. Attendees have the option to opt-out of having their leads shared with sponsors.

BRANDING & PROMOTION

Event Website & Mobile App Directory Your Logo, Company Description, URL & Social Handles will be displayed on the event website and in the Mobile App Directory for all attendees to see. Please submit the items below as soon as possible. The final due date is **September 29th**.

Submit

- Low Resolution Logo (.png or .jpg)
- High Resolution Logo (.eps); minimum 300 DPI resolution, full color, horizontal orientation and 1000x750 pixels
- Company Description (100-word max)
- Company URL
- Social Handles (Twitter, LinkedIn, Instagram, Facebook)

Onsite Sponsor Thank You Signage Your company's logo on event branding in a high traffic area.

Logo Inclusion on General Session Slide Premium brand exposure during General Session in front of all attendees.

Mobile App - Push Notification Your company's name mentioned in a push notification sent to all in-person attendees to help drive traffic to your booth or breakout (only applicable for Platinum sponsors, or sponsors who purchase an additional component to their sponsorship package).

Passport/Raffle Activation All Sponsors are eligible to participate. All participants must provide a prize with a minimum value of \$100.

Social Media Post Your event sponsorship will be noted in one (1) post on Tanium Social Media for direct exposure to Tanium's partners and network.

MEAL MARKETING

Sponsor Recognition on signage at the Welcome Reception that will take place within the Partner Pavilion on Monday, November 13th from 5:00 – 7:00pm will allow for optimal booth exposure.

Partner Pavilion Meal Signage: All Sponsors will be acknowledged on signs in the Pavilion for increased networking.

PACKAGE INCLUSIONS *continued*

THOUGHT LEADERSHIP - ONLY IF PURCHASED

Dedicated 30 Minute Breakout Session

If a Gold Sponsor purchased a Breakout (please see Prospectus to order), the following information applies:

Breakout Session Deliverables:

- **Session Title** and 2-3 sentence **Session Abstract** for Converge Website
- **Speaker details:** Name, Title, Company, Color High-Resolution Headshot, Session Role (presenter, moderator), 1-3 sentence bio, Email, Phone
- Executed **Speaker Release** via DocuSign
- **PowerPoint or Panel Questions / Talking Points** – Presenters can provide in their own brand or utilize a Converge template provided. If a PowerPoint will not be used, such as a panel discussion, you will be asked to provide your questions in advance.

Deadlines:

- **September 22** (or sooner) – Deadline for final Breakout Session Title, Abstract, Speakers and Headshots for inclusion on Converge Website
- **Monday October 9** - Deadline for PowerPoint Presentations and Speaker Releases
- **Weeks of October 23 and 30** – Scheduling of Dry Run Session with Speakers
- **Friday November 3** – Final “content lock” Presentation deadline
- **November 13-16** - Converge 2023

Content Guidelines: As a customer conference, attendees are interested in learnings and best practices they can take back to their organizations to expand adoption, drive ROI, and accelerate time to value from Tanium technology.

- Attendees should walk away from a session with an understanding of customer case studies, actionable best practices, education on key use cases or integrations, or how Tanium addresses industry-vertical or regulatory environments.
- Sample Format for Case-Study session:
 - **Situation:** What is the problem or challenges? Was there a trigger event? How were things done previously? Metrics that illustrate the problem or gap?
 - **Solution:** How did you use Tanium to solve the problem? Was a process improved?
 - **Findings:** What did you learn or discover? Were there surprises or roadblocks overcome? What metric / KPI changes showcase your success? What’s next?
 - **Conclusion:** What advice or tool to share do you have for the attendee? How to engage if they want to learn more?
- **Pro-Tip:** We encourage presenting firms to integrate a thought leadership or value-add offer (such as a research report, white paper or checklist) to facilitate lead follow-up and contact info capture, either available in your booth or electronically.
- Company capabilities overviews or pitch decks will not be approved. Those are best for booth conversations and demo stations.
- All sessions will need Tanium review and approval.

PACKAGE INCLUSIONS *continued*

Logistic Details and common questions:

- Sponsors will be provided promotion templates for social media by Sponsor and Tanium.
- Session time will be assigned and held in a private room for 30 minutes on Tuesday or Wednesday, assigned by the Converge event team.
- Room capacity is typically 75 – 100 attendees.
- Internet Connectivity is available for demos and the production team can support videos, etc.

