



The Alaska
**Information Technology
& Business Expo 2010**

2010 Exhibitor Kit

The Alaska Information Technology & Business Expo is a division of:



Gonzalez Marketing, LLC.
4450 Cordova St., Suite 110
Anchorage, AK 99503

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This manual is intended for the persons responsible for the shipping, set-up and/or display details of your company's exhibit. If this responsibility belongs in whole or in part to someone other than yourself, we would appreciate your assistance by delivering this manual to the proper individual(s).

EXHIBITOR SERVICES/DECORATOR DEADLINE

Management strongly suggests that services and/or furnishings that your company needs should be ordered by Sunday, October 18th. All orders placed on-site will be subject to surcharges. On-site orders will not be processed until all advance orders have been completed. Failure to act promptly can result in overtime charges, lack of service at the show and unnecessary inconvenience.

COMPLIMENTARY INVITATIONS

The Alaska Information Technology & Business Expo 2010 wants to invite your target customers! Add your database to ours and we'll make sure they receive special invitations, news, and other information about the IT/B Expo 2010. This database is for in-house use only and will not be released. Submit your database in an Excel spreadsheet format with headers of: Name, Title, Company, Email, and Mailing Address. Electronic invitations will also be available for you to forward to your clients.

ADDITIONAL EXPOSURE

Exhibitors interested in conducting give-aways and prize drawings at the show, please fill out the form on page 8 and fax/mail it to our office no later than Friday, October 22nd. For assistance in production of print, radio or TV ads and media placement, contact Gonzalez Marketing.

SPONSOR AND EXHIBITOR RECOGNITION

We encourage you to let your clients know that you will be exhibiting at the Alaska Information Technology & Business Expo 2010. Sponsors and exhibitors are encouraged to use the IT/B Expo logo and other vendor material graphics that are on the web site. Also, we ask that you link your web site to the IT/B Expo web site (www.akitb.com).

Attention Conference Presenters: To bring more attention to your seminar, please email or fax a press release about your specific presentation to:

Anchorage Daily News: bwhite@adn.com 907-257-4311

Alaska Journal of Commerce: jeff.jones@alaskajournal.com 907-275-2168

Fairbanks News Miner: jrichardson@newsminer.com 907-459-7518

KTUU: EBennett@ktuu.com 907-762-9239

KTVA: 1lnews@ktva.com 907-274-1111

KIMO: thardt@aksuperstation.com 907-561-1313

Anchorage Media Group: joe.campbell@anchoragemediagroup.com 907-344-9622

Clear Channel: markmurphy@clearchannel.com 907-743-5157

KTBY Fox 4: fox4news@ktbytv.com 907-274-0404

New Northwest Broadcasting: jeff.glaser@nnbradio.com 907-344-4045

KBYR, KMBQ: newsroom@kbyr.com aimee@kmbq.com 907-278-5297

Tati Broadcasting: cathy@tatibroadcasting.com 907-565-3011

IMPORTANT DATES & TIMES

MOVE IN:

Wednesday, October 27th

12:00 pm - 8:00 pm

Heavy freight & booth displays must be moved in on Wednesday, October 27th! Freight doors are located on 8th Avenue. Freight doors will be closed on Thursday, October 28th! MOVE-IN MUST BE COMPLETED BY 7:30 a.m., Thursday, October 28th! It is EXTREMELY IMPORTANT that you adhere to the move-in schedule.

SHOW SCHEDULE (Thursday, October 28th):

| | |
|---------------------------|------------------------|
| Doors open to vendors | 7:00 a.m. |
| Doors open to C-Forum | 7:30 a.m. |
| Welcome & Keynote Address | 8:00 a.m. - 8:50 a.m. |
| Conference Presentations | 9:00 a.m. - 11:50 a.m. |
| General Exhibits Floor | 12:00 p.m. - 7:00 p.m. |
| Conference Presentations | 12:00 p.m. - 6:50 p.m. |

MOVE OUT:

Thursday, October 28th

7:00 pm - 10:00 pm

ALL EXHIBITS MUST BE REMOVED AND THE CENTER MUST BE VACATED BY 10:00 PM ON THURSDAY, OCTOBER 28th. EXHIBITORS ARE NOT ALLOWED TO BREAK DOWN THEIR BOOTHS UNTIL 7:00 PM ON THURSDAY, OCTOBER 28th.

