

ABA TECHSHOW®

2012

CONFERENCE AND EXPO • MARCH 29-31, 2012

Conference: March 29-31, 2012

EXPO: March 29-30, 2012

Hilton Chicago, Chicago, IL



www.techshow.com

PRESENTED BY THE:

ABA LAW PRACTICE MANAGEMENT SECTION
MARKETING • MANAGEMENT • TECHNOLOGY • FINANCE



NETWORK

Connect with nearly 1,800 leading technology users and influencers at the best conference for bringing lawyers & technology together, the trusted ABA source of information on legal tech products and services!

EXPO HALL

- ▶ Daily unopposed EXPO hours
- ▶ Refreshment Breaks and Vendor Track Sessions held on EXPO hall floor
- ▶ Meeting Space close to hall





ATTENDEE PROFILE

97% are the main decision makers, recommend, or influence major decisions on purchasing products and services

- ▶ 82% will purchase legal software within 12 months of ABA TECHSHOW
- ▶ 71% said they attend ABA TECHSHOW for the EXPO hall and to meet with vendors
- ▶ 62% made a purchasing decision based on interaction with a vendor on the ABA TECHSHOW EXPO floor

ABA TECHSHOW Attendees come to the EXPO floor to make short list and purchasing decisions on the following products and services!

Hardware

Computers–Servers
Desktops & Notebooks
Dictation & Transcription

Equipment

Imaging Equipment
Networking/
Communications
Equipment

Software

Accounting/Finance
Automated Forms
Case Management
& Budgeting
Corporate Legal
Database

Data Replication/
Business Continuity
Dictation &
Transcription Equipment
Docket/Calendar/
Conflict of Interest
Document Assembly
Document Management
E-Discovery
Imaging Scanning
Information Management
Intellectual Property
Litigation Support
Practice Management
Public Records–
Litigation Tools
Security Systems

Time Entry/Tracking
Timekeeping/Billing
Trial Presentation
Trust & Estates
Voice Recognition

Services

Books, Newspapers
& Magazines
Client Development
Computer Forensics
Cost Recovery
Court Accounting
Preparation
Court Reporting
E-Mail Management
Electronic Discovery
Filing Systems

Legal Research
Internet-Based
Transcription &
Litigation Readiness
Services
Litigation Support
Online CLE
Online Information
Services Online
Transcription &
Dictation Services
Payroll Processing
Telephone Services/
Cellular
Trial Support
Video Conferencing
Web Site Development

SPONSORSHIP OPPORTUNITIES

Sponsorships are packages known to deliver a higher value on your investment. Sponsorships can increase your ROI, drive traffic to your booth, and build brand recognition in a competitive marketplace. These packages are designed so your business can stand out as an industry leader with the legal technology power players at ABA TECHSHOW!

Each sponsor will receive

- ▶ Recognition at the Keynote Address
- ▶ Company logo and 30 word description in the ABA TECHSHOW virtual showcase at www.techshow.com
- ▶ Acknowledgement as an ABA TECHSHOW sponsor in *Law Practice* magazine, *Law Practice Today*, *Law Practice.news*, with a total reach of over 65,000
- ▶ Recognition on the ABA LPM Section Web site, www.lawpractice.org

CUSTOM BRAND PACKAGES

Items and Events may be purchased ala carte or can be combined to create a custom package. Custom packages may be created by appointment only. Call Suzie Smith (410) 584-1980, ssmith@networkmediapartners.com for more details.

Diamond **\$25,000**

- ▶ One 10' x 20' booth space (\$5,900 value)
- ▶ Logo signage on site at ABA TECHSHOW (\$3,500 value)
- ▶ One Vendor Track Session or Education Track Session (\$3,500 value)
- ▶ One Pre-Conference e-mail to attendees (\$2,500 value)
- ▶ One Page Insert in Conference Tote Bag (\$1,500 value)
- ▶ Full Page ad in ABA TECHSHOW Program Guide (\$1,500 value)
- ▶ Inclusion in attendee "Passport to Prizes" (\$500 value)
- ▶ Three complimentary registration to Conference (\$3,075 value)
- ▶ One Taste of ABA TECHSHOW Dinner Sponsorship (\$1,250 value)
- ▶ Choice of Sponsorship Item: Keynote Address, Elevator Wrap/TV Screens or Welcome Celebration (\$15,000 value)

Value almost \$38,000!