CONFERENCE REGISTRATION

Gold Sponsors are entitled to:

- (6) Full Conference Passes*
- (7) Full Conference + Lab Passes
- (10) Virtual Self-Service Lab Passes

**Pass allotment includes attendees needed to staff your booth*

Each pass type Includes:

Full Conference Pass	Full Conference + Lab Pass	Virtual Self-Service Lab Pass
<ul style="list-style-type: none"> - Live Keynotes - Live Breakout Sessions - Partner Pavillon Access - Networking opportunities & evening events - On-demand access to recordings after the event 	<ul style="list-style-type: none"> - All Full Conference Pass inclusions - Up to eight (8) Labs total in-person at Converge - Up to five (5) Labs total in-person at Converge + Capture the Flag (CTF) 	<ul style="list-style-type: none"> - Live-streamed keynotes on November 13th - 16th - On-demand access to recordings after the event - Up to four (4) Labs virtually on November 13th - 16th - Capture the Flag (CTF) competition taking place virtually on November 13th

Registration

You will receive an email containing custom Promo Codes for each pass type to be distributed amongst your team. Each promo code is only valid for the number of uses aligned with the number of passes included in your sponsorship. If you did not receive your company's promo codes or need the communication resent, please contact Converge23-SponsorManager@tanium.com.

IMPORTANT: Promo codes that are applied to In-Person Labs or Virtual Self-Services Labs must be used by October 20th, when Lab sign-ups close. Extensions will not be permitted past this date.

HOTEL RESERVATIONS

The Conference hotel is the Fairmont Austin, also the location of the primary room block. Additional rooms will be available at JW Marriott, Hilton Austin and Marriott Austin Downtown. Below is the location of each hotel as well as the group room rate.

A reservation link will be provided in your registration email so you may reserve a room at the Tanium group rate.

<p>The Fairmont Austin</p> <p>101 Red River Street Austin, TX 78701 Conference Hotel</p> <p>Group Rate: \$265 plus 17.7% tax</p>	<p>JW Marriott Austin</p> <p>110 E 2nd Street Austin, TX 78701 8-minute walk from the Fairmont</p> <p>Group Rate: \$289 plus 17.7% tax</p>
<p>Hilton Austin</p> <p>500 E 4th Street Austin, TX 78701 5-minute walk from the Fairmont</p> <p>Group Rate: \$275 plus 17.7% tax</p>	<p>Marriott Austin Downtown</p> <p>304 East Cesar Chavez Street Austin, Texas 78701 4-minute walk from the Fairmont</p> <p>Group Rate: \$289 plus 17.7% tax</p>

ENHANCEMENT ORDERS

PLEASE INCLUDE METHOD OF PAYMENT FORM WITH ALL ORDERS.

NAME OF SHOW: TANIUM Converge 23	
COMPANY NAME:	
PHONE:	FAX:
CONTACT NAME:	
CONTACT EMAIL:	

FURNISHINGS AND ACCESSORIES

QTY	DESCRIPTION	ADVANCED PRICE: ORDER BY 10/6/23	STANDARD PRICE* ORDER BY 11/10/23	TOTAL
_____	Floor Standing Literature Rack	\$190.00	\$275.00	\$ _____
_____	Fergus Bar Stool	\$100.00	\$200.00	\$ _____
_____	Bistro Table	\$125.00	\$250.00	\$ _____
_____	27" Desktop Monitor, Keyboard & Mouse	\$100.00	\$125.00	\$ _____
_____	32" Mounted Monitor	\$200.00	\$300.00	\$ _____
_____	43" Mounted Monitor	\$200.00	\$300.00	\$ _____
_____	60" Mounted Monitor	\$400.00	\$600.00	\$ _____
TOTAL:				\$ _____

*ALL ORDERS PLACED AFTER NOVEMBER 10TH WILL INCUR A 30% FEE, BASED ON AVAILABILITY.



Literature Rack



Fergus Barstool



24" Diameter
Glass Bistro Table



27" Desktop Monitor,
Keyboard and Mouse



32", 43", 60" Mounted
Monitor, Keyboard and
Mouse

Insight Exhibits has a vast inventory of additional enhancement options. If you have a specific goal, reach out to Converge23-SponsorManager@tanium.com and let's collaborate on customizing your space!

HDMI ADAPTERS

PLEASE INCLUDE METHOD OF PAYMENT FORM WITH ALL ORDERS.

NAME OF SHOW: TANIUM Converge 23	
COMPANY NAME:	
PHONE:	FAX:
CONTACT NAME:	
CONTACT EMAIL:	

Your turnkey kiosks will come with HDMI cords, however **HDMI adapters are not included**. Exhibitors must supply their own adapter compatible with their own device. HDMI Adapters will be available for rent, while supplies last.

HDMI ADAPTER ORDER FORM			
QTY	DESCRIPTION	SHOW SITE PRICE	TOTAL
_____	VGA (male) / HDMI (female)	\$25.00	\$ _____
_____	Display Port (male) / HDMI (female)	\$25.00	\$ _____
_____	Mini HDMI (male) / HDMI (female)	\$25.00	\$ _____
_____	USB-C (male) / HDMI (female)	\$100.00	\$ _____
_____	MiniDP (Thunderbolt) (male) / HDMI (female)	\$25.00	\$ _____
_____	Lightning (male) / HDMI (female)	\$100.00	\$ _____
_____	Looping Media Player	\$50.00	\$ _____
TOTAL:			\$ _____

NOTICE:

ALL ORDERS PLACED ON SHOW SITE ARE BASED ON AVAILABILITY. FAILURE TO RETURN ASSETS IMMEDIATELY FOLLOWING THE SHOW WILL DOUBLE YOUR RENTAL PRICE. INITIALS _____



VGA



Display Port



Mini HDMI



USB-C



Mini DP



Lightning



Media Player

HARDLINE INTERNET ORDER

PLEASE INCLUDE METHOD OF PAYMENT FORM WITH ALL ORDERS.

