

**TRADE PROMOTION MANAGEMENT ASSOCIATES
OPPORTUNITY GUIDE**

2010



Leading Trade Promotion organization
facilitating profitable collaboration in the
trading partner relationship.



Trade Promotion Management Associates (TPMA) collaborates with its members to find more effective utilization of its trade dollars - to maximize its ultimate return on investment while minimizing deductions and increasing the bottom line. We are the resource to which all parties involved in trade promotion turn when seeking solutions, to provide information, research, vision, and thought leadership on trade promotion, and the forum through which trade promotion marketers exchange information and ideas.

This is accomplished through the following methods of information and education:

- **Members-only Website** with resources including conference presentations and recordings, original research and white papers on emerging industry topics.
- **Communities of Practice (CoP)**, which offer collaborative best practices, new strategies, thought leadership, in the areas key to trade promotion leaders and practitioners. Each community strategizes and designs compelling research, gathers new ideas and educates the industry through quarterly webinars, research reports and white papers. Each Community of Practice has its own TPNexus Peer Network, where members can share ideas, information, and learn more about each other and the Community focus.
- **Conferences, Seminars and Webinars** covering case studies, best practices, and emerging trends in collaboration, trade promotion issues, practices and technologies.
- **Thought-leadership Opportunities:** Potential engagements to speak at conferences, participate on CoP thought-leadership panels and in webinars and articles.
- **Publications:** Weekly e-newsletter online publication and periodic TPMA position papers.

A Representation of Our Participating Companies

Booz & Company (N.A.) Inc.	Perdue Farms, Inc.
Capital Lighting	Pitney Bowes Marketing Services
DemandTec	Rich Products
Elmer's Products	Rogers Ad-Check
GlaxoSmithKlein Consumer Healthcare	SAP
Hormel Foods Corporation	Schreiber Foods Inc.
IBM	StrategicAmerica
infosys BPO Limited	T. Marzetti Company
Johnson and Johnson Inc.	Tamron USA
MEI Group	Teradata
MultiAd	The Dial Corporation
Nationwide Mutual Insurance Company	TradeOne Marketing
Novamex	Wipro Technologies
Oracle	Wyeth Pharmaceuticals
Palermo Villa Inc.	York Building Products

TPMA Team

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Access Decision Makers... Contribute to the Industry... Share Your Knowledge...

As a member of TPMA, you'll always learn more about managing your trade relationships, with full access to the latest strategies, market practices and industry news all in one place. TPMA serves distributors, manufacturers and service providers, centralizing thought leadership, insights, solutions and services that you cannot find elsewhere.

TPMA membership has its privileges, including access to resources and unique solutions that impart immediate and long-term value. You get the advantage your company needs to stay competitive.

Engage with our community...

- A combined, cohesive voice in the promotions community to address all trading partner planning, execution and measurement challenges.
- Industry collaboration where representatives from diverse corporate segments share best-of-breed business solutions.
- Access to, and presentations by, experts in all fields of promotion relation management, customer relationship management, data analysis management, deductions and information technology.
- National conferences where distributors, manufacturers and service providers join together in resolving key trade promotion issues.
- Member-only services including on-line open discussion forums, on-line member directory, access to industry management briefs, and other research, industry news and highlights.

TPMA Thought Leadership Research. Analysis. Insight

With deep roots in channel marketing, TPMA initiates timely research to uncover, analyze and understand the industry's most pressing issues. TPMA provides an objective voice to advance industry best practices that result in optimized planning, integration, execution and profit margins.

