

*The most practical, hands-on,
in-depth technology event in
the meetings industry...*

Exhibitor Prospectus

Meetings Technology EXPO

06

Chicago

May 2nd, 2006 Navy Pier

Past MTE Buyers



The Meetings Technology EXPO attendees are engaged participants:

- 98% attended 3 or more educational sessions
- 95% attended product demos
- 92% indicated 2 or more specific tech products sought in the hall
- Scheduled over 200 appointments

Who are the attendees?

- Corporate Meeting Planners/Management
- Tradeshow Producers
- Conference Producers
- Association Planners/Management
- Independent Tradeshow/event Organizers
- Corporate Travel Management
- IT/Finance Personnel
- Other qualified buyers

Demo-Centric show features:

- Guaranteed, pre-scheduled 1-on-1 appointments
- At-show Product Demonstrations in your booth
- Comp registration and appointments scheduled for your VIP guests
- Pre-show profile of all MTE buyers including products sought listing
- Exhibitor product case studies, listings and more
- Distribution of relevant exhibitor lists after each educational session to encourage product demonstration attendance.

ABB US
ADP Investor Communication Services
ALM Events
American Express
Association of Equipment Manufacturers
Bernstein Investment Research and Management
Canon U.S.A., Inc.
Cardinal Health
Citigroup
Consortium Group
ConstrucTech Expo Inc.
Daiichi Pharmaceutical Corporation
EMI
Empire BCBS
Ernst & Young
Gartner, Inc
George Little Management, LLC
HBA Health & Beauty America
Health Learning Systems
JPMorgan Asset Management
KPMG LLP
LEBHAR FRIEDMAN INC
Magazine Publishers of America
Maritz Travel
McKinsey & Company
McVeigh Associates, Ltd
Merchandise Mart Properties
MetLife
National Association of Insurance & Financial Advisors
National Kidney Foundation
National League for Nursing
New York State United Teachers
Nextfeed
Northstar Travel
Pfizer Inc.
PhoCusWright Inc.
Pulvermedia
RICOH CORPORATION
SCARBOROUGH RESEARCH
Schering-Plough Corporation
Sea Gate Travel Group
Siemens
State Information Technology Consortium
Stryker Orthopaedics
Time Warner
Unilever HPC USA
Worldwide Business Research
Wyeth Consumer Healthcare

"The New York Meetings Technology Expo was a great experience for us! Not only were there several high-level buyers in attendance, but we had ample opportunity to spend quality time with them. We definitely plan on exhibiting in May at Navy Pier in Chicago."



Richard A. Stone, CEO, A.C.T. Inc./EXPOCAD



"Our booth was packed from start to finish! We eventually closed on more than one piece of business and as a result we are looking forward to exhibiting in Chicago!"

Jim Wineberg, RegOnline, VP Business Development



Registration Hours

7:30am - 3:30 pm

Conference Sessions

8:00 am - 9:00 am

9:15 am - 10:00 am

10:15 am - 11:00 am

11:15 am - 12:00 pm

1:15 pm - 2:00 pm

2:15 pm - 3:00 pm

3:15 pm - 4:00 pm

- * Keynote Speaker/Breakfast
- * Registration Systems, Part I
- * Expense Reporting Systems
- * Site Selection/RFP Systems
- * Online Booking Systems
- * Tradeshow Tools, Part I
- * Meetings Spend Consolidation
- * Housing/Room Block Management
- * Tradeshow Tools, Part II
- * WebCasting/Video Conferencing
- * Meetings Spend Consolidation, Part II
- * Registration Systems, Part II
- * Event Marketing Tools

Exhibit Hall Hours

10:00 am - 4:30 pm

* 1-on-1 appointments are scheduled pre-show and take place in exhibit hall.

* Demo presentations take place in exhibit booths at the following times:

11:00 am, 2:00 pm, 3:00 pm and 4:00 pm

Meal Functions

8:00 am - 9:00 am

12:00 pm - 1:00 pm

*Keynote Breakfast

*Conference Lunch

Event Agenda

Application & Contract

We hereby apply for exhibit space at Meetings Technology Expo 2006, Chicago at the Navy Pier, May 2nd, 2006.

Below we have listed our preferences for number of booths, booth configuration and area of the floor plan.