NAME OF SHOW: TANIUM Converge 23	
COMPANY NAME:	
PHONE:	FAX:
CONTACT NAME:	
CONTACT EMAIL:	

Complimentary conference wifi is included with your sponsorship, however you may opt to add a dedicated hardline connection to your kiosk. For specific network needs, or information on alternative options, please reach out and we will work to fulfill your request.

Price for cable, floor work, and labor is included in the cost outlined below.

HDMI ADAPTER ORDER FORM			
QTY	DESCRIPTION	SHOW SITE PRICE	TOTAL
_____	(1) 5Mbps IP address	\$998.00	\$_____
TOTAL:			\$_____

NOTICE:

ALL ORDERS PLACED ON SHOW SITE ARE BASED ON AVAILABILITY.

*SHOW SITE PRICING SUBJECT TO CHANGE

METHOD OF PAYMENT

PLEASE INCLUDE THIS FORM WITH ALL ENHANCEMENT ORDERS.

NOTE: ALL ENHANCEMENT ORDERS ARE SUBMITTED TO INSIGHT EXHIBITS. IF YOU CHOOSE TO ORDER ENHANCEMENTS, YOU WILL NEED TO PAY FOR THESE SEPARATELY AS THESE ARE OUTSIDE THE COST OF YOUR SPONSORSHIP PACKAGE.

NAME OF SHOW: TANIUM Converge 23	
COMPANY NAME:	BOOTH NUMBER:
ADDRESS:	
CITY/STATE/ZIP:	
PHONE:	FAX:
PRINT NAME:	SIGNATURE:
CONTACT'S EMAIL:	
INVOICE & RECEIPT EMAIL:	

METHOD OF PAYMENT

BY SUBMITTING THIS FORM OR ORDERING MATERIALS OR SERVICES FROM INSIGHT EXHIBITS, YOU AGREE TO BE BOUND BY ALL TERMS & CONDITIONS INCLUDED IN YOUR SERVICE MANUAL.

CREDIT/DEBIT CARD

For your convenience, we will use this authorization to charge your credit/debit card account for your advance orders, and any additional amounts incurred as a result of show site orders placed by your representative. These charges may include all Insight Exhibits' companies, or any charges which Insight Exhibits may be obligated to pay on behalf of Exhibitor, including without limitation, any shipping charges. Please complete the information requested below:

AMERICAN EXPRESS **MASTERCARD** **VISA**

ACCOUNT NO:	EXP. DATE:	CVV CODE:
CARDHOLDER NAME:	SIGNATURE:	
CARDHOLDER BILLING ADDRESS:		
CITY/STATE/ZIP:		

MATERIAL HANDLING

MATERIAL HANDLING WILL BE CHARGED BASED ON NUMBER OF PACKAGES, OR TOTAL WEIGHT OF CRATED OR SKIDDED SHIPMENTS. MATERIAL HANDLING CHARGES APPLY TO ALL ITEMS SHIPPED TO THE ADVANCED WAREHOUSE OR DIRECT TO SHOW SITE THROUGH INSIGHT EXHIBITS.

NAME OF SHOW: TANIUM Converge 23	
COMPANY NAME:	
PHONE:	FAX:
CONTACT NAME:	
CONTACT EMAIL:	

SMALL PACKAGE SHIPMENTS		
DESCRIPTION	PRICE PER CWT	MINIMUM
Small Package - Maximum weight is 30 lbs per package*		
<i>1st Package is \$45.00, Additional Packages \$25.00 / each</i>		
BOX #1:	\$45.00	
BOX #2:	\$25.00	
BOX #3:	\$25.00	
BOX #4:	\$25.00	

TAX:

TOTAL: \$ _____

CRATE / PALLET SHIPMENTS				
DESCRIPTION [CRATE / SKID / FIBER CASE / OTHER]	WEIGHT [LBS]	CWT	PRICE PER CWT	ESTIMATED TOTAL (200 LB. MIN)
		/100 = _____	x 115.00	\$
		/100 = _____	x 115.00	\$
		/100 = _____	x 115.00	\$
		/100 = _____	x 115.00	\$

TAX:

TOTAL: \$ _____

OUTBOUND SHIPPING

PLEASE INCLUDE METHOD OF PAYMENT FORM WITH ALL ORDERS.

OUTBOUND MATERIAL HANDLING: Insight Exhibits is happy to assist with outbound shipments following the event. Please ensure all outbound packages are properly packaged, sealed, and labeled. You are welcome to provide pre-paid shipping labels with your carrier of choice, or Insight Exhibits can arrange these services for you and bill accordingly.