Platinum **\$16,000**

- ▶ One 10' x 20' booth space (\$5,900 value)
- ▶ Logo signage on site at ABA TECHSHOW (\$3,500 value)
- ▶ One Pre-conference e-mail to attendees (\$2,500 value)
- ▶ One Page Insert in Conference Tote Bag (\$1,500 value)
- ▶ Full Page ad in ABA TECHSHOW Program Guide (\$1,500 value)
- ▶ Inclusion in attendee "Passport to Prizes" (\$500 value)
- ▶ Two complimentary registration to conference (\$2,050 value)
- ▶ One Taste of ABA TECHSHOW Dinner Sponsorship (\$1,250 value)
- ▶ Choice of Sponsorship Item: Conference Tote Bag, Badge Holders, Thumb Drive, WiFi Cloud (\$10,000 value)

Value over \$28,500!

Gold **\$10,450**

- ▶ One 10' x 10' booth space (\$2,950 value)
- ▶ Logo signage on site at ABA TECHSHOW (\$3,500 value)
- ▶ Full Page ad in ABA TECHSHOW Program Guide (\$1,500 value)
- ▶ Two complimentary registration to Conference (\$2,050 value)
- ▶ Choice of Sponsorship Item: Registration Kick Panels, Cyber Cafe, Full Education Track (\$7,500 value)

Value over \$16,000!

Silver **\$7,950**

- ▶ One 10' x 10' booth space (\$2,950 value)
- ▶ Logo signage on site at ABA TECHSHOW (\$2,500 value)
- ▶ Half Page ad in ABA TECHSHOW Program Guide (\$900 value)
- ▶ One complimentary registration to conference (\$1,025 value)
- ▶ Choice of Sponsorship Item: Conference Notepad, Pen, Aisle Signs, Key Cards, or Room Drops (\$5,000 value)

Value over \$12,000!

Included with each 10' x 10' booth space:

- ▶ 4 exhibitor badges
- ▶ 8 feet high back drape, 3 feet high side drape, one small ID sign
- ▶ Company and product description listed in the official ABA TECHSHOW Program Guide and acknowledgment in ABA Law Practice Management Section Website (www.techshow.com) and *Law Practice Today*
- ▶ Pre- & Post-show mailing list

SPONSORSHIP OPPORTUNITIES

***All sponsorships can be sold a la carte or as part of a sponsorship level which includes increased visibility.**

Diamond Sponsorships Items (or \$15,000 a la carte)

Keynote Luncheon and Address **SOLD**



Elevator Wraps & Elevator TV Screens

A short video or static ad will be displayed in elevators at the Hilton Chicago. This is an excellent opportunity to display your message to your top prospects and clients and includes a great mix of branding and digital elements. *(Exclusive Sponsorship)*

Welcome Reception

The Welcome Reception kicks off ABA TECHSHOW 2012 with hors d'ourves and cocktails. It provides you with the ability to interact with Conference attendees before any other company. Your company will receive an announcement at the reception, signage, and a table and chairs in which to distribute materials. *(Exclusive Sponsorship)*

Conference App Sponsor (*NEW)

ABA TECHSHOW will be launching a brand new technology for conference attendees. The Conference app provides your company a unique way to market to this tech savvy attendee base. Inquire for specific deliverables. *(Exclusive Sponsorship)*

Platinum Sponsorships Items (or \$10,000 a la carte)

Conference Tote Bag **SOLD**



Badge Holders **SOLD**



Thumb Drive Sponsorship

Your company's promotional materials, product demo or presentation will be pre-loaded and encrypted on each thumb drive. These will be distributed to all Conference attendees at registration.

WiFi Cloud

Provide wireless Internet for ABA TECHSHOW and develop a completely unique way to interact with the Conference attendees. Your logo will be included on the welcome page and signage throughout the WiFi meeting venue. This includes a hyperlink to your company website and recognition in the Conference program. *(Exclusive Sponsorship)*

Gold Sponsorships Items (or \$7,500 a la carte)

Registration Kick Panels

First impressions are lasting and your company name and logo will be the one attendees see as they register in this high traffic area. The registration area becomes your opportunity to showcase your company's logo to all. Your logo will appear on the on-site registration kick panels and your company's name will be the first exhibitor that attendees see. *(Exclusive Sponsorship)*

Recharge Lounge

Capture attendee's undivided attention as they power up their laptops, cell phones and other wireless devices without leaving the conference. The Recharge Station provides a convenient service to ABA TECHSHOW attendees and gives your company the opportunity to get your message across to a captive audience. Your company logo or message will be displayed on all signage in this area. *(Exclusive Sponsorship)*

Full Education Track

As the sponsor of an educational Track (4 sessions) you will receive recognition in ALL promotional materials including pre-show and post-show promotion, and company logo on session signage. Sessions are divided into specialized tracks, which enable each sponsor to target a highly motivated audience. Track sponsors receive recognition at every session within the track topic category by the moderator. Other Track benefits include session benefits plus the opportunity to distribute literature at each session.