1. _____ 2. _____ 3. _____ 4. _____

Number of 10 x 10 booths: _____ Corner if available: _____

<u>Exhibitor Pricing</u>	10 x 10 Booth Space Pricing:	
Early Bird:	\$1,850	(Prior to March 15th, 2006)
Normal Price:	\$2,000	(After March 15th, 2006)
Per Additional Booth:	\$1,500	(Same company only)

Booth includes:

- Pipe/drape, and company ID sign.
- 2 Exhibitor Badges.
- Pre & Post show buyer list in hardcopy format.
- 1-on-1 appointments.
- Complimentary Listings: technology tutorial/buyer guide, case study and website.

Ancillary Items

Booth Package: 6' draped table, 2 chairs, wastebasket	\$99
Additional Badge/Company Listing	\$250
Excel Buyer List, Mailing Labels and Profiles	\$250

Technology Tutorial/Buyer Guide Advertising

Inside Back Cover	\$1,000	Inside Cover Front	\$1,000 (sold)
Full page Ad	\$750	Back Cover	\$1,500

Sponsorship Opportunities: \$3,500/Sponsorship

Tote Bags:

Includes 4-color company logo imprinted on bag, inclusion of one sales piece stuffed in bag, logo on website, show directory and on-site sign.

Portfolios:

Includes 4-color company logo imprinted on portfolio, inclusion of one sales piece stuffed in portfolio, logo on website, show directory and on-site signage.

Lanyards: Includes 4-color company logo imprinted on lanyard, inclusion of one sales piece included with registration handouts, logo on website, show directory and on-site sign.

F&B Sponsor:

Includes 4-color company logo imprinted on napkins, inclusion of one sales piece included with registration handouts, logo on website, show directory and on-site signage located at food court.

We hereby apply for exhibit space at
**Meetings
Technology
Expo 2006,**
Chicago at Navy Pier
on May 2nd, 2006.



Per 10 x 10 booth	Prior March 15th	\$1,850_____
Per 10 x 10 booth	After March 15th	\$2,000_____
Per Additional booth	___ X	\$1,500_____
Per Additional Badge	___ X	\$250_____
Booth Package		\$99_____
Excel Buyer List & Labels		\$250_____
Full-page		\$750_____
Inside Cover Front		\$1,000_____
Back Cover		\$1,500_____
Sponsorship:_____		\$3,500_____
	Total:	_____

Payment Instructions:

- An invoice will be issued upon receipt of contract.
- 50% due by March 4th, 2006. Balance is due on or before April 10th, 2006.
- Applications received after April 10th, 2006 require full payment.
- Payment Options:
 Invoice me: _____
 Credit Card: _____

CREDIT CARD AUTHORIZATION FORM

I AUTHORIZE THE FOLLOWING AMOUNT TO BE CHARGED TO MY CREDIT CARD LISTED BELOW FOR EXHIBIT SPACE AT THE MEETINGS TECHNOLOGY EXPO:

Card Number _____
 TYPE OF CARD: () VISA () MC () AMEX AMOUNT OF: _____
 COMPANY NAME: _____
 EXPIRATION DATE: ____/____
 ZIP CODE ASSOCIATED WITH CARD: _____
 PRINT CARDHOLDER NAME: _____
 CARDHOLDER SIGNATURE _____

Exhibitor Contact Information

Exhibiting Company Name: _____
 Contact Name: _____ Phone _____
 E-mail _____
 Address _____
 City _____ State _____ Zip _____

I have read, understand and accept the outlined policies regarding:

*Booth Selection * Acceptance and Cancellation Policies * Payment * Eligibility for promotional aids* and submit this application for booth space reservation.