Please fill out your outbound shipment information in its entirety and submit along with the Method of Payment form found on page 15 of this exhibitor service kit. All packages are subject to material handling charges, based on rates outlined on page 16 of this kit.

**FOR OUTBOUND PACKAGES AFTER THE EVENT:
WHEN DO YOU NEED YOUR PACKAGES TO BE DELIVERED?**

NEXT DAY: _____ 2ND DAY: _____ GROUND: _____ OTHER: _____

FEDEX / UPS ACCOUNT NUMBER FOR SHIPPING CHARGES:

If you do not provide pre-paid labels or a FedEx/UPS account number, by submitting this form, you are agreeing to pay for all freight charges associated with the shipment of your packages.

DELIVERY ADDRESS:

CITY _____ STATE _____ ZIP _____

PHONE. _____

NUMBER OF PACKAGES: _____

ESTIMATED WEIGHT: _____

NUMBER OF CRATES: _____

ESTIMATED WEIGHT: _____

NUMBER OF SKIDS: _____

ESTIMATED WEIGHT: _____

OTHER:

SHIPPING INFORMATION

ADVANCE WAREHOUSE SHIPMENTS: Insight Exhibits will accept advanced shipments beginning September 25th and ending on November 3rd. Shipments may arrive between 8:00am and 4:00pm, Monday through Friday.

 Advanced warehouse shipping label:

INSIGHT EXHIBITS
1367 S 700 W
SALT LAKE CITY, UT 84104

TANIUM Converge 23
November 13-16, 2023
SPONSOR NAME

BOX # _____ OF _____


NOTICE: Insight Exhibits is not responsible for any package that is mislabeled or unmarked. All packages require sponsor name and booth numbers.

DELIVERIES: Sponsors transporting and delivering materials directly to the event must check in with Insight Exhibits prior to the event. There will be restricted access to sponsors and associated vendors through the venue loading docks. If you plan to deliver direct to the convention center, please coordinate with Insight Exhibits for approval.

SHIPPING INFORMATION CONTINUED

DIRECT SHOW SHIPMENTS: Direct shipments to the convention center can be arranged, but are not advised. Sponsors are allowed to hand-carry one package that does not require the use of wheels or carts to the expo floor in one trip. All other items must be sent to the advanced warehouse, or shipped send directly to show site. All direct shipments will be received by Insight Exhibits, weighed, and delivered to your booth. Material handling rates apply. Please refer to page 16 of this exhibitor kit for rates and more information.

Direct shipments must arrive **no earlier** than November 12th.

 Direct to show site shipping label:

FAIRMONT AUSTIN
C/O INSIGHT EXHIBITS
 101 Red River St
 Austin, TX 78701

TANIUM Converge 23
NOVEMBER 13-16, 2023
SPONSOR NAME

BOX # _____ **OF** _____

NOTICE: Insight Exhibits is not responsible for any package that is mislabeled or unmarked. All packages require sponsor name and booth numbers.

DELIVERIES: Sponsors transporting and delivering materials directly to the event must check in with Insight Exhibits prior to the event. There will be restricted access to sponsors and associated vendors through the convention loading docks. If you plan to deliver direct to the convention center, please coordinate with Insight Exhibits for approval.

DISMANTLE AND MOVE OUT INFORMATION: All sponsor materials must be removed from the Sponsor Hall by 5pm on November 15th. All remaining materials will be rerouted via Insight Exhibits. Insight Exhibits is happy to prepare your outbound shipping labels. Please complete the Outbound Shipping Form on page 17 in this kit and return with your orders. All sponsors must complete the Outbound Shipping Form prior to show end.

ACCESSIBLE STORAGE

PLEASE INCLUDE METHOD OF PAYMENT FORM WITH ALL ORDERS.

NOTE: YOUR TURNKEY KIOSK HAS A LIMITED AMOUNT OF LOCKABLE STORAGE. SPONSORS CAN UTILIZE ADDED STORAGE AT THE RATES OUTLINED BELOW.

NAME OF SHOW: TANIUM Converge 23	
COMPANY NAME:	
PHONE:	FAX:
CONTACT NAME:	
CONTACT EMAIL:	

Accessible storage is for storing items such as giveaways or literature that needs to be replenished. Sponsors must sign up for accessible storage at the on-site Exhibitor Service Desk.

Half hour minimum labor charge to bring items to storage and half hour minimum charge for each time received.

