



IBM IMPACT 2012 EXHIBITOR RULES AND REGULATIONS

By signing the application you agree to the rules and regulations listed below.

1. Management: The term “Management” as used herein shall mean the IBM Impact 2012 management, its officers, committees, employees or agents acting for it in the management of IBM Impact 2012, and shall include representatives and employees of IBM, George P. Johnson Company and Experient Inc.

2. Subleasing: Exhibitor may not sublet its demonstration space, or any part thereof, nor demonstrate, offer for sale, or advertise articles not manufactured or sold by Exhibitor, except where such articles are necessary for the proper demonstration or operation of the Exhibitor’s display, in which case the identification shall be limited to the manufacturer’s normal, regular nameplate. Exhibitor may not permit non-participating company representatives to operate from their pedestal. Rulings of the Management shall, in all instances, be final with regard to use of pedestal demonstration space.

3. Occupancy Default: Any Exhibitor failing to occupy space contracted for ***shall not*** be relieved of the obligation of paying the full rental charge for such space.

4. Booth Assignment: Pedestal location in the Solution Center will be chosen based on sponsorship participation. Management reserves the right to make changes in the exhibit schedule and floor plan. All Exhibitors will be notified of any changes as far in advance as practicable.

5. Booth Personnel: Each Exhibitor will be provided a specific number of Full Conference Badges as specified in the package selected. Exhibitor may purchase additional Exhibitor Badges for representatives restricted to personnel engaged in the display, demonstration, application or sale of the company’s product or services. The use of celebrities or any other type of performer is prohibited regardless of whether they are an employee of the company. Booth personnel shall wear badge identification furnished by Management at ALL times while they are in the demonstration area. All booth personnel shall dress in Business or Business Casual attire. Business Casual is defined as slacks and polo-style shirts with company logos, or equivalent. Costumes of any type, bathing suits and scantily-clad representatives are prohibited. All employees of exhibiting companies must register at IBM Impact 2012 website. Management reserves the right to restrict or limit the number of pedestal representatives.

6. Obstruction of Aisles/Noise: Any demonstration or activity that results in excessive obstruction of aisles (per the Approved Fire Marshall Floor Plan) or prevents ready access to nearby participating Exhibitors' pedestals shall be suspended. Management will monitor sound and noise levels in the pedestals and will request the Exhibitor to either reduce the noise level or eliminate it if Management feels that it is detrimental to the surrounding pedestals. No additional, signs, tables, or any promotional materials are allowed to hang from exhibitry or place in the aisle area.

7. Raffles and Giveaways: Exhibitor will have the opportunity to hand out "giveaways" at its pedestal, such as mouse pads, pens or shirts. To maintain a professional environment, the item should be small and should have a retail value not to exceed \$25. Exhibitor may offer one (1) bigger ticket item (such as a software package or hardware product) as a drawing prize. The drawing may be publicized at the Exhibitor's pedestal with a small sign (8 ½" x 11"). Any such drawing must be held at the closing of the exhibit floor **in the Sponsor's booth** with the prize sent to the winner after the event. If a drawing prize is displayed at Exhibitor's pedestal it must be the actual item being offered as a prize.

8. Exhibit Coordination: Exhibitors agree to coordinate all aspects of participating and exhibiting in IBM Impact 2012 through the Impact management, including but not limited to equipment shipments, power and electrical requirements, signage text, etc. Impact Management will distribute the exhibit guidelines and deadlines upon receipt of IBM approved contract. A URL link will be provided to access the exhibit kit.

9. Installing, Demonstrating, Dismantling: Hours and dates for installing, demonstrating and dismantling shall be those specified by Impact Management and in the Exhibit Kit. NO Exhibit will be dismantled until the exhibit floor closes at the end of the show. Exhibitor shall be liable for all storage and handling charges resulting from failure to remove demonstration materials for IBM Impact 2012 before the specified conclusion of the dismantling period set by Management. Additional Accessible storage can be purchased on-site through Willwork, Inc.