Inquire about our current research initiatives and see how it can impact your business. **For more information, contact Bob Houk at [bhok@tpmaww.com](mailto:bhouk@tpmaww.com).**

Member Registration Rates for Events

Members Only Web Site Access

- Member E-mail Facility
- Contact Directory
- Solutions Database
- Archived Conference Presentations

The Journal of Trading Partner Practices

www.tradingpartnerjournal.com

TPMA Outlook

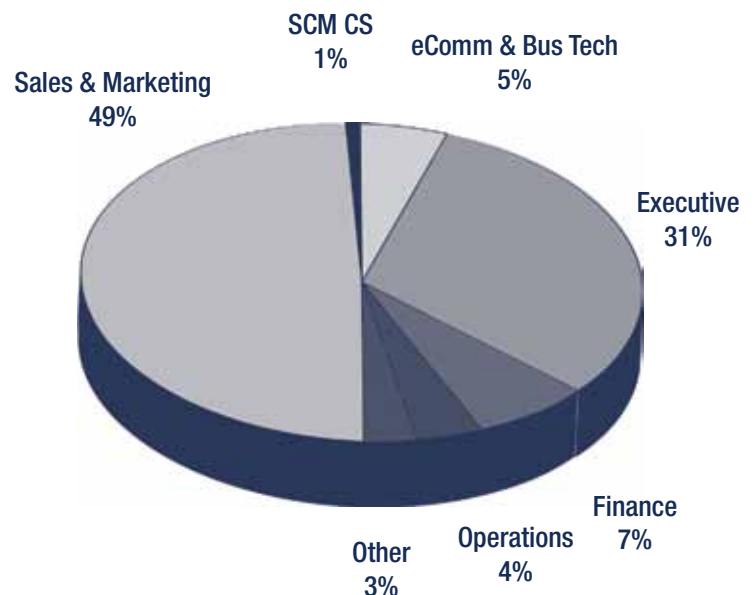
(weekly publication)

Industry Research

- White Papers
- TPMA Originated Surveys & Analysis
- Case Studies

Access to TPMA Network of Industry Experts

TPMA Conference Attendees



Please fax completed form to Attn: Membership at 908-755-7451.

Membership Cost
\$800

Company Information

Company Name: _____ Phone: _____
 Street Address: _____
 City: _____ State: _____ Postal Code: _____
 Country: _____ Company URL: _____
 Type of Business: _____
 Industry: _____

Primary Contact Information

Contact Name: _____
 Contact Title: _____
 Contact E-mail: _____
 Contact Phone: _____ Contact Fax: _____

Your Benefits

Any employee of the member company involved in sales, marketing, product development, information technology, data analysis or customer service related fields are encouraged to register for Web Access, TPMA Outlook, and Meeting Alerts.

		Web Access	TPMA Outlook	Meeting Alerts
1. Name:	Phone:			
Title:	Email:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Name:	Phone:			
Title:	Email:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Name:	Phone:			
Title:	Email:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Name:	Phone:			
Title:	Email:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Name:	Phone:			
Title:	Email:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Name:	Phone:			
Title:	Email:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Name:	Phone:			
Title:	Email:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Name:	Phone:			
Title:	Email:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Your Voice

In our continuing effort to respond to our membership needs, concerns, and issues, we would like to request your feedback. We would like to know if there are any major issues that you would like addressed in our upcoming meetings.

Department: _____ Issue: _____

 Department: _____ Issue: _____

Payment

Credit Card Payments: Visa MC AmEx

Name on Card: _____

Credit Card #: _____

Exp. Month/Year: _____ Security Code: _____

Authorized Amount: _____

Provide billing address if different than the company address above.

Street Address: _____

City: _____

State: _____ Postal Code: _____

I authorize TPMA to use the credit card listed for the authorized amount and agree to pay this amount in accordance to the card issuer's agreement.

Authorized Signature: _____

Print Name: _____ Date: _____

Check Payments: Please use this form as your invoice. Make check(s) payable to TPMA. TPC, dba TPMA, is a limited liability corporation. Our tax ID# is 42-1613901.

Return completed form with payment to:

TPMA
Attn: Membership
51 Cragwood Road, Suite 200
South Plainfield, NJ 07080
Phone: 646-442-3701
Fax: 908-755-7451

We (company name) _____ agree that this application is an offer, which is subject to the absolute right of TPMA to accept or reject. Upon acceptance of this application, we agree to the conditions, policies and penalties set forth in the membership rules & regulations below.