SMALL PACKAGE SHIPMENTS			
LABOR	Qty	Cost	Total
Access Storage Labor: Straight Time	_____ x	\$65.00	_____
Access Storage Labor: Over Time	_____ x	\$95.00	_____
STORAGE: PRICE PER BOX	Qty	Cost	Total
Cardboard Box:	_____ x	\$25.00	_____
Fiber Case:	_____ x	\$35.00	_____

TOTAL: \$ _____

ORDER CONTACT: _____

BOOTH NUMBER: _____

SPONSOR SIGNATURE: _____

RECEIVED BY: _____

RECEIVED DATE: _____

RECEIVED TIME: _____

TERMS AND CONDITIONS

YOU ARE ENTERING A CONTRACT WHICH LIMITS YOUR POSSIBLE RECOVERY IN CASE OF LOSS OR DAMAGE. The terms and conditions set forth below become a part of the Contract between Insight Exhibits (IE) and you, the EXHIBITOR. Acceptance of said terms and conditions will be applied when any of the following conditions are met:

THE METHOD OF PAYMENT FORM IS SIGNED; OR AN ORDER FOR LABOR, SERVICES AND/OR RENTAL EQUIPMENT IS PLACED BY EXHIBITOR WITH IE; OR WORK IS PERFORMED ON BEHALF OF EXHIBITOR BY LABOR SECURED THROUGH IE.

DEFINITIONS

For purposes of this Contract, "IE", refers to Insight Exhibits, its respective employees, directors, officers, agents, assigns, affiliated companies, and related entities including, but not limited, to any subcontractors IE may appoint. The term "EXHIBITOR" means the Exhibitor, its employees, agents, representatives, and any Exhibitor Appointed Contractors ("EAC").

PAYMENT TERMS

Full payment, including any applicable tax, is due in advance or at show site. All payments must be in U.S. funds and all checks must be drawn on a U.S. bank. Orders received without advance payment or after the deadline date will incur additional After Deadline charges as indicated on each order form. All materials and equipment are on a rental basis for the duration of the show or event and remain the property of IE except where specifically identified as a sale. All rentals include delivery, installation, and removal from EXHIBITOR'S booth. In case of cancellation of any orders or services by EXHIBITOR, a one-hour "per person, per hour" charge will be applied for all labor orders that are not canceled in writing at least 24 hours prior to the scheduled start time. If carpet, modular rental exhibits and any other custom-order items or services have already been provided at the time of cancellation, fees will remain at 100% of the original charge. If the Show or Event is canceled because of reasons beyond IE'S control, EXHIBITOR remains responsible for all charges for services and equipment provided up to and including the date of cancellation. IE will not issue refunds to EXHIBITOR of any payments made before the date of cancellation. It is EXHIBITOR'S responsibility to advise the IE Service Center Representative of problems with any orders, and to check the EXHIBITOR'S invoice for accuracy prior to the close of the Show or Event. If EXHIBITOR is exempt from payment of sales tax, IE requires an exemption certificate for the State in which the services are to be used. Resale certificates are not valid unless EXHIBITOR is re-billing these charges to its customers. For International EXHIBITORS, IE requires 100% prepayment of advance orders, and any order or services placed at show site must be paid at the show. For all others, should there be any pre-approved unpaid balance after the close of the show; terms will be net, due and payable in SALT LAKE CITY, UTAH upon receipt of invoice. Effective 30 days after invoice date, any unpaid balance will bear a FINANCE CHARGE at the lesser of the maximum rate allowed by applicable law, or 1.5% per month, which is an ANNUAL PERCENTAGE RATE of 18%, and future orders will be on a prepaid basis only. If any finance charge hereunder exceeds the maximum rate allowed by applicable law, the finance charge shall automatically be reduced to the maximum rate allowed, and any excess finance charge received by IE shall be either applied to reduce the principal unpaid balance or refunded to the payer. If past due invoices or invoice balances are placed with a collection agency or attorney for collection or suit, EXHIBITOR agrees to pay all legal and collection costs. THESE PAYMENT TERMS AND CONDITIONS SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE LAWS OF THE STATE OF UTAH. In the event of any dispute between the EXHIBITOR and IE relative to any loss, damage, or claim, such EXHIBITOR shall not be entitled to and shall not withhold payment, or any partial payment, due to IE for its services, as an offset against the amount of any alleged loss or damage. Any claims against IE shall be considered a separate transaction, and shall be resolved on its own merits. IE reserves the right to charge EXHIBITOR for the difference between the EXHIBITOR'S estimate of charges and the actual charges incurred by EXHIBITOR, or for any charges that IE may be obligated to pay on behalf of EXHIBITOR, including without limitation, any shipping charges. If EXHIBITOR provides a credit card for payment and charges are rejected by the EXHIBITOR'S credit card company for any reason, IE hereby provides notice that it reserves the right, and EXHIBITOR authorizes IE, to continue to attempt to secure payment through that credit card for as long as unpaid balances remain on the EXHIBITOR'S account. In the event that a THIRD PARTY orders on behalf of the EXHIBITOR and the named THIRD PARTY does not discharge payment of the invoice prior to the last day of the Claims will not be considered, or adjustments made unless filed in writing, by Exhibitor, prior to the close of the event. IE is not responsible for any damage or loss caused by the loss of power beyond its control and Exhibitor agrees to hold IE, its officers, directors, employees and agents harmless from such power loss. IN NO EVENT SHALL IE BE LIABLE FOR ANY INDIRECT OR CONSEQUENTIAL DAMAGES (INCLUDING WITHOUT LIMITATION LOST PROFITS) EVEN IF ADVISED OF THE POSSIBILITY OF SUCH DAMAGES, WHETHER UNDER THEORY OF CONTRACT, TORT (INCLUDING NEGLIGENCE), PRODUCTS LIABILITY OR OTHERWISE. Exhibitor shall indemnify and hold harmless IE, its officers, directors, employees, and agents from and against any and all claims, liabilities, damages, fines, penalties or costs of whatsoever nature (including reasonable attorneys' fees) arising out of or in any way connected with Exhibitor's actions or omissions under this Agreement.