Conference Notepad **SOLD**



SPONSORSHIP OPPORTUNITIES

Silver Sponsorships Items (or \$5,000 a la carte)

Conference Pen

The Conference pen and highlighter will be imprinted with your company name/logo and will be given out at registration to more than 1,000 attendees and used during ABA TECHSHOW to take notes.

Aisle Signs (\$5,000 Exclusive or \$1,000 per aisle)

Increase awareness of your company as the exclusive sponsor of the EXPO Hall Aisle Signs. Each aisle in the ABA TECHSHOW EXPO Hall is marked with a large, 4-color aisle sign. Attendees rely on these banners to navigate the hall, making the signs a great way to reach the vast majority of EXPO hall visitors. Your company logo and booth number will be displayed at the bottom of each aisle signs.

Limited Level Sponsorships

Lunch 'N Learn - \$3,500 each *5 available *Almost sold out!

A full one-hour of meeting room space to conduct an educational session on the benefits of your product line. Attendees will enjoy lunch while you make your presentation. This program includes a listing in the official ABA TECHSHOW program guide, meeting space, signage and basic audiovisual equipment.

Water Stations **SOLD**



Vendor Track Session - \$3,000 each *5 available

*** Almost sold out!**

Provide educational content or demonstrate your products and services to attendees in a classroom atmosphere. Sessions run concurrently with conference educational programs, and are listed on the main conference schedule online and in print. Additional benefits include design of your own program and speakers, exposure in all marketing efforts. Sessions will be held on EXPO hall floor.

Standing Sign Board - \$2,500 each

Placed in high traffic areas, the standing signboards are an excellent and affordable way to promote your company's product or service. The standing sign measures 3' wide by 8' high. They are double sided and free standing thus giving you double the visibility.

Hotel Key Cards

Reach all the ABA TECHSHOW registrants staying at the Hilton Chicago through hotel room key cards customized with your company's message. Cards will be given to hotel guests upon check in and used to access their rooms throughout their stay. ABA TECHSHOW name and Conference logo will also appear on the card along with your company information. *(Exclusive Sponsorship)*

Hotel Room Drop **SOLD**



EXPO Hall Breaks - \$2,000 per day (2 breaks)

As attendees relax and prepare for the next session, let them see your company's logo at the same time. Located in the EXPO hall, these break stations provide high traffic and exposure for your company. Your company logo will be on all signage in the break areas as well as on table tents. Put your company logo front and center as attendees relax during the refreshment breaks.

Tote Bag Insert - \$1,500

Your promotional piece will be included in the ABA TECHSHOW Conference bag distributed to all attendees at registration. Make it memorable and creative! If you would like to customize your insert, please contact our offices. Inserts are available for exhibiting companies only.

EXPO Opportunities

➤ **10' x 10' Booth Rental - \$2,950**

➤ **There is a \$300 charge for each exposed corner**

EXHIBITOR LIST

2011 Exhibitors and Sponsors Included:

ABA Law Practice Management Section
ABA Meetings & Travel Department
ABA Member Advantage
ABA Retirement Funds
Accellis Technology Group
Aderant
AMS Legal
Association of Legal Administrators
Barkley Court Reporters, Inc.
BlueStar Computer Solutions, Inc.
Business Integrity
Canon USA, Inc.
Casemaker
CCC Technologies, Inc.
CCIM Institute
CDW
Client Profiles
Clio
Clustify / Hot Neuron LLC
CompuLaw
Connec Tek
Corel Corporation
Courtroom Connect
DataCert Inc
Deadlines On Demand
Dialawg, LLC
Digital WarRoom
DirectLaw, Inc.
DK Global
Driven, Inc.
eFileCabinet, Inc
Esquire Interactive
Extractiva, Inc.
Fastcase, Inc.
Fore! Trust Software
Fujitsu Computer Products of America, Inc.
Gavel & Gown Software Inc. / Amicus Attorney
GeekDesk
Hewlett Packard
HotDocs
Index Engines
International Legal Technology Association (ILTA)
IPRO Tech, Inc.
ISI Telemanagement Solutions, Inc.
IVCi
Jurismedia Inc. (Margill Software Solutions)
Kore Image Technologies, L.L.C.
Law Bulletin Publishing Company
Legal Files Software, Inc.
Legal Workspace
Levit & James, Inc.
LexisNexis
LIVIA
LOGICBit Corporation
LS Canada Inc.
Marketcircle Inc.
MediConnect Global
MerlinOne, Inc.
mindSHIFT Technologies, Inc.
Mozy
MyCase, Inc
National Purchasing Partners
Needles Case Management
Nextpoint
Nuance Communications
Omega Legal Systems, Inc.
OrcaTec
Orion Law Management Systems, Inc.
PBworks
Perfect Practice
PerfectLaw Software
Philips Speech Processing
Platinum Information Services, Inc
Prolaw, Part of Thomson Reuters
Rippe & Kingston
Riverglass Inc
Rocket Lawyer Incorporated
Rocket Matter, LLC
Savid Technologies
ShareFile
SMART
SpeakWrite
Sprint
STI / Tabs3 and PracticeMaster Software
SusQtech
Synaptec Software, Inc.
Timeslips By Sage
Total Attorneys
TrialPad for iPad
Vee Technologies Inc.
Walz Group
West, a Thomson Reuters Business
Wolters Kluwer Law & Business
World Software
xhale solutions