Authorized by (Print) _____

Title _____

Signature of Company Officer _____

Date _____

RETURN SIGNED VIA FAX: 646-304-2753



Terms & Conditions

1. **Defined Terms** The term 'event' means Meetings Technology Expo 2006, Chicago scheduled for May 2nd, 2006 at the Navy Pier. The event is produced and managed by S.P. Paone Consulting, Inc. As used hereinafter, the term 'Organizer' means collectively, S.P. Paone Consulting, Inc. and each of their respective officers, directors, shareholders, agents, affiliates, representatives, employees and assigns, unless the context requires otherwise.
2. **Listings And Promotional Materials** Exhibitor grants to Organizer a fully-paid, perpetual non-exclusive license to use, display and reproduce the name, trade names and product names of Exhibitor in any directory (print, electronic or other media) listing the Exhibitor companies at the Event and to use such names in Organizer promotional materials. Organizer shall not be liable for any errors or omissions in any show guide listings or descriptions.
3. **Contractor Services Information** Certain firms will be designated to serve as official contractors to provide security, support and facilities services for the Event (the "Official Contractors"). In some cases Exhibitors will be required to use the Official contractors. Organizer shall not be responsible or liable for the performance or any act, error or omission of any Official Contractor, or any other contractor retained by Exhibitor.
4. **Changes to the Event** Organizer reserves the right to re-name or re-locate the Event or change the dates on which it is held. If Organizer changes the name of the Event, re-locates the Event to another event facility within the same city, or changes the dates for the Event to dates that are not more than 30 days earlier or 30 days later than the dates on which the Event originally was scheduled to be held, no refund will be due to Exhibitor.
5. **Cancellation Of Event** Organizer may cancel all or any part of the Event or reduce the amount of space allocated to the Event for any reason in its sole discretion and for acts beyond its reasonable control, which acts may include but are not limited to fire, strike, earthquake, damage, construction or renovation to the Event Facility, government regulation, public catastrophe or acts of God. If the Event is canceled in its entirety, this contract shall automatically terminate, and Organizer shall refund to Exhibitor all Exhibitor Fees in full satisfaction of all liabilities of Organizer to Exhibitor. Refunds shall not be made for partial cancellations or reductions in the size or scope of the Event. Any Exhibitor who cancels this contract prior to any cancellation of the Event by the Organizer shall not be entitled to any refunds paid pursuant to this section.
6. **Termination Of Agreement** Organizer reserves the right to terminate this contract immediately by written notice if Exhibitor breaches any of the terms and conditions set forth herein including failure to make any payment when due under the terms of this contract. The terms and conditions of Section 7 shall govern if this contract is terminated under this Section 6.
7. **Cancellation By Exhibitor** If Exhibitor desires to cancel this contract; Exhibitor may only do so by giving notice thereof in writing sent to the Organizer with evidence of receipt. In such case, Exhibitor will continue to be liable for 100% of the total Exhibitor Fee unless written the Organizer on or before December 15, 2005 receives notice of cancellation. If written notice of cancellation is received on or before December 15, 2005, Exhibitor will be liable for 50% of the total Exhibitor Fee. After December 15, 2005, Exhibitor will be liable for 100% of the total Exhibitor Fee. Because these dates are related to the Event date and not to the date of this contract, these dates shall apply regardless of the date on which this contract is executed. This amount is considered to be liquidated and agreed-upon damages, for the injuries the Organizer will suffer as a result of Exhibitor's cancellation, and not a penalty. The parties understand that the withdrawal of the Exhibit Space reserved from availability at a time when other parties would be interested in applying for



Terms & Conditions

it will cause the Organizer to sustain damages. In this situation, the Organizer's damages will be substantial, but they will not be capable of determination with mathematical precision. Therefore, the provisions for liquidated and agreed-upon damages have been incorporated into this contract as a valid pre-estimate of these damages. The date of cancellation shall be the date the Organizer receives the written notice.

8. Indemnity; Insurance Exhibitor expressly assumes all risks associated with, resulting from, or arising in connection with Exhibitor's participation or presence at the Event. Exhibitor hereby releases Organizer, the Event Facility, and each of their respective officers, directors, employees, agents, contractors, representatives, affiliates and assigns (collectively, the "Indemnified Parties"), from any claims for damage, loss, harm or injury to the person, property or business of Exhibitor or any of its visitors, officers, directors, agents, employees or representatives. Exhibitor shall indemnify, defend and hold harmless the Indemnified Parties from all claims, demands, suits, liability, damages, losses, costs, fees (including attorneys' fees) and expenses which result or arise from (i) injury to the person, property or business of any person in connection with the Event; (ii) Exhibitor's participation or presence at the Event and/or use of any of the Event facilities; (iii) Exhibitor's actual or alleged infringement of the patent, trademark, copyright, or any other intellectual property rights of a third party; or (iv) any breach by Exhibitor of any agreements, covenant, promises or other obligations under this contract. Exhibitor shall be solely responsible and liable for the security of its products and equipment and its confidential and proprietary information, including any subrogation claims by its insurer.

9. Observance Of Laws Exhibitor shall abide by and observe all federal, state and local laws, rules, regulations and ordinances applicable to the Event and the Event Facility, including all rules of the Event Facility, the Official Contractors and labor unions.