LABOR UNDER THE SUPERVISION OF EXHIBITOR RESPONSIBILITIES

EXHIBITOR shall be responsible for the performance of labor provided under this option. It is the responsibility of EXHIBITOR to supervise labor secured through IE in a reasonable manner as to prevent bodily injury and/or property damage and also to direct them to work in a manner that is in compliance with IE'S Safe Work Rules and/or Federal, State, County and Local ordinances, rules and/or regulations, including but not limited to Show or Facility Management rules and/or regulations. It is the responsibility of EXHIBITOR to check in with the Service Desk to pick up labor, and to return to the Service Desk to release labor when the work is completed.

TERMS AND CONDITIONS CONTINUED

INDEMNIFICATION

EXHIBITOR agrees to indemnify, hold harmless, and defend IE from and against any and all demands, claims, causes of action, fines, penalties, damages, liabilities, judgments, and expenses (including but not limited to reasonable attorneys' fees and investigation costs) for bodily injury, including any injury to IE employees, and/or property damage arising out of work performed by labor provided by IE but supervised by EXHIBITOR. Further, the EXHIBITOR'S indemnification of IE includes any and all violations of Federal, State, County or Local ordinances, "Show Regulations and/or Rules" as published and/or set forth by Facility or Show Management, and/or directing labor provided by IE to work in a manner that violates any of the above rules, regulations, and/or ordinances.

IMPORTANT

PLEASE REFER TO IE'S "MATERIAL HANDLING TERMS & CONDITIONS" AS IT RELATES TO MATERIAL HANDLING SERVICES AND TO THE "SERVICE REQUEST & SHIPPING INSTRUCTIONS CONTRACT" AS IT RELATES TO TRANSPORTATION SERVICES. CONTRACT TERMS DEPEND ON THE NATURE OF SERVICES SECURED BY EXHIBITOR THROUGH IE. TERMS & CONDITIONS MAY VARY FOR EACH TYPE OF SERVICE ORDERED

MATERIAL HANDLING

YOU ARE ENTERING A BINDING CONTRACT WHICH LIMITS YOUR POSSIBLE RECOVERY IN CASE OF LOSS OR DAMAGE. Acceptance of said terms and conditions will be construed when any of the following conditions are met: This Material Handling Agreement (MHA) is signed; Exhibitor's materials are delivered to IE's warehouse or to an event site for which IE is the Official Show Contractor; or an order for labor and/or rental equipment is placed by Exhibitor with IE.

1. DEFINITIONS. For purposes of this Contract, IE means Insight Exhibits, and its employees, directors, officers, agents, assigns, affiliated companies, and related entities. In no event shall IE be deemed to be the Ultimate Consignee for shipping and custom purposes. The term "Exhibitor" means the Exhibitor, its employees, agents, and representatives.

2. PACKAGING/CRATES AND STORAGE. IE shall not be responsible for damage to loose or uncrated materials, pad wrapped or shrink-wrapped materials, glass breakage, concealed damage, carpets in bags or poly, or improperly packed or labeled materials. IE shall not be responsible for crates and packaging which are unsuitable for handling, in poor condition, or have prior damage. Crates and packaging should be of a design to adequately protect contents for handling by forklift and similar means. IE does not accept any crates or packaging containing hazardous materials. Goods requiring cold storage and those in accessible storage are stored at Exhibitor's own risk. **IE ASSUMES NO RESPONSIBILITY OR LIABILITY FOR LOSS OR DAMAGE TO GOODS IN COLD STORAGE OR ACCESSIBLE STORAGE.**

3. EMPTY CONTAINERS. Empty container labels will be available at the show site service desk. Affixing labels to the containers is the sole responsibility of Exhibitor or its representative. All previous labels must be removed or obliterated. IE assumes no responsibility for: error in the above procedures; removal of containers with old empty labels and without IE labels; or improper information on empty labels. **IE WILL NOT BE LIABLE FOR LOSS OR DAMAGE TO CRATES AND CONTAINERS OR THEIR CONTENTS WHILE SAME ARE IN EMPTY CONTAINER STORAGE.**