SERVICE CONTRACTOR INFORMATION

CARPETING: The Dena'ina Civic and Convention Center is carpeted. If you wish to rent carpeting from Alaska Event Services, please see page 13.

FURNITURE: Each booth space comes with one table, two chairs, and one 500 watt outlet. Additional booth equipment such as tables and chairs may be rented from Alaska Event Services. Please see page 13. You may bring your own furnishings, however, they have to comply with the fire code regulations.

SHIPPING: All advanced shipments must be conducted through Alaska Event Services. Please see page 15.

ELECTRICAL: All exhibitors requiring additional electrical services must rent electricity through Alaska Event Services. Please see page 14. Note that the deadline for ordering electricity is October 18th and advanced payment is required.

LIGHTING: Available for exhibitors desiring additional lighting. Please see page 14.

PHONE SERVICE: Telephone service may be obtained through IMIG Audio/Video. Please see page 10. Phone service must be requested no later than October 7th.

INTERNET CONNECTION: Internet access is available for a fee through IMIG Audio/Video. Exhibitors are responsible for set-up and configuration of personal equipment. Exhibitors must arrange a connection directory with the IMIG Audio/Video by filling out the form on page 10.

SHOW OFFICE: Located in the lobby of the Dena'ina Civic and Convention Center. There will be a representative of Show Management on duty during all show hours, as well as during move-in and move-out. You may reach us by phone during move-in and show hours at 907-562-8640 or visit the show registration desk.

EXHIBITOR PASSES: All passes can be picked up at the Show Office starting Wednesday, October 27th. These passes are for your adult working personnel only. No passes will be issued until booth space has been paid in full and the contract has been signed. Please see page 6.

INSURANCE/LIABILITY: The exhibitor is entirely responsible for the space that is allotted to him and agrees to reimburse the Dena'ina Civic and Convention Center for any damage to floors or walls found in the space the exhibitor has contracted. The Dena'ina Center will have overnight security for the Expo.

PARKING

The Dena'ina Civic and Convention Center is located on 7th Avenue between F and G Streets, 600 West 7th Avenue. During the move-in and move-out, all exhibitors need to go to the back of the Dena'ina Civic and Convention Center and load/unload at the loading dock.

5th Avenue Garage- 245 West 5th Avenue

6th Avenue Garage- 700 West 6th Avenue

JCP Garage- 414 West 6th Avenue

FIRE REGULATION INFORMATION

- 1) PROVIDED AT NO CHARGE - Each booth is required to have a currently serviced 2.5 lb. (minimum UR classification 1A 10BC) ABC fire extinguisher, inside of each 8'x10' booth. If an exhibitor has more than one booth, they must have a fire extinguisher inside of each 8'x10' area.
- 2) No motorized camping unit may have more than one (1) gallon of gasoline while on display.
- 3) All pressurized gas tanks must be drained.
- 4) Battery cables must be disconnected and taped.
- 5) Gas caps must be either locked or taped closed.

Please play it safe and call the Anchorage Fire Department (907) 267-4901 with questions concerning the above regulations.

BOOTH GUIDELINES

Management provides the following services at no extra charge to the exhibitor. Standard draped back wall and dividing railings, booth indication sign, aisle cleaning, overnight security, guest invitations (upon request), general promotion and publicity, exhibitor badges.

Each booth space is 10' wide x 8' deep. The back drop is 8' high, the dividing railings are approximately 3' high. The color of the booth drapes are blue & white.