10. Broadcasts; Copyrighted Material No visual or audio recording or transmission will be made of the Event without Organizer's prior written consent. Exhibitor shall not broadcast, perform, publish or distribute any copyrighted material at the Event unless it has obtained all necessary licenses and paid all required royalties or other payments.

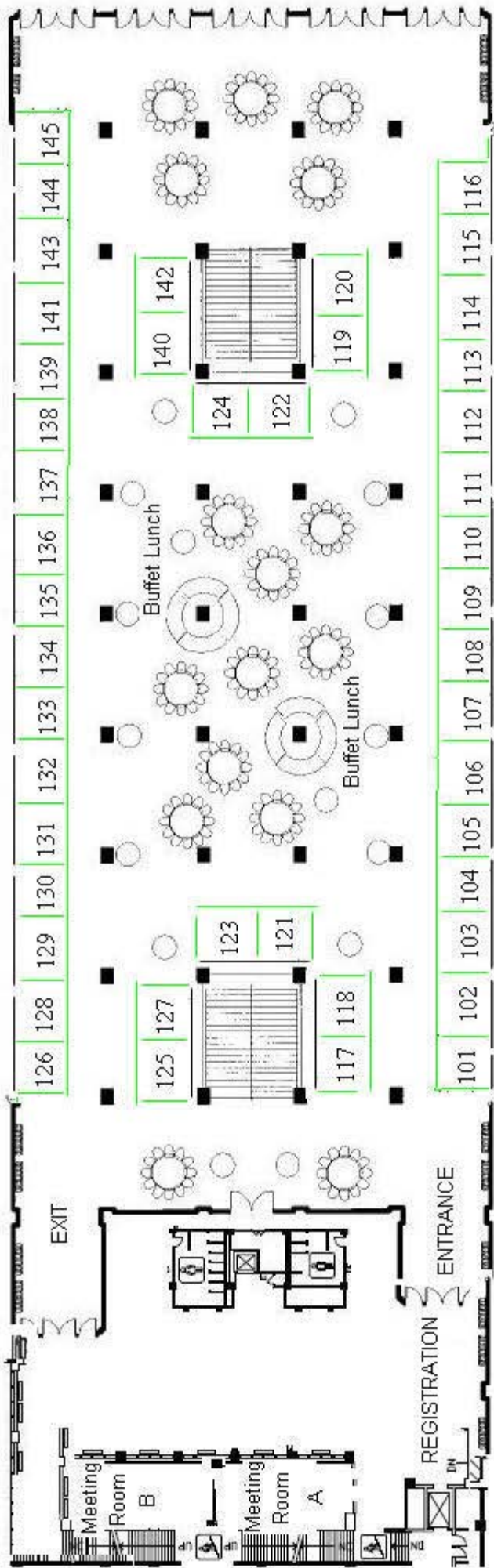
11. Assignment Exhibitor shall not assign this contract or sell, transfer, assign or sublet to a third party all or any portion of its Exhibit without Organizer's prior written consent. In the event of a merger of two or more Exhibitors, Organizer will use reasonable efforts to consolidate the fees contracted by the Exhibitors.

12. Governing Law And Jurisdiction This contract and all rights and obligations of the parties relating hereto shall be governed by and construed in accordance with the internal laws of the State of New York without giving effect to any conflicts of laws rules that would cause the application of the laws of any other jurisdiction. At Organizer's option, any controversy or claim arising out of or relating to this contract or the breach thereof (except for an action for injunctive relief) may be resolved by arbitration held in the County of New York, State of New York in accordance with the Rules of the American Arbitration Association, and judgment upon the award rendered by the arbitrators may be entered in any court having jurisdiction thereof. Exhibitor agrees to submit to the exclusive jurisdiction of the State and Federal courts in the State of New York.

13. Agreement to Terms, Conditions and Rules Exhibitor shall observe and abide by the foregoing terms and conditions and by such additional terms, conditions and rules made by Organizer. This contract represents the entire agreement between Exhibitor and Organizer concerning the subject matter hereof. Any amendment to this contract must be in writing signed by the party against whom such amendment is sought to be enforced. The rights of Organizer under this contract shall not be deemed waived except as specifically stated in writing and signed by an officer of Organizer. If any term of this contract is declared invalid or unenforceable, the remainder of the contract shall continue in full force and effect. This contract shall be binding upon the heirs, successors and permitted assigns of Exhibitor

2 of 2 Initial _____





Floor Plan

**LAKEVIEW
TERRACE**

NAVY PIER