10. Pedestals: Each Exhibitor is provided a specific number of pedestals as specified in the package, each with a countertop(s) that measures approximately 3'x 3'. We encourage Exhibitors to bring a laptop to demonstrate products. The countertop holds a 19" monitor provided by Management. Literature can be distributed from your pedestal. No easels or stands will be permitted at pedestals. There is room in the bottom of the pedestal to store a limited supply of literature, equipment, briefcases, etc. Management does not allow any peripheral marketing items (such as additional signage) or additional equipment (unless pre-approved) other than what is described in this section.

11. Monitor: The Exhibit Kit conveys the hardware requirements so the correct monitor(s) interface is ordered. It is imperative that any laptop computer used at a pedestal can display simultaneously to an internal and external display. It is

important to display from the external port so the demo can be viewed from the monitor(s).

12. Company Signage: A sign displaying Exhibitor's company name and logo will be positioned above each monitor. All signage and booth materials are the property of IBM Management and will remain with the pedestal. Exhibitors may not hang signs/banners, T-shirts, bags or any other type of giveaway advertisements from their pedestal. This includes flashing lights, helium balloons, gobo lights, etc. Exhibitors that violate this rule will be asked by Management to remove the items.

13. Conference and Solution Center Guide Listing: A Pocket Guide will be compiled and included with the main handout. Each listing will include Exhibitor's company name and Booth number. This directory includes a floor plan with a key to each Exhibitor's location. The Impact 2012 website will list your company name, description and URL.

14. Technical Specifications: Each Exhibitor is responsible for supplying their own computer equipment except for the monitor(s) provided by Management. Please refer to the Exhibit Kit for more information.

15. Electrical: One electrical line (500-watts) is provided for each pedestal. Each pedestal is equipped with a multi-strip outlet in the base.

16. Cleaning: The Solution Center is vacuumed nightly. Trash receptacles are provided throughout the hall.

17. Drayage: Each pedestal will receive 200 lbs. of free drayage for marketing literature, equipment, etc. Drayage over 200 lbs. will be billed directly to the individual Exhibitor and must be paid before the show closes, at the Willwork Inc. Service Desk.

18. Internet Lines: One (1) hardwire Internet line will be available per each pedestal for your sponsorships package in the Solution Center. If an additional Internet line is needed, send you request in writing to Suzanne.Stewart@gpj.com. Wireless routers are not permitted in the Solution Showcase as they interfere with IBM wireless for attendees. A fee of \$500.00 will be assessed if a wireless router is used on the Exhibit floor.

19. Lead Generation: One (1) Lead tracking device will be provided with each exhibit package. Additional Lead Tracking devices can be purchased and the form is included in the Exhibit Kit. By signing this Application, the Exhibitor agrees not to sell or otherwise disclose or share any leads gathered at IBM Impact 2012 with any other company or third party.

20. Damage to Property: Exhibitor will be liable for any damage caused to building floors, walls, columns, computer equipment or to pedestals or to any other participating Exhibitor's property. If an Exhibitor wants to keep their signs, submit your request at the Willwork Inc. Service Desk. Exhibitor must arrange

with the Willwork Inc. Service Desk, to remove your signs prior to teardown. Shipment of the signs will be the responsibility of the exhibitor. The Exhibitor may not apply paint, lacquer, adhesive, or other coating to building columns, floors, walls or the pedestals.

21. Hotels and Travel: It is the responsibility of the Exhibitor to make their own hotel and travel arrangements. For Exhibitors' convenience, hotel and travel information will be included in the Impact 2012 web site.

22. Amendment and Addition to Rules: Any matters not specifically covered by the preceding rules shall be subject solely to the decision of IBM Impact Management. IBM Impact Management may at any time amend or add further rules, and all amendments made shall be binding on the Exhibitor together with the foregoing rules and regulations.

23. Agreement of Rules: The Exhibitor agrees to abide by the forgoing rules and those provided and contained in the IBM Impact 2012 Agreement and by any amendments and additional rules that may be put into effect by IBM Impact Management. IBM Impact Management reserves the right to terminate the Exhibitor's participation as a result of violation of rules set forth in these Exhibitor and Sponsor Guidelines.