Accepted as binding for Co. Applicant: _____ Date: _____

Accept as binding TPMA: _____ Date: _____

Terms & Conditions

TPMA makes available data interchange services to its member subscribers, allowing authorized subscribers to access the TPMA Members-Only website.

Data contained in the TPMA Members-Only Site is obtained from sources believed to be reliable and accurate. However, the data is subject to change, omissions or inaccuracies.

By using the information contained herein, the user willingly assumes all risks in connection with such use. TPMA shall not be held responsible for errors, omissions in information herein nor liable for any special, consequential, or exemplary damages resulting, in whole or in part, from any user(s)' use of or reliance upon, this material.

The subscriber company is responsible for implementing sufficient procedures and checkpoints to satisfy its particular requirements for accuracy of data input and output and for maintaining a means external to the service for the reconstruction of any lost data.

You agree that the liability of TPMA, its affiliates, agents and licensors, if any, arising out of any kind of legal claim (whether in contract, tort or otherwise) in any way connected with the service or the information in the service shall not exceed the amount you paid to TPMA for use of the service.

Subscriber will indemnify and hold TPMA harmless from any demands, claims, actions or causes of action, assessments, losses, damages, costs, expenses, judgments, awards, fines, amounts paid in settlement and other liabilities arising from (a) the unlawful, improper or unauthorized use of the Service, (b) errors or omissions in any information content made available to TPMA in connection with the Service, or (c) alleged copyright or other intellectual property rights infringement, defamation or other tort on account of information content provided to TPMA.

TPMA may, discontinue or change the Service, or its availability to you, at any time without notice. This agreement is personal to you, and may not assign your rights or obligations to any other third party individual or organization. If any provision of this Agreement is invalid under applicable law, the remaining provisions will continue in full force and effect. This Agreement, all intellectual property issues, and your rights and obligations shall be governed by the laws of the United States of America and the State of New Jersey governing contracts wholly entered into and wholly performed within New Jersey.

Information received through this Service may be displayed, reformatted and printed for your personal, non-commercial use only. You agree not to reproduce, retransmit, distribute, disseminate, sell, publish, broadcast or circulate the information received through the Service to anyone, including but not limited to others in the same company or organization, without the express prior written consent of TPMA.

TPMA does not guarantee the accuracy, completeness or timeliness of, or otherwise endorse, these views, opinions or recommendations.

Weekly e-newsletter of the Trade Promotion Management Associates (TPMA)

The single source for trends, initiatives, news and metrics dedicated to manufacturer, distributor and service provider channel marketing personnel.

Raise awareness of your solutions and services within a large community of professionals striving to improve their bottom line through more efficient trade promotion practices. The TPMA Outlook provides advertisers with an interactive platform to connect with our TPMA readership.

The TPMA Outlook focuses on the challenges and trends relevant to today's changing promotional landscape. Channel marketers can expand the forecasting-to-cash dialogue, from planning and forecasting to performance management.

Reaching more than 50,000 senior executives and seasoned practitioners, the TPMA Outlook explores the issues that matter most to sales, marketing and business technology professionals. TPMA understands the challenges that face our readership and presents the practical tools and knowledge to implement meaningful change. The weekly mailing contains case studies, articles of note and original content.

Readers will also find information on initiatives, research and emerging technologies occurring in the world of TPMA, along with interactive short surveys that provide indicators on industry trends.

- Weekly Publication
- 50,000 Senior Executive Circulation
- Targeted Industry Audience
- Advertising Opportunities

Audience

Reach 50,000 senior executives and seasoned practitioners each week - from manufacturing and distribution, to systems and consulting.

The TPMA Outlook reaches:

- CEO's
- CFO's
- CIO's
- COO's
- CMO's
- Executive Directors & Senior Managers in:
 - Sales & Marketing
 - Retail
 - E-commerce
 - Business Technology
 - Finance
 - Supply Chain
 - Operations

Send your message to customers who are proactively seeking solutions to drive efficiency and profitability within channel marketing.