If you have purchased multiple booths at the IT/B Expo, please contact Alaska Event Services to discuss setup specifics.

EXHIBITOR GUIDELINES

These guidelines have been developed to help maintain an acceptable level of fire and life safety within the SMG managed facilities. These guidelines contain:

- Prohibited Materials and Equipment
- Materials and Equipment Requiring Special Permit
- Acceptable Booth Configuration
- Acceptable Materials for Booth Construction
- Prohibited Equipment and Operations during Show Setup and Dismantling

Prohibited Materials and Equipment

The use of the following materials or equipment is prohibited:

1. Fireworks
2. Blasting agents
3. Explosives
4. Flammable cryogenic gases
5. Aerosol cans with flammable propellants
6. Display literature exceeding reasonable quantities (reserve supplies shall be kept in closed containers and stored in a neat and compact manner)
7. Smoking in posted "no smoking" areas
8. Fueling of motor vehicles
9. Liquefied petroleum gas
10. Wood matches with all-surface strikes
11. Hazardous refrigerants such as sulfur dioxide and ammonia
12. Cellulose nitrate motion picture film
13. Portable heating equipment
14. Combustion engines or other flammable fueled engines unless meeting the following special guidelines:
 - a. Fuel tanks shall contain no more than 1/4 tank of fuel per car. Caps for fuel tank fill pipes shall be of the locking type and be maintained and locked. If it is not practical to attach such a cap, an alternate method may be employed with permission from the Fire Marshal or his designated representative, such as taping the cap.
 - b. The electrical system shall be de-energized. This is done by: removing the battery(ies), removing the battery cables; or disconnecting both battery cables and covering them with electrical tape or other similar insulating material.

Acceptable Materials for Booth Construction

The following types of materials will be acceptable for booth construction and decoration:

1. Wood
2. Combustible materials having a flame spread rating of less than 225 and a smoke density rating of less than 450, as determined by ASTM E48 (Tunnel Test)
3. Non-combustible materials as defined by the Municipality of Anchorage Building Code, "Any material which will not ignite or actively support combustion in a surrounding temperature of 1,200° during an exposure of five minutes"
4. Flame retardant treated decorations and wall hangings

Prohibited Equipment and Operations during Setup and Dismantling

1. Materials-handling equipment, other than electrically powered, will not be permitted in the facility during shows or overnight
2. Powered tools and equipment, except materials handling equipment, other than electrically powered and air powered
3. Electrically powered tools and equipment other than those listed by Underwriters Laboratories, Inc. or approved by a nationally recognized testing laboratory
4. Portable heating equipment
5. Welding, cutting, or brazing without special permit
6. Painting with flammable or volatile paints and finishes
7. Smoking in posted "no smoking" areas
8. Use of other equipment or operations that increase risk of fire and life safety

Interior Finishes and Furnishings

The use of the following materials and furnishings is controlled:

1. Drapes
2. Hangings
3. Curtains
4. Drops
5. Decorative fabrics
6. Christmas trees
7. Motion picture screens
8. All other decorative materials, including plastics

All Materials and Furnishings shall be:

1. Made from non-combustible materials; or
2. Treated and maintained in a flame-retardant condition by an approved flame retardant solution process. Flame retardant treatments shall be renewed as necessary and after each cleaning. Identification showing the date, type of treatment, and the firm treating the material shall be located on or affixed to all treated materials; or
3. Approved by the Fire Marshal or his designated representative when containing or constructed of plastics
4. Interior furnishings and materials shall not be located as to obstruct or block exit ways, fire and life safety devices or equipment

EXHIBITOR PASSES ORDER FORM

Mail to:

The Alaska Information Technology & Business Expo 2010
4450 Cordova Street, Suite 110
Anchorage, AK 99503

or fax to: 907-562-8641

or e-mail to: steveg@gonzalezmarketing.com

Exhibitor passes are for adult working personnel only. All Exhibitor passes can be picked up at the Show Office located in the lobby of the Dena'ina Civic and Convention Center starting Wednesday, October 27th or the day of the show, October 28th.

