

1. Exhibitor agrees to abide by and adhere to all laws of the State of Massachusetts and all pertinent ordinances thereof. Exhibitor also agrees to abide by all official Exhibit Space Rules and Regulations set forth by Show Management. Said Rules and Regulations are hereby made a part of the exhibit space contract.

2 Booths. a) Each 8x10 booth has an 8' high back drape and 3' high divider drapes between each exhibitor. Standard booth (8'x10', or one or more standard booths in line) should not exceed 8' in height, including signage. Exhibits may extend one half of the depth of booth (from rear to front) at 8' height. Remaining front half of booth shall not exceed 48" in height. b) All exposed parts of display partitions must be finished or covered so they do not present an unsightly appearance when viewed from adjoining booths or aisles. c) Any additional equipment is to be ordered at the expense of the exhibitor. Electrical outlets, carpenter work, shelving and decorative features will be available from the service contractor. Charges for special facilities or services shall be payable by the exhibitor to the service contractor.

3. Space/Floor Plan. Exhibit space must be staffed during exhibit hours. The contracted space is to be used solely by the exhibitor whose name appears on the contract and no other portions can be sublet or assigned. The floor plan is subject to change, and in the event of a change, and management will make every reasonable effort to notify exhibitors in advance.

4. Character of Exhibits. a) Audio/video equipment must be restricted in volume so as not to disturb other exhibitors. Show Management reserves the right to enforce these restrictions at its own discretion, including the use of microphones. b) Exhibitors may distribute literature and demonstrate products or services in booth confines. c) Exhibitors conducting any type of drawing must first obtain written permission from Show Management in advance of the Show. d) The Management reserves the right to decline or prohibit, any exhibit or part of exhibit, which is not in keeping with the character of the general exhibits; this refers to conduct or attire of persons, printed matter, souvenirs or anything that may be classed as undesirable. Any mechanical devices must be operated in such a way as to not interfere with the exhibits of others.

5. Indemnification. Exhibitor agrees to indemnify, defend and hold harmless BZ Media LLC and its agents, employees, officers, directors, representatives and affiliates, including the Show Director and the conference hotel, against all loss, costs, damages, liabilities, actions, causes of action, demands, claims or injury of any nature whatsoever brought

or asserted by any person and in any way connected with, arising out of or claimed to be arising out of, exhibitor's booth or any rental space used by exhibitor. This agreement extends to all claims of injury or damage, whether direct or indirect, incidental or consequential, regardless of whether they are the result of the negligence of BZ Media LLC or the conference hotel. This agreement to indemnify, defend and hold harmless also includes without limitation, (1) all claims, demands and actions arising out of or in any way related to any license, copyright, trademark or patent rights or laws, and (2) all claims demand and actions related to any theft or claim of theft of any personal property.

6. Facility Contract. Neither BZ Media nor the Show Management will be liable for the fulfillment of this contract for rental space if non-performance is due to strikes, acts of God, the authority of the law, or any cause beyond their control. If the event does not take place, exhibitors hereby waive all claims for damage or compensation beyond refund of the booth fee.

7. Materials subject to license/restriction and sales tax. The exhibitor agrees to obtain, at its own expense, any licenses or permits from government bodies which may be required for the operation of its trade or business during the show and to pay all taxes that may be levied as a result of the operation of its trade or business in the space.

8. Security. Although overnight security is provided for normal protection, BZ Media LLC and the security contractor do not assume responsibility for lost, stolen or damaged items. Valuables should not be left in the booths unguarded at any time. Exhibitors are encouraged to lock up or remove small valuables in the booth each night.

9. Insurance. Exhibitors must provide their own workers' compensation and property insurance and also general liability insurance in the minimum amount of \$500,000.00, and on request shall show proof of that insurance to BZ Media LLC. Certificate of Insurance must include BZ Media LLC and the conference hotel as additional insured during the dates of the show.

10. Terms of payment. A 50% deposit of the total booth cost must be submitted with completed contract to hold the space. Final payment must be made in full before the opening of the exhibit hall. In the event that an exhibitor's check is returned by a bank due to insufficient funds, a \$50 administration fee will be charged to the exhibitor. Except as provided to the contrary in this contract, all monies paid by Exhibitor shall be deemed fully earned and non-refundable at the time of payment.