2010 Advertising Rates & Specifications

Month	Reservation	Submission	Publication
January 2010	12/21/09	12/28/09	1/5, 1/12, 1/19, 1/26
February 2010	1/19/10	1/26/10	2/2, 2/9, 2/16, 2/23
March 2010	2/16/10	2/23/10	3/2, 3/9, 3/16, 3/23
April 2010	3/16/10	3/23/10	4/6, 4/13, 4/20, 4/27
May 2010	4/20/10	4/20/10	5/4, 5/11, 5/18, 5/25
June 2010	5/18/10	5/25/10	6/8, 6/15, 6/22, 6/29
July 2010	6/15/10	6/22/10	7/6, 7/13, 7/20, 7/27
August 2010	7/20/10	7/27/10	8/3, 8/10, 8/17, 8/24
September 2010	8/17/10	8/24/10	9/7, 9/14, 9/21, 9/28
October 2010	9/14/10	9/21/10	10/5, 10/12, 10/19, 10/26
November 2010	10/19/10	10/26/10	11/2, 11/9, 11/16, 11/23
December 2010	11/16/10	11/23/10	12/6, 12/13, 12/20, 12/27

Full Top Banner Ad
468 x 60 pixels
\$2,000 per month

Vertical Banner Ad
120 x 240 pixels
\$1,600 per month

Full Bottom Banner Ad
468 x 60 pixels
\$1,500 per month

Volume Discounts

- 3 months: 5% discount
- 6 months: 10% discount
- 12 months: 20% discount

Mechanical Requirements

Resolution: 72 dpi
Color Specs: RGB only
Acceptable File Formats: JPG, GIF
Embedded links must open a new browser window

For material submission and questions, contact:

Sheri Kurdakul

skurdakul@tpmaww.com | 646-442-3701

Event Sponsorship

TPMA Conferences are world-class events with an international reputation as the premier location to meet with executive-level representatives of manufacturers, distributors and service providers alike.

Sponsorship Features include:



Access to High-level Decision Makers: Your product will be exposed to more than 400 decision makers at our events.



Featured Presentations: Platinum sponsors will have the opportunity to showcase their solutions through a presentation to the General Session audience. Gold and Silver sponsors are offered similar opportunities with attendees during exclusive breakout sessions.



Exclusive Use of Lists: Sponsorship entitles you to an advance copy of the attendee list to prepare for networking events with existing clients or targeted prospects. Attendee lists are provided two weeks prior to the start of each event and include attendee name, title and company name.



Materials in Event Bags: Sponsors may elect to include a promotional piece, marketing collateral or item in attendee bags distributed at registration. Marketing collateral may be in the form of selected promotional literature, i.e. company brochure, single page flyer or white paper. A promotional item may include a pen, key chain, highlighter, etc. The use of the Event Bag is designed to entice attendees to learn more about your specific service or product offering.



Intimate Settings to do Business: In addition to the Exhibit Hall, TPMA Conferences are designed to provide a wide range of networking opportunities - from our Opening Night Reception to a foursome on the golf course.

Current and Past Partners



Sponsor Benefits

Metal Sponsorship Opportunities

Platinum

Gold

Silver

Recognition as Industry Leaders

Recognition at each event	✓	✓	✓
Sponsor case study on the TPMA website ¹	2 Papers	1 Paper	1 Paper

Event Branding

Sponsorship of evening reception	✓		
Sponsorship of lunch		✓	✓
Sponsorship of breakfast	✓	✓	

Promotion Opportunities

Exhibit booth space at our national event	✓	✓	✓
Annual event passes ²	6 Passes	4 Passes	2 Passes
Promotional/marketing material in event bags ³	✓	✓	✓
Company logo and profile in the event program	✓	✓	✓
Signage displayed throughout event and sponsored event	✓	✓	✓

Publicity and Marketing

Cover advertisement in the conference journal	✓	✓	
Advertisement in the conference journal	Full Page	1/2 Page	1/2 page
Rotating advertisement in four issues of the TPMA Outlook	Top Banner	Sidebar	Bottom Banner
Sponsor directory listing	✓	✓	✓
Company logo in sponsor logo feed on TPMA website	✓	✓	✓

Membership Benefits

TPMA membership	✓	✓	✓
Member pricing to all events	✓	✓	✓
Inclusion in the TPBuyers Guide	✓	✓	✓
TPNexus access participation			

Note: Metal sponsorships are non-exclusive.