SPONSORSHIP LEVEL/EVENT

Diamond \$25,000 includes 10x20 booth	Platinum \$16,000 includes 10x20 booth	Gold \$10,450 includes 10x10 booth	Silver \$7,950 includes 10x10 booth	Custom Option \$ _____
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Sponsorship Item/Event [Includes Booth(s)] _____ **Total \$** _____

Booth Selection
(make up to 3 selections):
1) _____
2) _____
3) _____

10x10 Standard Booth _____ @ \$2,950 = \$ _____
 Corner Booth Upgrade _____ @ \$300 = \$ _____

Book Your Final Program Advertising Now and Save 10%

Color Full page 4/C ad (\$1,350)* \$ _____
 1/2 page 4/C ad (\$810)* \$ _____

* Rates shown above include 10% discount.

Educational Sponsorships (Limited Availability)

Lunch 'N Learn (\$3,500) \$ _____
 Vendor Track Sessions (\$3,000) \$ _____
 Taste of ABA TECHSHOW Dinner (\$1,250) \$ _____
 Passport to Prizes (\$500) \$ _____

Total \$ _____

Company Name _____
Web site _____
Company Address _____ City/State/Zip _____
Phone _____ Fax _____
Primary Contact _____ E-mail Address _____
(Primary Contact person listed will receive all exhibitor communications)
Alternate Contact Person _____ Alternate Contact Phone _____
Alternate Contact E-mail _____

→ **Signature:** _____

Print name & title: _____ **Date:** _____

PLEASE SIGN, DATE, AND FAX AGREEMENT TO 410-584-8647.
I hereby acknowledge that I am authorized on behalf of the Sponsor/ Exhibitor to enter this Agreement. I have read, understand and agree to all the terms and conditions of this agreement, including those on page 2 and 3.

PAYMENT METHOD

Invoice my company at the above address. I understand payment is due upon receipt of invoice.
 50/50 Payment Info/Special Instructions _____
 Please charge my credit card (circle one): VISA MasterCard American Express Discover

Amount to be charged _____
Card # _____ Exp. Date _____ Security Code _____
Name of Cardholder _____
Address of Card _____ Zip Code _____
Signature for Credit Card Authorization _____
Print Name & Title _____

Please fill out form legibly and completely.
Tear out and mail to:
Network Media Partners, Inc.
Attn: Suzie Smith
Executive Plaza I, Suite 900
11350 McCormick Road
Hunt Valley, MD 21031
Or fax to **(410) 584-8647**
Or e-mail to **ABALPM@networkmediapartners.com**

NETWORK MEDIA PARTNERS
Network Media Partners, Inc.
Executive Plaza I, Suite 900
11350 McCormick Road
Hunt Valley, MD 21031

For Exhibit/Sponsorship reservation questions, please contact
Suzie Smith
Senior Account Executive
(410) 584-1980
ABALPM@networkmediapartners.com

CANCELLATION POLICY
A cancellation fee equal to 50% of the full agreement will be assessed for cancellations received in writing prior to December 1, 2011. After December 1, 2011 this contract is non-cancellable from the moment signed and the exhibitor/sponsor will be liable for the full agreement price and terms of said agreement. No refunds will be made after December 1, 2011. Terms are enforced regardless if exhibitor/sponsor does not attend the conference or the exhibit space is resold. Should the agreement be referred to a collection agency/attorney for any reason, the client and or representing agency of said client is responsible to pay a 25% attorney fee plus costs associated with any and all collection efforts.

TERMS AND CONDITIONS.

All terms and conditions of the ABA TECHSHOW 2012 are agreed upon and enforced by my company signature. We understand that terms are non-cancellable. We agree to abide by all provisions set forth in these terms as part of this contract between the ABA Law Practice Management Section, Network Media Partners, Inc., and the exhibitor/sponsor.

