

January 8-10, 2019 • Exhibits: January 9-10, 2019 • San Diego Convention Center • San Diego, CA • thespecialshow.com

IMPORTANT INSTRUCTIONS

SCAN AND EMAIL to Kevin.Hacke@kNect365.com

Sales Executive: Kevin Hacke
Phone: 312-635-9138

I. COMPANY INFORMATION

Company Name _____
 Exhibiting As _____
 Street _____ Suite _____
 City _____ State/Province _____
 Zip/Postal Code _____ Country _____
 Telephone* _____ Fax* _____
Please include city and country codes.
 Key Contact Name _____ Title _____
 Email _____ Web address _____
 Billing Contact Name _____ Billing Contact Email _____
 Cell Phone: _____

*By providing your cell number, you are giving Show Management permission to contact you via text or phone regarding emergency situations and onsite Show updates.

*By providing your contact information hereon, you acknowledge and agree to Informa's use of your contact information to communicate with you about events, products, services and offerings by Informa, its brands, affiliates, and/or third-party partners, consistent with Informa's Privacy Statement (accessible at <http://engage.informa.com/privacy-statement/>). In addition, you understand that your personal information may be shared with any sponsor(s) of the Show, so they can contact you directly about their products or services. Please refer to the privacy policies of such sponsor(s) for more details on how your information may be used by them. Your personal information may also be shared with other participants in the Show.

II. SPACE REQUIREMENTS AND OPTIONS

*Minimum booth size: 10'x10' = 100 sq.ft. (3.05m x 3.05m = 9.3m² approx.)

EXHIBIT PRICING: \$27 per square foot

Desired exhibit size: _____ ft. x _____ ft. = _____ total sq. ft.

Configuration requested: standard corner island peninsula endcap

Booth Cost: US\$ per sq. ft. _____ x total sq. ft. _____ = \$ _____

Corner charges (excludes 20x20 island booths and larger): \$200 per corner = \$ _____

Our Space Preferences: 1st: _____ 2nd: _____ 3rd: _____

Products/services to be exhibited:

I prefer not to be located near the following companies:

Diamond Title Sponsorship\$5,000

Premier Sponsorship\$3,500

Exhibits Plus Option (\$1,215 value)\$895

A great discounted value! Includes:

- Logo stopper on Mobile App and Show Directory (\$165 value)
- Your logo included with your listing on www.thespecialshow.com
- Product Showcase with photo on www.thespecialshow.com (\$350 value)
- Placement in the Post-Show TSE Event Resources E-Deck/E-Blast (\$700 value)

*One time usage only. List will not be sent directly to exhibitor. Informa reserves the right to limit access to attendee list, exhibitor list and any other list gathered by Informa or its contractors.

Insurance\$115

(Required for international exhibitors) All international exhibitors (defined as non-U.S. and non-Canadian exhibitors) are required to obtain insurance through ExhibitorInsurance.com, the Show's designated insurance provider, and the cost will be added to all international exhibitor contracts. This fee will be waived/refunded to international exhibitors if a valid Certificate of Insurance with the required coverages is provided to and approved by Show Management. U.S. and Canadian exhibitors may purchase the required insurance through their own carriers or through ExhibitorInsurance.com.

Booth Cost = \$ _____

Corner Charge = \$ _____

Sponsorship Cost = \$ _____

Insurance Cost = \$ _____

TOTAL COST \$ _____

Please contact me with additional information about:

- TSE Event Resources E-Deck/E-Blast
- Online Advertising on thespecialshow.com
- Show Directory Advertising
- Customized Event Sponsorship
- Other opportunities

III. PAYMENT INFORMATION

CREDIT CARD:

Credit card payments must be made online at www.thespecialshow.com/payments. You will receive detailed instructions and a password along with your invoice via e-mail. Your deposit is due according to the payment schedule under Exhibit Space Terms below. Please contact your sales executive, Kevin Hacke, for more information at 312-635-9138.

Make checks payable to:

The Special Event/Informa
24654 Network Place
Chicago, IL 60673-1246

Wire Transfer:

JPMorgan Chase
New York, NY
ABA #021000021
Account #811104744
SWIFT: CHASUS33

Express Mail Address:

JPMorgan Chase
131 S. Dearborn, 6th Fl
Chicago, IL 60603
Attn: Informa 24654

Please include invoice # and customer # on check stub or wire transfer

IV. EXHIBIT SPACE TERMS

Produced by The Special Event ("Show Management" or "we"), a division of Informa Business Media, Inc. ("Informa"; f/k/a Penton [Business] Media, Inc.).

By completing and returning this contract, the company identified on this contract form ("you" or "exhibitor") is applying for exhibit space at The Special Event 2019 (the "Show"). Upon written confirmation of acceptance by Show Management and assignment of exhibit space, this contract shall become effective and form a binding agreement between you and Show Management governing the non-assignable license granted to you to use exhibit space for the Show. The agreement formed incorporates (i) the terms and conditions set forth on this contract form and the Additional Terms and Conditions (accessible at thespecialshow.com/terms) (collectively, "Terms and Conditions"); (ii) the terms, conditions, rules, regulations and guidelines set forth in the Exhibitor Services Kit (accessible at thespecialshow.com/esk); and (iii) all additional standards, policies and directives ("Policies") published or provided by Show Management relating to the Show (collectively, the "Agreement"). The foregoing shall control in the following order of priority to the extent there is any direct conflict between or among them: first, the Terms and Conditions, second, the Exhibitor Services Kit, and third, the Policies. Show Management reserves the right to reject any application for exhibit space for any reason.

Payment schedule:

- 25% deposit due at signing of contract
- 50% must accompany all contracts submitted on or after April 12, 2018 and before September 20, 2018.
- 100% must accompany all contracts submitted on or after September 20, 2018.

Show Management may, at its discretion, release the exhibit space if the deposit(s) are not made in accordance with the payment schedule. Reassignment of exhibit space due to missed or late payment does not relieve exhibitor of its obligations under this Agreement.

Cancellation and Reduction of Space Policy: Once this contract is signed and exhibit space is allocated, you are contracted to exhibit space. Cancellation requests must be in writing, and agreement by Show Management to any request for cancellation of exhibit space/Exhibit Plus/sponsorships or reduction of space shall be subject to the following fees:

- 1) Cancellations or booth downsizes received before April 12, 2018 are subject to a fee equal to 25% of the booth price.
- 2) Cancellations or booth downsizes received on or after April 12, 2018 and before September 20, 2018 are subject to a fee equal to 50% of the booth price.
- 3) The full contract price is due and payable and non-refundable for any cancellations or booth downsizes received on or after September 20, 2018.

CONTRACT ACCEPTANCE

By signing below, exhibitor agrees to abide by the terms and conditions of this Agreement, and hereby represents and warrants that the undersigned is duly authorized to execute this Agreement on behalf of exhibitor.

Name (please print) _____ Title _____

Authorized Signature _____ Date _____