1. Article and White Paper topic/content must be approved by TPMA .
2. Conference passes are for clients/prospects of the sponsor.
3. All promotional items to be distributed at the conference or included in the conference bag shall be provided at the sponsor's cost. Limit one promotional item per sponsor.

Extend Your Brand and Exposure through these Additional Opportunities!

Evenings and Outings

These unique sponsorship packages come with:

- Recognition of Company sponsorship at the excursion during the event
- Signage and banner with company logo displayed prominently at the Excursion
- “Hotlinked” Company logo on websites
- Company logo and profile in Conference Journal
- One piece of company marketing collateral included in Event Bags
- Two full event attendee passes
- Fees/passes for four guests to the Excursion
- Examples: Golf Tournament, Cruise, Casino Night

Meal, Break and Cocktail Reception

Each of these sponsorship packages comes with:

- Recognition of Company sponsorship of meal, break or cocktail reception during the event
- Signage and banner with company logo displayed prominently at the meal, break or cocktail reception
- “Hotlinked” Company logo on websites
- One piece of company marketing collateral included in Event Bags
- Company logo and profile in Conference Journal

Exhibit Space

Exhibitor package comes with:

- A 6’ tabletop or 10’ by 8’ exhibit booth space at one event (see Rules and Regulations page for details)
- Two full event passes
- Fees for one player in the Golf Tournament held during the event
- Company logo and profile in the Conference Journal
- One piece of company marketing collateral included in Event Bags
- “Hotlinked” Company logo on websites

Promotional Item

Put your logo on the following items:

- Event tote bag
- Lanyards for name badges
- Add your own promotional item with your logo in our event bag!

Advertising

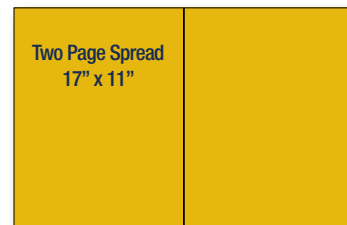
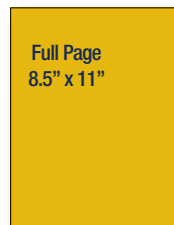
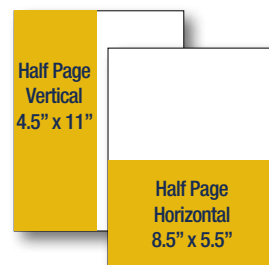
Conference Journal

Ad Size

- Full Page
- Half Page
- Quarter Page

Premium Placement

- Inside Front Cover
- Inside Back Cover



TPMA Outlook

- Full Top Banner
- Full Bottom Banner
- Vertical Banner



Exhibitor Space

Opportunity	Price
Exhibit Space 10' x 8' space, tabletop or "pop-up"	\$6,500

Meals and Breaks

Opportunity	Price
Breakfast Buffets	\$9,500
Break Bundles Morning/Afternoon break	\$9,500
Lunch Buffet	\$13,000
Evening Cocktail Reception	\$15,000
Dinner Buffet	\$19,500
Continuous Coffee Station	Call for details
Cyber Lounge	Call for details