Exhibitor Service Kit

Approximately 75 days prior to the show, all exhibitors will receive a link to the online Exhibitor Service Kit via e-mail. The kit includes complete information regarding exhibit installation/removal, utilities, a list of suppliers, and order forms for various add on services.

To reserve Exhibit/Sponsorships, please contact

Suzie Smith
Senior Account Executive
(410) 584-1980
ABALPM@networkmediapartners.com

For Exhibit logistics/show management questions, please contact

Aubrey Meusel
Event Coordinator
(410) 584-1923
ameusel@networkmediapartners.com

The rules and regulations herein are a bona fide part of the contract for exhibit space with the ABA TECHSHOW hereinafter referred to as ABA TECHSHOW, for the Exhibition which is managed by Network Media Partners, Inc., hereinafter referred to as Show Management, on behalf of ABA TECHSHOW, the Show's owner and sponsor. Show Management reserves the sole right to render all interpretations, amend and enforce these regulations and to establish any and all further regulations not specifically covered below to assure the general success and well being of the Show. Each exhibitor, for himself, his employees, and his contractors agrees to abide by these regulations and by any amendments or additions hereafter made by Show Management. Show Management reserves the right to decline, prohibit, deny access or remove any exhibit which in its sole judgment is contrary to the character, objectives, and best interests of the Show or suitable for its attendee audience. This reservation includes, but is not limited to, any violation of any public policy or these rules and regulations and extends to persons, things, printed matter, products, and conduct. ABA TECHSHOW reserves the right to refuse applications of any exhibitor for any reason, as well as the right to curtail exhibits or parts of exhibits. Show Management's decision and interpretation shall be accepted as final in all cases.

PAYMENT OF SPACE.

Payment is due upon receipt of scheduled invoice from Network Media Partners, Inc. or, in the case of credit card payment, upon signature of this agreement and terms. Show management reserves the right to cancel space and sell the space to another Exhibitor without any rebate or allowances to the former Exhibitor if the full amount of the rental has not been received. Please make checks payable to Network Media Partners, Inc. Send all booth applications, payments to:

Network Media Partners, Inc.
Executive Plaza 1, Suite 900
11350 McCormick Rd
Hunt Valley, MD 21031

CANCELLATION AND REFUNDS.

(See Cancellation Policy on Page 1) In addition, all cancellations of booth space must be received in writing by Network Media Partners, Inc. If space is reduced, the net reduction of space will be treated as a cancellation of that space. It is expressly agreed by the exhibitor that in the event he fails to pay the space rental charge at the times specified, or fails to comply with any other provisions contained in these rules and regulations concerning his use of exhibit space, Show Management shall have the right to reassign the confirmed booth location shown or to take possession of said space and lease same, or any part thereof, to such parties and upon such terms and conditions as it may deem proper. In the event of a default by the exhibitor, as set forth in the previous sentence, the exhibitor shall forfeit as liquidated damages, the amount paid by him for his space reservation, regardless of whether or not Show Management enters into a further lease for the space involved. In case the exhibition shall not be held for any reason whatsoever, then and thereupon, the rental and lease of space to the exhibitor shall be terminated. In such case the limit claim for damage and/or compensation by the exhibitor shall be the return to the exhibitor of the prorated amount already paid for space for this specific event.

SPACE RENTAL AND ASSIGNMENT OF LOCATION.

Whenever possible, space assignments will be made by Show Management in keeping with the preferences as to location requested by the exhibitor. SHOW MANAGEMENT, HOWEVER, RESERVES THE RIGHT TO MAKE THE FINAL DETERMINATION OF ALL SPACE ASSIGNMENTS IN THE BEST INTERESTS OF THE EXHIBITION.

USE OF SPACE, SUBLETTING OF SPACE.

No exhibitor shall assign, sublet or share the space allotted with another business or firm unless approval has been obtained in writing from Show Management. Exhibitors are not permitted to feature names or advertisements of non-exhibiting manufacturers, distributors or agents in the exhibitor's display, parent or subsidiary companies excepted. Exhibitors must show only goods manufactured or dealt in by them in the regular course of business. Should an article of a non-exhibiting firm be required for operation or demonstration in an exhibitor's display, identification of such article shall be limited to the usual and regular nameplate,

imprint or trademark under which same is sold in the general course of business. No firm or organization not assigned exhibit space will be permitted to solicit business within the Exhibit Areas.

EXHIBITORS AUTHORIZED REPRESENTATIVE.

