

patterns

blueprints for usability

Usability Professionals' Association

**2007 Sponsor & Exhibitor
Invitation**



*Communicate With Industry Leaders
Gain Global Visibility*

INVITATION AT A GLANCE...

Inside Cover- Association Sponsorship	pg. 2
2007 Conference Exhibit Information	pg. 3
Conference Sponsorship Opportunities	pg. 4
Additional Sponsorship Opportunities	pg. 5
Exhibitor/Sponsorship Contract	pg. 6
Exhibit Rules & Regulations	pg. 7



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2007 UPA TIERED SPONSORSHIP LEVELS AND BENEFITS

Sponsorship Plans: Choose from our Package Sponsorship Plan or A la carte Plan

Package Plan SPONSORS CHOOSE...

Can't decide on the a la carte items but know your company will benefit from supporting those who promote and advance the development of usable products and services? Become a Gold, Silver or Bronze sponsor. Your sponsorship dollars will go toward supporting UPA membership and activities all year long.

GOLD Sponsors - \$10,000 Benefits:

- ◆ Large logo on both the UPA and World Usability Day 2007 websites
- ◆ Three (3) complimentary conference registrations

(+) Exclusive sponsorship of one of the following:

(available on first come- first served basis)

- ◆ (4) Full page, full color *User Experience* Ads
- ◆ Journal of Usability Studies (JUS)
- ◆ 2007 Conference Break
- ◆ 2007 Job Bank
- ◆ 2007 Consultant's Directory

SILVER Sponsors - \$5,000 Benefits:

- ◆ Medium logo on both the UPA and World Usability Day 2007 websites
- ◆ One (1) complimentary conference registration

(+) Exclusive sponsorship of one of the following:

(available on first come first served basis)

- ◆ (2) Full page, full color *User Experience* Ads
- ◆ UPA Voice, bi-monthly online magazine
- ◆ 2007 Conference Registration Bag Gift
- ◆ 2007 World Usability Day T-Shirt
- ◆ 2007 World Usability Day Calendar

BRONZE Sponsors - \$1,500 Benefits:

- ◆ Small logo on both the UPA, and World Usability Day 2007 websites
- ◆ One (1) UPA membership (2007-2008)
- ◆ One (1) UPA consultant's directory listing

A la carte SPONSORS CHOOSE...

Become one of the following level sponsors by choosing any combination of the 2007 a la carte Conference, World Usability Day, or *User Experience (UX)* sponsorship/advertising opportunities totaling the following amounts/level:

GOLD Sponsors - \$10,000 Benefits:

- ◆ All a la carte item benefits +
- ◆ Large logo on both the UPA and World Usability Day 2007 websites.

SILVER Sponsors - \$5,000 Benefits:

- ◆ All a la carte item benefits +
- ◆ Medium logo on both the UPA and World Usability Day 2007 websites

BRONZE Sponsors - \$1,500 Benefits:

- ◆ All a la carte item benefits +
- ◆ Small logo on both the UPA and World Usability Day 2007 websites

***Communicate and interact with
worldwide industry leaders ...***

Gain global visibility ...

AUSTIN

UPA 2007 Annual Conference will attract approximately 600 designers, web developers, human factors engineers, information architects, usability analysts, and consultants who purchase products and services for their departments and companies.

Join us June 11-15, 2007 where attendees will master new techniques, contribute opinions, meet colleagues and renew their commitment to making usable and useful products as we explore the patterns of feelings, responses and designs that our users need in the interfaces we create.

HILTON AUSTIN
500 East 4th Street
Austin, Texas 78701

RESERVATIONS:
1-800-HHONORS
www.hilton.com



EXHIBITOR REGISTRATION

Booth and Meal Package - \$1200 includes the following:

- 8' X 10' piped & draped booth space
- One 6' skirted table, two chairs and waste basket
- One complimentary Booth/Meal exhibitor badge
- Company listing in onsite program**
- One booth header sign**
- Company link on UPA Conference website**

Purchase a *Full Conference Registration* and attend the sessions!
(additional \$300/person) Extra meal tickets also available.