Promotional Sponsorship Items

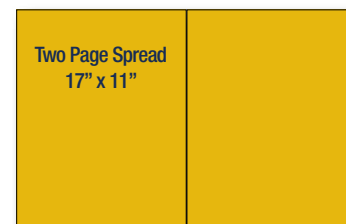
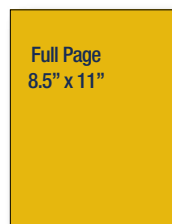
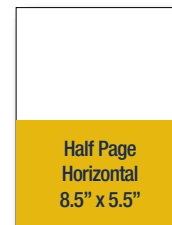
Opportunity	Price
Hotel Room Drop Sponsorship plus cost of item	\$2,500
Passport Sponsor Sponsor to provide prize	\$3,500
Tote Bag Item¹	\$5,000
Notebooks²	\$5,000
Evaluations Per day, black and white copies for attendees	\$5,000
Key Cards²	\$5,000
Water Bottles²	\$5,000
Tote Bags²	\$8,000
Lanyards²	\$10,000
Daily Digest Per day, black and white copies for attendees	\$10,000

Golf Related (when available)

Opportunity	Price
Golf Outing Exclusive Sponsorship	\$35,000
Golf Outing Non-Exclusive	\$20,000
Golf Balls	\$5,000
Longest Drive Prize	\$5,000
Closest to the Pin Prize	\$5,000

Conference Journal Advertising

Opportunity	Price
Half Page 8.5" x 5.5" or 4.25" x 11"	\$1,750
Full Page 8.5" x 11"	\$3,000
Inside Front Cover 8.5" x 11"	\$5,000
Inside Back Cover 8.5" x 11"	\$5,000
Two Page Spread 17" x 11"	\$5,500
Outside Back Cover 8.5" x 11"	\$7,500



Mechanical Requirements

Acceptable file formats:

- TIFF, JPEG, PDF
- Collected/packaged files from InDesign (including all fonts and images)
- Native vector (Illustrator) file (.ai, .eps)

All files must include .25" bleed

Resolution: 300 dpi

All pricing is based on black and white advertising

Additional Opportunities

Opportunity	Price
White papers	\$7,500
Webinars Call for series-event pricing	\$6,000

For material submission and questions, contact:

Sheri Kurdakul | Sales Manager

skurdakul@tpmaww.com | 646-442-3701

1. Size limitations apply
2. When sponsors provide selected item, \$1,000 credit applies

Company & Contact Information

Company Name: _____
 Street Address: _____
 City: _____ State: _____ Postal Code: _____
 Country: _____ Company URL: _____
 Contact Name: _____
 Contact Title: _____ Contact Email: _____
 Contact Phone: _____ Contact Fax: _____

Sponsorship Desired

Please mark sponsorship items you are interested in. You will be contacted to discuss sponsorship availability.

Premium Sponsorship

- Platinum (\$50,000)
- Gold (\$35,000)
- Silver (\$25,000)

Individual Event Sponsorship

- Dinner buffet (\$19,500)
- Evening reception (\$15,000)
- Lunch buffet (\$13,000)
- Breakfast (\$9,500)
- Break bundle (\$9,500)
- Exhibitor (\$6,500)
- Promotional items (see pricing sheet)
- Other: _____

Conference Journal Advertising

- Outside back cover (\$7,500)
- Two-page spread (\$5,500)
- Inside front cover (\$5,000)
- Inside back cover (\$5,000)
- Full page (\$3,000)
- Half page (\$1,750)
- Other: _____

Payment

Credit Card Payments: Visa MC AmEx

Name on Card: _____
 Credit Card #: _____
 Exp. Month/Year: _____ Security Code: _____

Authorized Amount: _____

Provide billing address if different than the company address above.

Street Address: _____
 City: _____
 State: _____ Postal Code: _____

I authorize Trading Partners Collaboration (TPC), dba TPMA to use the credit card listed for the authorized amount and agree to pay this amount in accordance to the card issuer's agreement.

Authorized Signature: _____

Print Name: _____ Date: _____

Check Payments: Please use this form as your invoice. Make check(s) payable to TPC. TPC, dba TPMA, is a limited liability corporation. Our tax ID# is 42-1613901.