Company name: _____

Number of passes needed: _____ Telephone: _____

Authorized by (please print): _____

Please list the names of people working in your booth: _____

Please note: no exhibitor badges will be issued unless booth space is paid in full.

PRIZE INFORMATION FORM

Exhibitors conducting giveaways and prize drawings at the show must fill out this form and fax/mail it to our office no later than October 22nd. This is not an obligation on the part of the IT/B Expo nor the exhibitor.

Prize Description: _____

How Many of Each: _____

Value in \$: _____



TELECOMMUNICATIONS & TECHNOLOGY REQUEST FORM

These services for the Alaska Information Technology & Business Expo 2010 will be provided by IMIG Audio/Video. Please return this form to IMIG A/V.

Location/Booth Number: _____

*Number of Phone Lines: _____; # of Days: _____
(\$75.00 set-up fee per line, plus \$30.00 a day for each line)

Number of Phone Instruments (N/C with phone line): _____
*(phone line requests must be received three weeks in advance of the event)

Number of Internet Connections: _____; # of Days: _____
(\$25 - \$65 per IP address/appliance per day)
High Speed Internet Options: 1 Mb: \$65; 512 Kbs: \$45; 256 Kbs: \$25



Other A/V requests:
Please Contact IMIG Audio Video for further requests.

Payment Information:
Payment, in full, must be received prior to the event. Please attach check or provide credit card information.

Visa, American Express or MasterCard (circle one) Card Number:

Expiration Date: _____ Check here if you wish to receive a receipt of your purchase

Your name: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone number: _____

E-mail address: _____

Email: gordon@imigav.com | Phone: (907) 274-2161 | Fax (907) 279-0219



EXHIBIT EQUIPMENT RENTAL FORMS

All other exhibit products and services will be provided by Alaska Event Services, including exhibit furniture, electricity, material shipping and handling, and labor. The following forms on pages 12-16 need to be returned to Alaska Event Services through the following means:

Alaska Event Services
P.O. Box 200291
Anchorage, AK 99520

Also, you may fill out these forms online at Alaska Event Services' web site. at www.alaskaeventservices.com/forms/.

OVERVIEW LETTER

Dear Exhibitor,

Alaska Event Services, Inc. has been selected as the show service contractor for the The Alaska Information Technology & Business Expo 2010, October 28th, at the Dena'ina Civic & Convention Center.

Show management has provided you with a 8'x 10' fabric display booth, one skirted table, two folding chairs, 500 watts of electrical service, and an identification sign.

If you require additional services such as freight handling, more electrical service, tables, chairs, etc., please refer to the exhibitor service kit, which we have provided. Please take this time to read through the forms, make your selections, complete the Exhibit Equipment Rental Form, and fax or mail all forms to the office of Alaska Event Services for processing. (Forms are required only if you need services that are not automatically included with your space.) Our fax number is (907) 345-5018. If you have any questions, please call our Exhibit Service Representative, Debra George at (907) 345-8789 or email at aesdebra@aol.com.

We will have a service representative at the show site during the set up times to answer questions and assist with additional orders. The staff of Alaska Event Services looks forward to being a part of your event. It is our privilege to be of service.



EXHIBIT FURNITURE

Tables and Counters

Circle Color: RED WHITE BLUE
BLACK TEAL FOREST GREEN

All tables are 24" wide and 29" high. Counters are 40" high. Tables with skirting are skirted on three sides and include a white vinyl top. If color is not circled, show color will be used.