4. INBOUND/OUTBOUND SHIPMENTS. There may be a lapse of time between the delivery of shipment(s) to the booth and the arrival of Exhibitor, or a lapse of time between the completion of packing and the actual pickup of materials from the booths for loading onto a carrier and during such times, Exhibitor materials will be left unattended. **IE IS NOT RESPONSIBLE OR LIABLE FOR ANY LOSS, DAMAGE, THEFT, OR DISAPPEARANCE OF EXHIBITOR'S MATERIALS AFTER THEY HAVE BEEN DELIVERED TO EXHIBITOR'S BOOTH AT SHOW SITE OR BEFORE THEY HAVE BEEN PICKED UP FOR RELOADING AT THE CONCLUSION OF THE EVENT.** IE recommends the securing of security services from Facility or Show Management. All MHA's submitted to IE by Exhibitor will be checked at the time of pickup from the booth and corrections will be made where discrepancies exist between the quantities of items on any form submitted to IE and the actual count of such items in the booth at the time of pickup. IE is not responsible for any wait time or other charges including business center charges arising from delivery or pickup of Exhibitor's materials.

5. DELIVERY TO THE CARRIER FOR RELOADING. IE assumes no responsibility for loss, damage, theft, or disappearance of Exhibitor's materials after same have been delivered to Exhibitor's appointed carrier, shipper, or agent for transportation after the conclusion of the show. IE loads the materials onto the carrier under directions from the carrier or driver of that carrier. Any loading onto the carrier will be understood to be under the exclusive supervision and control of the carrier or driver of that carrier. **IE ASSUMES NO RESPONSIBILITY FOR LOSS, DAMAGE, THEFT OR DISAPPEARANCE OF EXHIBITOR'S MATERIALS THAT ARISES OUT OF IMPROPERLY LOADED OR LABELED MATERIALS.**

6. DESIGNATED CARRIERS. IE shall have the authority to change the Exhibitor designated carrier if that carrier does not pick up the shipment(s) at the appointed time. Where no disposition is made by Exhibitor, materials may be taken to a warehouse to await Exhibitor's shipping instructions and Exhibitor agrees to be responsible for charges relating to such rerouting and handling. **IN NO EVENT SHALL IE BE RESPONSIBLE FOR ANY LOSS RESULTING FROM SUCH REROUTING DESIGNATION.**

7. FORCE MAJEURE. IE's performance hereunder is subject to, and IE shall not be responsible for loss, delay, or damage due to, strike, work stoppages, natural elements, vandalism, Act of God, civil disturbances, power failures, explosions, acts of terrorism or war, or for any other cause beyond IE's reasonable control, nor for ordinary wear and tear in the handling of Exhibitor's materials.

TERMS AND CONDITIONS CONTINUED

8. **CLAIM(S) FOR LOSS.** Exhibitor agrees that any and all claims for loss or damage must be submitted to IE immediately at the show site and in any case not later than *thirty (30) business days* after the date when Exhibitor's materials are delivered to the carrier for transportation from show site or from IE's warehouse. All claims reported after thirty (30) days will be rejected. In no event shall a suit or action be brought against IE *more than one (1) year* after the date of loss or damage occurred.

a. **PAYMENT FOR SERVICES MAY NOT BE WITHHELD.** In the event of any dispute between the Exhibitor and IE relative to any loss, damage, or claim, Exhibitor shall not be entitled to and shall not withhold payment due IE for its services as an offset against the amount of any alleged loss or damage. Any claims against IE shall be considered a separate transaction and shall be resolved on their own merits. THROUGH IE.

b. **MAXIMUM RECOVERY.** If found liable for any loss, IE's sole and exclusive **maximum** liability for loss or damage to Exhibitors materials and Exhibitor's sole and exclusive remedy is limited to \$.50 (USD) per pound per article with a maximum liability of \$100.00 (USD) per item, or \$1,500.00 (USD) per shipment whichever is a less. All shipment weights are subject to correction and final charges determined by the actual or re-weighed weight of the shipment.

c. **LIMITATION OF LIABILITY.** IN NO EVENT SHALL IE BE LIABLE TO THE EXHIBITOR OR TO ANY OTHER PARTY FOR SPECIAL, COLLATERAL, EXEMPLARY, INDIRECT, INCIDENTAL, OR CONSEQUENTIAL DAMAGES, WHETHER SUCH DAMAGES OCCUR EITHER PRIOR OR SUBSEQUENT TO, OR ARE ALLEGED AS A RESULT OF, TORTIOUS CONDUCT, FAILURE OF THE EQUIPMENT OR SERVICES OF IE OR BREACH OF ANY OF THE PROVISIONS OF THIS CONTRACT, REGARDLESS OF THE FORM OF ACTION, WHETHER IN CONTRACT OR IN TORT, INCLUDING STRICT LIABILITY AND NEGLIGENCE, EVEN IF IE HAS BEEN ADVISED OR HAS NOTICE OF THE POSSIBILITY OF SUCH DAMAGES. SUCH EXCLUDED DAMAGES INCLUDE BUT ARE NOT LIMITED TO LOST PROFITS, LOSS OF USE, AND INTERRUPTION OF BUSINESS OR OTHER CONSEQUENTIAL OR INDIRECT ECONOMIC LOSSES.