Return completed form with payment to:

TPMA
 Attn: Sheri Kurdakul
 51 Cragwood Road, Suite 200
 South Plainfield, NJ 07080
 Phone: 646-442-3701
 Fax: 908-755-7451

Exhibitor/Sponsor hereby designates the products listed above as those which shall be displayed or demonstrated and agrees to notify TPMA in writing of any changes prior to the event. We (Exhibitor) agree that this application is offer, which is subject to the absolute right of the TPMA to accept or reject. Upon acceptance of this application, we (Exhibitor) agree to the conditions, policies and penalties set forth in the Exhibitor Rules & Regulations.

Accepted as binding for Sponsor: _____ Date: _____

Accept as binding TPMA: _____ Date: _____

Show Management:

All matters and questions not covered by the Exhibit Space Agreement or these Rules and Regulations are subject to the decision of TPC, its officers, agents or employees acting for it, in the management of the exhibit.

Eligible Exhibits:

TPC reserves the absolute right, at any time, to determine the eligibility of any company or product for inclusion in the Exhibit. No approved exhibitor may assign or transfer such approval without the written consent of TPC. No subleasing or sharing of space with another business or firm is permitted, unless approved by TPC.

Limitation of Liability:

The exhibitor agrees to make no claim for any reason whatsoever on its members, agents, employees, lessors or owners of the exhibit premises, for loss, theft, damage or destruction of property; nor for any injury to himself/herself while in the exhibit facilities. Each exhibitor should have separate insurance to protect itself against such liabilities.

Signage:

All signs must be freestanding. No sign may be strung between posts or hung from walls or the ceiling. Signs must be professionally made. No pennants are to be used unless approved by TPC and no sign may be placed outside the booth area, in doorways, hallways or aisles.

Damage to Premises:

Exhibitors or their agents may not allow any article to be brought into the exhibition, or any act done on the premises, which would invalidate the insurance or increase the premium of the policies held by the management of the exhibit / convention / hotel facility. They will also not permit anything to be done by their employees, which will damage the premises, property or equipment of other exhibitors. No signs or articles can be affixed, nailed or otherwise attached to walls, doors, etc. in such a manner as to deface or destroy them. Likewise, no attachments can be made to the floors by nails, screws or any other devices that would damage them.

Exhibit Specifications:

TPC shall supply, at no charge to the exhibitor, the following standard provisions for each exhibitor: 10' x 8' exhibition booth or 6' tabletop space, 6' skirted table, 2 chairs, wastebasket, power cord and vendor identification sign. Please call TPC for details.

Sound Devices and Performers:

The use of devices for mechanical reproduction of sound or music may be permissible, but must receive advance approval from TPC. Sound of any kind must not be projected outside the confines of the exhibit booth. Exhibits featuring performers or attractions must be large enough to contain the audience within the exhibit. Aisles must be kept clear.

Rejected Displays:

The exhibitor agrees that the exhibit shall be admitted and remains, from day-to-day, solely in strict compliance with the rules set forth herein. TPC reserves the right to reject or prohibit any exhibit in whole or in part, any exhibitor or its representative, with or without giving cause and TPC shall have no liability to the exhibitor as a result of the cancellation of the exhibit. If cause is not given, liability shall not exceed the return to the exhibitor of the amount of rental unearned at the time of rejection. If an exhibit or exhibitor is rejected for violation of these rules or for any other stated reason, no return of rental shall be made.

Insurance:

Exhibitor and exhibitor's contractors shall, at their sole cost and expense, procure and maintain through the term of this License Agreement the following insurance: (a) Commercial General Liability insurance against claims for bodily injury or death, property damage as well as personal and advertising injury occurring in or upon or resulting from the exhibition, with combined single limits of liability of not less than \$1,000,000 per occurrence. This insurance must be in force during the lease dates of the event, with TPC added as an additional insured; and (b) Workers Compensation insurance as required by statutory law. Exhibitor shall obtain and shall furnish upon request a certificate of insurance evidencing the required insurance.

Exhibitor Representative's Responsibility:

Each exhibitor must name at least one person to be a representative in connection with installation, operation and removal of the exhibit. Such representative shall be authorized to enter into such service contracts as may be necessary and for which the exhibitor shall be responsible.