| | | |
|-----------------------------|---------|-----|
| ___ 4' Plain Table | \$15.00 | ___ |
| ___ 4' Skirted Table | \$39.50 | ___ |
| ___ 4' Plain Counter | \$25.00 | ___ |
| ___ 4' Skirted Counter | \$43.50 | ___ |
| ___ 6' Plain Table | \$19.00 | ___ |
| ___ 6' Skirted Table | \$47.00 | ___ |
| ___ 6' Plain Counter | \$27.00 | ___ |
| ___ 6' Skirted Counter | \$50.00 | ___ |
| ___ 8' Plain Table | \$22.75 | ___ |
| ___ 8' Skirted Table | \$52.00 | ___ |
| ___ 8' Plain Counter | \$26.50 | ___ |
| ___ 8' Skirted Counter | \$56.50 | ___ |
| ___ 46" Round Table | \$27.00 | ___ |
| ___ 46" Round Skirted Table | \$55.00 | ___ |
| ___ Table Skirting Only | \$29.00 | ___ |
| ___ 6' Vinyl Top Only | \$4.00 | ___ |
| ___ 8' Vinyl Top Only | \$4.50 | ___ |

Chairs

| | | |
|-------------------|---------|-----|
| ___ Folding Chair | \$6.00 | ___ |
| ___ Padded Chair | \$15.50 | ___ |
| ___ Padded Stool | \$39.00 | ___ |

Company Name _____

Booth Carpet

Circle Color: BLUE BLACK
RED GRAY

| | | |
|-------------|----------|-----|
| ___ 8'x 10' | \$135.00 | ___ |
| ___ 8'x 20' | \$195.00 | ___ |

Longer than 20': Call for quote

Carpet Padding: \$60.00 per 8'x 10' ___

Booth Carpet Cleaning

\$10.00 per 8'x 10' per day (number of booth spaces ___ x number of days ___ x \$10.00 = _____)

Miscellaneous

| | | |
|---------------------------|---------|-----|
| ___ Wastebasket | \$5.00 | ___ |
| ___ Easel | \$12.50 | ___ |
| ___ Coat Rack | \$15.00 | ___ |
| ___ Fire Extinguisher | \$10.00 | ___ |
| ___ Bag Stand | \$15.00 | ___ |
| ___ 6' 1-Step Riser | \$35.00 | ___ |
| ___ 8' 1-Step Riser | \$42.00 | ___ |
| ___ 5' Literature Rack | \$39.00 | ___ |
| ___ 8' Curtain (per foot) | \$5.00 | ___ |
| ___ 3' Curtain (per foot) | \$4.50 | ___ |
| ___ 8' Tube | \$7.50 | ___ |
| ___ 3' Tube | \$5.50 | ___ |
| ___ 6'-10' Rail | \$11.50 | ___ |

Banner Framework and Labor:

| | | |
|------------|----------|-----|
| 10' Banner | \$100.00 | ___ |
| 20' Banner | \$150.00 | ___ |

| | | |
|-------------------------|---------|-----|
| ___ 4'x 8' Velcro Panel | \$79.50 | ___ |
| ___ 2'x 8' Velcro Panel | \$40.00 | ___ |
| ___ 4'x 8' Pegboard | \$73.50 | ___ |

Install: Vertical ___ Horizontal ___

NOTE: Hardware not included.

EXHIBIT ELECTRICAL SERVICES

Note: Most equipment and appliances list electrical requirements and information on the back of the unit. For your protection: We urge you to use surge protectors on all computerized equipment and machinery. Alaska Event Services will not be responsible for any voltage fluctuations or temporary loss of power. All electrical services are located at the back of your booth. No refunds are given for electrical services once they have been installed. Electrical services include the labor for installation.