9. **DECLARED VALUE.** Declarations of Declared Value are between the Exhibitor and the selected Carrier ONLY, and are in no way an extension of IE's maximum liability stated herein. IE will use commercially reasonable efforts to transmit the Declared Value instructions to the selected Carrier; however, IE WILL NOT BE LIABLE FOR ANY CLAIM ARISING FROM THE TRANSMITTAL OF, OR FAILURE TO TRANSMIT, DECLARED VALUE INSTRUCTIONS TO THE CARRIER NOR FOR FAILURE OF THE CARRIER TO UPHOLD THE DECLARED VALUE OR ANY OTHER TERM OF CARRIAGE.

10. **JURISDICTION / VENUE.** THIS CONTRACT SHALL BE CONSTRUED UNDER THE LAWS OF THE STATE OF TEXAS WITHOUT GIVING EFFECT TO ITS CONFLICT OF LAWS RULES. EXCLUSIVE VENUE FOR ALL DISPUTES ARISING OUT OF OR RELATING TO THIS CONTRACT SHALL RESIDE IN A COURT OF COMPETENT JURISDICTION IN DALLAS COUNTY, TEXAS.

11. **INDEMNIFICATION.** Exhibitor agrees to indemnify and forever hold harmless IE from and against any and all demands, claims, causes of action, fines, penalties, damages (including consequential), liabilities, judgments, and expenses (including but not limited to reasonable attorneys' fees and investigation costs) arising out or contributed to by Exhibitor's negligent supervision of any labor secured through IE; Exhibitor's negligence, willful misconduct, or deliberate act, or the negligence, willful misconduct, or deliberate act of Exhibitor's employees, agents, representatives, customers, invitees and/or any Exhibitor Appointed Contractors (EAC) at the show or event to which this Contract relates, including but not limited to Exhibitor's violation of Federal, State, County or Local ordinance and/or Exhibitor's violation of Show Regulations and/or Rules as published and set forth by Facility and/or Show Management.

12. **LIEN.** Exhibitor grants IE a security interest in and a lien on all of Exhibitor's materials that is from time to time in the possession of IE and all the proceeds thereof, including without limitation insurance proceeds (the "Collateral"), to secure the prompt and full payment and performance of all Exhibitor's indebtedness for monies paid, by IE on its behalf, services performed, materials and/or labor from time to time provided by IE to or for the benefit of Exhibitor ("Obligations"). IE shall have all the rights and remedies of a secured party under the Uniform Commercial Code, as may be amended from time to time ("UCC"), and any notice that IE is required to give under the UCC of a time and place of a public sale or the time after which any private sale or other intended disposition of any Collateral is to be made shall be deemed to constitute reasonable notice if such notice is mailed by registered or certified mail at least five (5) days prior to such action. IE may hold and not deliver any of the Collateral to Exhibitor for so long as there are any Obligations that remain unpaid or unsatisfied.

13. **WAIVER & RELEASE.** Exhibitor, as a material part of the consideration to IE for material handling services, waives and releases all claims against IE with respect to all matters for which IE has disclaimed liability pursuant to the provisions of this Contract.

14. **DRIVER LIABILITY WAIVER.** IN CONSIDERATION OF IE PERMITTING ENTRANCE TO THE PREMISES, YOU, YOUR EMPLOYER, THE OWNER OF THE TRUCK AND/OR EQUIPMENT THAT YOU ARE OPERATING (TRUCK-OWNER) AND YOU AS AGENT OF YOUR EMPLOYER AND THE TRUCK-OWNER, HEREBY ASSUME ALL RISK OF INJURY OR HARM TO YOURSELF AND OTHERS AND DAMAGE TO YOUR PROPERTY AND PROPERTY BELONGING TO YOUR EMPLOYER OR OTHERS ARISING FROM YOUR ACTIVITIES WHILE BEING PERMITTED TO ENTER THE PREMISES. YOU AGREE TO ENTER AT YOUR OWN RISK. YOU HAVE FULL KNOWLEDGE OF ANY RISK INVOLVED IN THIS ACTIVITY. YOU RECOGNIZE THE HAZARDS AND ARE AWARE OF ALL THE RULES FOR SAFE OPERATION. YOUR EMPLOYER, THE TRUCK- OWNER, AND YOU AGREE TO INDEMNIFY AND HOLD HARMLESS IE, ITS EMPLOYEES, OFFICERS, DIRECTORS, AGENTS, ASSIGNS, AFFILIATED COMPANIES AND RELATED ENTITIES, AGAINST ANY AND ALL LIABILITY, ACTIONS, CLAIMS, AND DAMAGES OF ANY KIND WHATSOEVER ARISING FROM YOUR ACTIVITIES WHILE BEING PERMITTED TO ENTER THE PREMISE.

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