Character of Display:

Distribution of samples and printed matter of any kind or any promotional material is restricted to the confines of the booth. Exhibitors may not leave merchandise or printed matter in the registration areas, lounges, meeting rooms or other facilities of the convention/conference hotels. No noisemakers or items not in keeping with the character and high standards of TPC may be distributed or used by any exhibitor.

Labor:

It is mutually agreed that it is the duty and responsibility of each exhibitor to receive

and install their exhibit before the opening of the exhibition; and to dismantle, pack and ship their exhibit immediately after the close of the exhibition, in accordance with local union regulations. Should an exhibitor not arrange for appropriate labor, TPC will not be responsible for the installation, dismantle or shipment of any exhibitor's display. In addition, should an exhibitor be unable exhibit because labor had not been arranged, the exhibitor fee will neither be refunded nor be applied to any future exhibit opportunity at a TPC event. Additional labor can be made available if TPC is formally alerted to the need 30 days in advance of show date, and arrangements are agreed to by both Exhibitor and TPC in advance of show date. Exhibitor will be responsible for the expense of the labor arranged by TPC, plus a 20% service charge.

Official Service Contractor/Decorator:

The official service contractor will be designated by TPC as needed and will provide all services required: drayage, furnishings, carpet, accessories, tables, drapery, electrical power, labor to erect and dismantle your exhibit, signs, etc. An exhibitor service kit with order forms, rates and instructions on the services provided will be sent to exhibitors for any outside services required.

Attendance:

Show Management shall have sole control over attendance policies at all times.

Exhibit Hours:

All exhibits must be in place ready for opening of show. No part of an exhibit shall be removed during the showing without special permission from TPC. An exhibitor is not allowed to dismantle or pack any part of his or her exhibit until after the official closing of the event. Exhibitor's booths must be staffed at all times during exhibit hours. Exhibitors agree not to host hospitality suites and private parties during scheduled hours of TPC meetings, exhibits or other functions.

Security:

Neither Show Management, exposition management, nor the owner or lessors of the exhibit premises will assume any responsibility for exhibitor's property. It is suggested that the exhibitor insure its property against loss and theft.

Fire & Safety Laws:

Federal, state and city laws must be strictly observed.

Amendment to Rules:

The exhibitor agrees that TPC shall have the right to make such rules and regulations or changes in floor plan arrangements of booth for said exhibition, as it shall deem necessary and to amend same from time to time. TPC shall have the final determination and enforcement of all rules, regulations and conditions.

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Cancellation of Exhibit Space:

Payment in full is due upon exhibitor's receipt of signed and countersigned agreement to exhibit/sponsorship participation, to terms stated within contract. Exhibitor/Sponsorship fees are not refundable.

Acts of God, Fires, Strikes:

In case the exhibit hall shall be destroyed or damaged, or if the show fails to take place as scheduled or is interrupted and / or discontinued, or access to the premises is prevented or interfered with by reason of any strike, lockout, injunction, act of war, act of terrorism or threat of terrorism, act of God, emergency declared by any governmental agency or by TPC, or for any other reason, this contract may be terminated by TPC. In the event of such termination, the exhibitor waives any and all damages and claims for damages, and agrees that the sole liability of TPC shall be to return to each exhibitor its space payment, less its pro-rata share of all costs and expenses incurred and committed by TPC.

Compliance with Laws:

Exhibitors must comply with all laws, rules, regulations and ordinances. No combustible decoration, such as crepe paper, cardboard or corrugated paper, shall be used at any time. All packing containers, excelsior or wrapping paper, which must be flameproof, are to be removed from the floor and must not be stored under tables or behind displays. All muslin, velvet, silken or any other cloth decoration must stand a flameproof test as prescribed by fire ordinance of the city and/or state in which the show is held. All materials and fluids, which are inflammable, are to be kept in safety containers. Open flames, butane gas, oxygen tanks, etc. are not permitted. Exhibits cannot block aisles and fire exits.