120 Volt Electrical Services

| | | |
|---------------------|----------|-----|
| ___500 Watt Outlet | \$54.50 | ___ |
| ___1000 Watt Outlet | \$68.50 | ___ |
| ___1500 Watt Outlet | \$78.00 | ___ |
| ___2500 Watt Outlet | \$90.00 | ___ |
| ___3000 Watt Outlet | \$120.50 | ___ |

208 Electrical Services

| | | |
|------------------------|----------|-----|
| ___20 Amp Phase 1 or 3 | \$135.00 | ___ |
| ___30 Amp Phase 1 or 3 | \$175.00 | ___ |

Customers using 208 services are responsible for matching AES receptacles: Hubbell #2813

Overhead Lighting

| | | |
|-------------------------|---------|-----|
| ___300 Watt Flood Light | \$89.50 | ___ |
|-------------------------|---------|-----|

Miscellaneous

| | | |
|------------------------|--------|-----|
| ___25' Electrical Cord | \$7.50 | ___ |
| ___Power Strip | \$5.75 | ___ |
| ___Cube Tab | \$3.50 | ___ |

Electrical Labor

___Total hours at \$85.00 per hour (1 hour minimum)

MATERIAL HANDLING/INBOUND FREIGHT SERVICE

Material Handling includes the following services:

- Receiving and storing of freight for up to 30 days
- Delivery of freight to your booth
- Removal of any unwanted empty containers

Material Handling Rates: Rates are based on straight time for handling and deliveries. Any freight that is "oversized or awkward to handle" will be assessed a 30% additional handling charge. Crating and uncrating of any freight will be charged at AES labor rate.

| | |
|-----------------------|-----------------------------|
| 1-200 LBS..... | \$70.00 |
| 201-2000 LBS..... | \$40.00 CWT (.35 per pound) |
| 2001-3000 LBS..... | \$38.00 CWT (.30 per pound) |
| 3001 LBS or More..... | \$35.00 CWT (.29 per pound) |

Inbound Freight Labeling: All shipments must be prepaid. AES will not accept any collect/COD shipments.

Your Company Name
Event/Booth# C/O
Alaska Event Services
737 E. 13th Avenue
Anchorage, Alaska 99501

Freight Information: All shipments will be received at the AES warehouse before move-in date. Shipments arriving on move-in date or later must be shipped directly to the facility. No Saturday shipments will be accepted.

Total Number of Pieces _____ Total Estimated Weight _____

Total Weight _____ x _____ (per pound rate) = _____

Outbound Forwarding/Liability: Exhibit representatives will be responsible for completing bills of lading and labeling of their own freight. Exhibitors who elect not to use the preferred show freight company are responsible for making all arrangements for outbound freight. All freight must leave the facility the day the event closes unless other arrangements are made and approved by the facility. AES reserves the right to force freight via the carrier of its choice.

AES will not be responsible for the following:

- Delayed, misdirected, or lost shipments
- Damage to uncrated or improperly packed materials
- Damage to shipping crates
- Loss of exhibit material after delivery to exhibit booth
- Material left in containers while in storage

All exhibit labor must be supervised by a representative from your company. All exhibit labor ordered at the event site will be charged 1.5 times the labor rate. Straight time rates are from 8:00 AM - 4:30 PM, Monday - Friday. Overtime rates are for all other hours, weekends, and holidays.

EXHIBIT LABOR

All exhibit labor must be supervised by a representative from your company. All exhibit labor ordered at the event site will be charged 1.5 times the labor rate. Straight time rates are from 8:00 AM - 4:30 PM, Monday - Friday. Overtime rates are for all other hours, weekends, and holidays.

Installation Labor (one hour minimum):

_____ Decorators x _____ Hours x \$55.50 (Straight Time) = \$ _____

_____ Decorators x _____ Hours x \$83.25 (Overtime) = \$ _____

Dismantle Labor (one hour minimum):

_____ Decorators x _____ Hours x \$55.50 (Straight Time) = \$ _____

_____ Decorators x _____ Hours x \$83.25 (Overtime) = \$ _____

Exhibit labor will be serviced at the completion of contracted work.

Company Representative Name _____

Show or Event Name _____ Booth # _____

Company Name _____

Please return order with Exhibit Equipment Rental Form & Summary on page 15.