Each exhibitor must name one person to be his representative in connection with installation, operation and removal of the company's exhibit. Such representative shall be authorized to enter into such service contracts as may be necessary and for which the exhibitor shall be responsible. The exhibitor shall assume responsibility for such representative being in attendance throughout all exhibition periods; and this representative shall be responsible for keeping the exhibit neat, manned and orderly at all times. For their own safety and protection, persons under the age of twenty-one (21) will not be admitted to the exhibit halls during move-in and move out.

INSTALLATION, REMOVAL, AND DISMANTLING.

Show Management reserves the right to fix the time for the installation of a booth prior to the Show opening and for its removal after the conclusion of the Show. Any space not claimed and occupied by three (3) hours prior to the published Show opening time may be resold or reassigned without refund. Installation of all exhibits must be fully completed by the opening time of the exhibition. If Exhibitor is late in removing its exhibit, and causes Show Management to incur overtime or other costs, then Exhibitor will be responsible for those costs. Exhibits must be staffed during all Show hours and may not, to any extent, be dismantled before the Show closing. Any early dismantling or packing shall be considered a breach of this agreement and will affect future applications and/or loss of priority points.

ARRANGEMENT OF EXHIBITS.

Each exhibitor is provided an Official Exhibitor Kit. The Exhibitor Kit describes the type and arrangement of exhibit space and the standard equipment provided by Show Management for booth construction. All booth space must be arranged and constructed in accordance with the guidelines, provisions and limitations contained in the Exhibitor Kit. If, in the sole opinion of Show Management, any exhibit fails to conform to the Exhibitor Kit guidelines, or the provisions set forth herein, such exhibit will be prohibited from functioning at any time during the exhibition. Exhibits not conforming may be dismantled or modified, at cost to the exhibitor, at the sole judgment and discretion of Show Management.

Exhibitor Plan Review. Booth construction plans and layout arrangements for first-time exhibitors, exhibits in peninsula or island booth spaces, or involving other unusual construction features, must be submitted for approval at least sixty (60) days prior to the opening of the exhibition.

EXHIBITS & PUBLIC POLICY.

Each exhibitor is charged with knowledge of all State, County, and City laws, ordinances and regulations pertaining to health, fire prevention and public safety, while participating in this exhibition. Compliance with such laws is mandatory for all exhibitors and the sole responsibility is that of the exhibitor. No part of the building shall be defaced in any manner, nor shall signs or other articles be posted, nailed, taped or otherwise affixed to any pillars, doors, walls or other parts of the building. Any and all damages, losses, expenses, and/or costs resulting from failure to observe this notice shall be payable by the exhibitor. The exhibitor must, at his expense, maintain and keep in good order his exhibit and the space for which he has contracted. ABA TECHSHOW, Show Management and service contractors have no responsibility pertaining to the compliance with laws as to public policy as far as individual exhibitor's space, materials and operation is concerned. Should an exhibitor have any questions as to the application of such laws, ordinances and regulations to his exhibit or display, Show Management will endeavor to answer them. Exhibitors must comply with City and State fire regulations. All booth decorations including carpeting must be flame proofed and all hangings must clear the floor. All exits, hallways, aisles and fire control apparatus must remain clear and unobstructed at all times. Use of butane or bottled gas is not permitted. Use of propane and helium balloons is prohibited. Electrical equipment and wiring must conform with National Electrical Code Safety Rules. If inspection indicates any exhibitor has neglected to comply with these regulations, or otherwise incurs fire hazard, the right is reserved to cancel all or such part of his exhibit as may be irregular, and effect the removal of same at exhibitor's expense. If unusual equipment or machinery is to be installed, or if appliances that might come under fire codes are to be used, the exhibitor should communicate with Show Management for information concerning facilities or regulations. Independent contractors must conform to IAEM, ESCA and ED&PA guidelines and must be signatory to a current local collective bargaining agreement.

STORAGE OF PACKING CRATES AND BOXES.

Unattended freight in any display space as of one hour prior to Show opening will be removed and stored at the exhibitor's sole risk and expense. Exhibitors will not be permitted to store packing crates and boxes in their booths during the exhibit period; but these, when properly marked, will be stored and returned to the booth by service contractors. It is the exhibitor's responsibility to mark and identify his crates and boxes. Crates and boxes not properly marked or identified may be destroyed. Show Management assumes no responsibility for the contents of crates or boxes improperly labeled as "empty." Because of the lack of storage facilities, it may be necessary to store empty crates, boxes and exhibit material outside the building. Every effort will be made to protect the crates from the elements, but none of ABA TECHSHOW, Show Management nor its service contractors will assume any responsibility for damage to them. The removal and return of large crates that cannot be handled by hand trucks will be charged for at prevailing rates. Crates, boxes or other exhibit materials unclaimed by the exhibitor after the Show will be removed at the exhibitor's expense. Exhibitors will be billed by the service contractor for removal time and materials at prevailing rates. Neither ABA TECHSHOW, Show Management, the service contractor, nor the exhibit facility shall assume any liability whatsoever for loss or damage.