EQUIPMENT SUMMARY

Furniture Total \$ _____
Electrical Total \$ _____
Freight & Handling \$ _____
Labor \$ _____
SHOW TOTAL \$ _____

Method of Payment Check Credit Card Purchase Order # _____

Credit Card Payment: Alaska Event Services is authorized to charge the following credit card account for all services requested by the undersigned, or their representative, which remain unpaid at the close of the event.

Type of Card Visa MasterCard American Express

Account # _____ Expiration _____

Card Holder Name _____

Signature of Authorization _____

Contact Information

Your Company _____ Booth # _____

Address _____

City _____ State _____ Zip _____

Telephone # _____ Fax # _____

Customer Name _____

Special Terms and Conditions

NOTE: ALL ORDERS TAKEN TEN (10) DAYS OR LESS BEFORE EVENT WILL BE CHARGED AT 1.5 TIMES THE REGULAR PUBLISHED RATE. All cancellations and removal of rented material after move-in begins are subject to a 1/3 restocking fee. There are no refunds for electrical outlets. All orders are subject to availability. Payment in full is required before processing.

TERMS & CONDITIONS

1. USE OF SPACE

- a. **LIABILITY** - The exhibitor is entirely responsible for the space leased by him and shall not injure, mar or deface the premises, and shall not drive, nor is permitted to drive any nails, hooks, tacks or screws in any part of any building. Furthermore, the exhibitor shall not affix to the walls or windows of building any advertisement, signs, etc., or use Scotch tape, masking tape, or any other adhesive-type materials on painted surfaces. The exhibitor agrees to reimburse the facility, and/or decorator, for any loss or damage to the premises or equipment occurring in the space leased to the exhibitor. Show management and their sponsors shall not be liable for failure to perform its obligations under this contract as a result of strikes, riots, or any other causes beyond its control.
- b. **AISLES** - The aisles, passageways and overhead spaces remain strictly under the control of the management, and no signs, decorations, banners, advertising matter or special exhibits will be permitted in them except by special written permission of the management. All exhibits and their personnel must remain within the confines of their own spaces and no exhibitor will be permitted to erect signs or display products in such a manner as to obstruct the view, occasion injury or disadvantageously affect the display of other exhibitors. No interference with the light or space of another exhibitor will be permitted.
- c. **SPACE** - The space contracted for is to be used solely for the exhibitor whose name appears on the contract and/or the exhibit booth space application, and it is agreed that the exhibitor will not sublet or assign any portion of same without the written consent of the management. In the event the exhibitor fails to occupy or use his space or to have his exhibit completed and in place by the opening of the show, he shall forfeit his right to the space, all prepaid rents, and upon demand pay any rental balance owing to management.
- d. **ALL DEMONSTRATIONS** or promotional activities must be confined within the limits of the purchased space. Noise resulting therefrom must not interfere with the other exhibitors.
- e. **RESTRICTIONS** - The management reserves the right to restrict or remove exhibits, without refund, that may have been falsely entered, or may be deemed by the management unsuitable or objectionable. This restriction applies to noise, P.A. systems, persons, animals, birds, things, conduct, printed matter, or anything of a character that might be objectionable to the show or the management.
- f. **OFFENDERS** will be asked to leave the area if any of the above are violated; and, as an exhibitor offender no refund will be given.

2. RULES FOR EXHIBITS

- a. **ALL BOOTHS** and decorations **MUST** concur with the facility regulations, city ordinances and local fire codes. Any violations may result in the removal of any materials found to be in violation. Materials for booth decorations and construction must be fire retardant. Contact the show management if at all in doubt.
- b. **INSTALLATIONS** - Any special carpentry, wiring, electrical or other work, gas, steam, water or drainage connection shall be installed at exhibitor's expense unless agreed upon in writing in advance.
- c. **LICENSES** - Any and all City, Municipal, State or Federal licenses, inspections or permits as required by law of any exhibitor in the installation or operation of his display shall be obtained by the exhibitor at his own expense prior to the opening of the show.
- d. **RIGHTS OF MANAGEMENT IN EVENT EXHIBITION IS NOT HELD** - Management shall not be liable for any damages or expense incurred by Exhibitors in the event the show is delayed, interrupted or not held as scheduled; and if for any reason beyond the control of Management, the Show is not held. Management may retain so much of the amount paid by exhibitors as is necessary to defray expenses already incurred by the Management.
- e. **MERCHANDISE REMOVAL** - No merchandise will be permitted to pass out of the building without a Standard Removal Order signed by the management during the life of the show. No exhibits, or part of exhibit, may be removed until after the closing hour of the last day of the show. At that time, all Exhibitors should remove all small, valuable items from their displays.