OPERATION OF EXHIBITS.

Show Management reserves the right to restrict the operation of, or evict completely, any exhibit which, in its sole opinion, detracts from the general character of the exhibition as a whole. This includes, but is not limited to, an exhibit which, because of noise, flashing lights, method of operation, display of unsuitable material, is determined by Show Management to be objectionable to the successful conduct of the exhibition as a whole. Use of so called "barkers" or "pitchmen" is strictly prohibited. All demonstrations or other promotional activities must be confined to the limits of the exhibit space. Sufficient space must be provided within the exhibit space for the comfort and safety of persons watching demonstrations and other promotional activities. Each exhibitor is responsible for keeping the aisles near its exhibit space free of congestion caused by demonstrations or other promotions.

Alcoholic Beverages. Exhibitors may not serve alcoholic beverages in the exhibit hall except with the written permission of Show Management.

Direct Sales. Retail sales are permitted only within the booth area. Exhibitors are responsible for collection of any and all taxes required by the state, county and city governments.

Contests, Drawings and Lotteries. All unusual promotional activities must be approved in writing by Show Management no later than 60 days prior to the opening of the exhibition.

Literature Distribution. All demonstrations or other activities must be confined to the limits of the exhibitor's booth. Distribution of circulars may be made only within the space assigned to the exhibitor distributing such materials. No advertising circulars, catalogs, folders or devices shall be distributed by exhibitors in the aisles, meeting rooms, registration areas, lounges or grounds of the host facility. Trade publishers are prohibited from soliciting advertising during the Show. Trade publications may be distributed from their booth, but automatic distribution is prohibited.

Copyright Licensing. Exhibitor is solely responsible for obtaining any required licenses to broadcast, perform, or display any copyrighted materials including but not limited to music, video, and software. Exhibitor shall indemnify and hold harmless ABA TECHSHOW, Show Management, and facility against cost, expense, or liability which may be incident to, arise out of or be caused by Exhibitor's failure to obtain requisite license.

Sound. Exhibits which include the operation of musical instruments, radios, sound projection equipment, or any noisemaking machines must be conducted or arranged so that the noise resulting from the demonstration will not annoy or disturb adjacent exhibitors and their patrons, nor cause the aisles to be blocked. Operators of noisemaking exhibits must secure approval of operating methods before the exhibit opens. Show Management shall be the sole judge of what constitutes appropriate sound levels.

Booth Representatives. Booth representatives, including models or demonstrators, must be properly registered and wear badges, and be properly and modestly clothed. Excessively revealing attire is prohibited.

Irregular Activities. All giveaway items with the exception of plastic bags, pens, pencils, luggage tags, pocket calendars, and the exhibitor's product must be submitted for approval to Show Management three (3) weeks prior to the opening of the exhibition. Noisemakers of any kind will not be permitted. All exhibitors distributing approved "stick-ons" may not place the "stick-ons" on the attendees' badges.

SOCIAL ACTIVITIES.

Any social function or special event planned by an exhibiting company, to take place during the ABA TECHSHOW, must be pre-approved by ABA TECHSHOW. Exhibitor agrees to withhold sponsoring hospitality suites/rooms or other functions during official conference and exhibition activities, including exhibit hours, social functions, educational seminars and any other related activity scheduled by ABA TECHSHOW and/or Show Management. Distribution of exhibitor materials is not permitted to attendee sleeping room doors, ABA TECHSHOW meeting rooms or anywhere else in the hotel and/or exhibit facility except in the specified booth space.

LIABILITY AND INSURANCE.

All property of the exhibitor remains under his custody and control in transit to and from the exhibit hall and while it is in the confines of the exhibit hall. None of ABA TECHSHOW, Show Management, its service contractors, the management of the exhibit hall nor any of the officers, staff members or directors of any of the same are responsible for the safety of the property of exhibitors from theft, damage by fire, accident, vandalism or other causes, and the exhibitor expressly waives and releases any claim or demand he may have against any of them by reason of any damage to or loss of any property of the exhibitor. It is recommended that exhibitors obtain adequate insurance coverage, at their own expense, for property loss or damage and liability for personal injury.

INDEMNIFICATION.