f. **TERMS AND CONDITIONS** - The Contract contains all the terms and conditions agreed on by the parties hereto, and no other agreements, oral or otherwise regarding the subject matter of this contract, shall be deemed to exist or to bind any of the parties hereto.

g. **SECURITY FOR RENTAL** - Failure on the part of the exhibitor to pay the rental as specified under the contract shall entitle management to seize all merchandise, materials, and exhibits displayed by the exhibitor at the within described show and retain the same as security for any unpaid rental amount owing hereunder, upon the expiration of seven days after such seizure, management shall have the right to dispose of same without notice to the exhibitor in such manner as management, in its absolute discretion, deems appropriate, whether by public or private sale in the manner determined solely at management's discretion, and without any obligation on the part of management to effect any manner of publication respecting the date or any details or information as to when or how such sale is to be carried out.

h. **AMENDMENTS** - Exhibitor agrees to abide by decisions of the management concerning all matters pertaining to the administration and success of the show which are not specifically stated.

i. **ATTORNEY FEES** - In the event suit or action is brought by management under this agreement to enforce any of its terms, it is agreed that management shall be entitled to a reasonable attorney fee to be fixed by the trial and appellate courts.

j. **ALCOHOLIC BEVERAGES** - Exhibitors and their employees, agents and guests shall not consume any alcoholic beverages except in designated area. Violation shall be grounds for removing exhibitor and his exhibit from the show without refund.

3. SECURITY

We wish to provide the tightest security possible for the protection of your exhibit properties. However, Gonzalez Marketing, LLC., the facility management nor our insurance company are financially liable for losses of any kind. We recommend all exhibitors contact their insurance agents to confirm proper coverage of exhibit materials and liability. (Please read carefully the coverage provided by decorators and shipping companies to determine if additional coverage is necessary.) Any additional security must be arranged by the exhibitor at his own expense, directly from the facility.

4. CANCELLATION AND REDUCTION POLICY

Any cancellations or changes **MUST BE IN WRITING** and received by our office no later than (30) thirty days prior to the event's opening day. Upon written request, refunds will be made, less a \$200.00 handling fee. After the cancellation date - **NO REFUNDS** will be made and exhibitor will be liable for the full payment of his/her exhibit space. Any reduction in booth space is subject to a \$200.00 penalty for each cancelled booth. If the total space rental charges are not received by Sep. 25, 2010, exhibitor may lose any prior rights to booth location and will be charged \$15.00 late fee.

5. GENERAL

Exhibitor badges may be picked up at the show office during the move-in. Your business card can be placed in a plastic cover. Therefore, bring your business cards.

6. LIABILITY

Neither the Alaska Information Technology & Business Expo 2010, Gonzalez Marketing, LLC., the decorator, nor their representatives, nor any member of the above named will be responsible for any injury, loss or damage that may occur to the exhibitor or the exhibitor's employees or property from any cause whatsoever. The exhibitor, on signing the contract, expressly releases the aforementioned from any and all claims for such loss, damage or injury. The center will be locked during the time that exhibits are not being shown, security will be on duty during show hours.

The Alaska Information Technology & Business Expo is a division of Gonzalez Marketing, LLC., 4450 Cordova St., Suite 110, Anchorage, AK 99503.