Exhibitor agrees that it will indemnify and hold and save ABA TECHSHOW and Show Management whole and harmless of, from and against all claims, demands, actions, damages, loss, cost, liabilities, expenses and judgments recovered from or asserted against ABA TECHSHOW and Show Management on account of injury or damage to person or property to the extent that any such damage or injury may be incident to, arise out of, or be caused, either proximately or remotely, wholly or in part, by an act, omission, negligence or misconduct on the part of Exhibitor or any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees or of any other person entering upon the Premises leased hereunder with the express or implied invitation or permission of Exhibitor, or when any such injury or damage is the result, proximate or remote, of the violation by Exhibitor or any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees of any law, ordinance or governmental order of any kind, or when any such injury or damage may in any other way arise from or out of the occupancy or use by Exhibitor, its agents, servants, employees, contractors, patrons, guests, licensees or invitees of the Premises leased hereunder. Such indemnification of ABA TECHSHOW and Show Management by Exhibitor shall be effective unless such damage or injury may result from the gross negligence or willful misconduct of ABA TECHSHOW or Show Management, as the case may be. Exhibitor covenants and agrees that in case ABA TECHSHOW or Show Management shall be made a party to any litigation commenced by or against Exhibitor or relating to this lease or the Premises leased hereunder, then Exhibitor shall and will pay all costs and expenses, including reasonable attorney's fees and court costs, incurred by or imposed upon ABA TECHSHOW or Show Management by virtue of any such litigation.

Property Damage. None of ABA TECHSHOW, Show Management nor Exhibitor shall be responsible for any loss of or damage to property of the other party hereto, including, but not limited to, loss or damage occasioned by theft, fire, smoke, acts of God, public enemy, riot, civil commotion, or other insurable casualty, and ABA TECHSHOW, Show Management and Exhibitor expressly waive any claim for liability against the other party hereto with respect to any such loss or damage. In the event that such occurrence results in cancellation of the exhibition, each party hereby releases the other from obligations under this contract. Accordingly, it shall be the responsibility of Show Management and Exhibitor, respectively, to secure its own insurance or otherwise protect itself and its property against such loss or damage.

Use of Certain Property. Exhibitor will assume all costs arising from the use of patented, trademarked, or franchised materials, devices, processes or dramatic rights used on or incorporated in the exhibitor's space. Exhibitor shall indemnify, defend and hold harmless ABA TECHSHOW, Show Management, the City and their officers, directors, members, agents, and employees from and against all claims, demands, suits, liability, damages, losses, costs, attorneys' fees, and expenses of whatever kind or nature, which might result from or arise out of use of any such material(s) described above.

WAIVER.

Show Management shall not be deemed to waive any of its rights hereunder unless such waiver is explicitly stated as a waiver in writing and signed by Show Management. No delay or omission by Show Management in exercising any of its rights shall operate as a waiver of such rights and a waiver of such rights in writing on one occasion shall not be construed as a consent to or a waiver of any right or remedy on any future occasion.

ATTORNEYS' FEES.

Should Show Management find it necessary to employ an attorney or attorneys to enforce any of the provisions of this agreement, or to protect in any manner its interest or interests under this agreement, Show Management, if it is the prevailing party, shall be entitled to recover from the other party all reasonable costs, charges, and expenses including attorneys' fees.

AMERICANS WITH DISABILITIES ACT.

Exhibitors acknowledge their responsibilities under the Americans with Disabilities Act (hereinafter "Act") to make their booths accessible to handicapped persons. Exhibitor shall also indemnify and hold harmless ABA TECHSHOW, Show Management, and facility against cost, expense, liability or damage which may be incident to, arise out of or be caused by Exhibitor's failure to comply with the Act.

OTHER REGULATIONS.

Any and all matters not specifically covered by the preceding rules and regulations shall be subject solely to the decision of Show Management. THE SHOW MANAGEMENT SHALL HAVE FULL POWER TO INTERPRET, AMEND, AND ENFORCE THESE RULES AND REGULATIONS, PROVIDED EXHIBITORS RECEIVE NOTICE OF ANY AMENDMENTS WHEN MADE. EACH EXHIBITOR AND ITS EMPLOYEES AGREES TO ABIDE BY THE FOREGOING RULES AND REGULATIONS AND BY ANY AMENDMENTS OR ADDITIONS THERETO IN CONFORMANCE WITH THE PRECEDING SENTENCE. EXHIBITORS OR THEIR REPRESENTATIVES WHO FAIL TO OBSERVE THESE CONDITIONS OF CONTRACT OR WHO, IN THE OPINION OF SHOW MANAGEMENT, CONDUCT THEMSELVES UNETHICALLY MAY IMMEDIATELY BE DISMISSED FROM THE EXHIBIT AREA WITHOUT REFUND OR OTHER APPEAL.



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