**** - new in 2007**

Amid Austin's high tech area of silicon hills, on the banks of the Colorado River, the Hilton Austin will host the UPA 2007 International Conference - Patterns, Blueprints for Usability.

UPA's negotiated room rate is \$125 single/double plus applicable tax *as available* through May 18, 2007.

Exhibitor Schedule

Exhibitor set-up

Tuesday, June 12, 2007 12:00 pm - 2:00 pm
Attendees will not be allowed in the Exhibit Hall until 2:00 pm

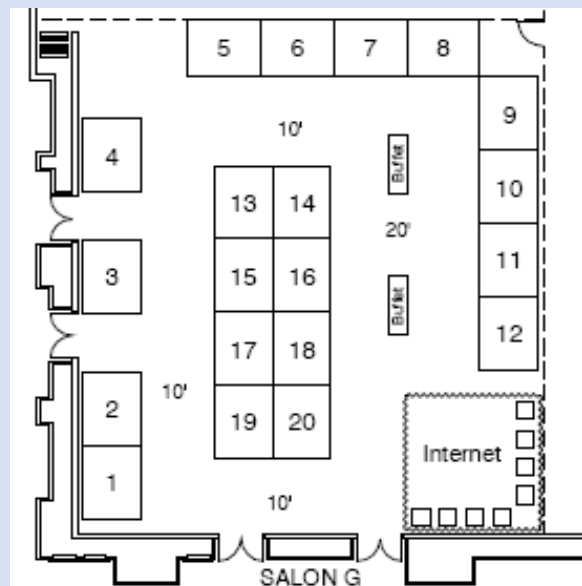
Exhibit Hall hours

Tuesday, June 12, 2007 2:00 pm - 10:00 pm
Wednesday, June 13, 2007 8:00 am - 5:00 pm
Thursday, June 14, 2007 8:00 am - 5:00 pm

Exhibitor tear-down

Thursday, June 14, 2007 5:00 pm - 7:00 pm

EXHIBIT HALL FLOORPLAN



CONFERENCE SPONSORSHIP OPPORTUNITIES

Build and maintain market awareness of your products and services while at the same time supporting those who promote and advance the development of usable products and services. Reach out to people who act as advocates for usability and the user experience. Join us June 11-15, 2007 for the UPA Patterns, Blueprints for Usability International Conference in Austin, TX.

New for 2007 - a la carte sponsorship opportunities designed to help further promote greater brand recognition and strengthen your exhibit presence. Choose from a wide variety of items or packages available all on a first come first served basis.

Welcome Reception Sponsor- \$10,000

Sponsor the memorable peer-networking reception that definitely makes a lasting impression.

- Company signage prominently displayed at the Reception and Registration Desk
- One complimentary Booth and Meal Package
- Recognition on all event promotional materials
- Sponsor ribbons on badges
- Sponsorship recognition on the UPA Conference website

Registration Bags- \$5,000

Portable advertising traveling throughout the conference!

** Bags are also sold following the conference through the UPA Online Store.*

- Company logo printed on each bag along with the UPA Conference logo
- Recognition on all event promotional materials
- Sponsor ribbons on badges
- Sponsorship recognition on the UPA Conference website

Polycarbonate Water Bottle - \$5,000

Water stations throughout the hotel will allow attendees to quench their thirst by filling these high quality bottles.

- Company logo printed on each bottle along with the UPA Conference logo
- Recognition on all event promotional materials
- Sponsor ribbons on badges
- Sponsorship recognition on the UPA Conference website

World Usability Day (WUD) Reception - \$3,500

- Address attendees and showcase products.
- Acknowledgement with company name and logo on all: WUD literature, website, press releases and UPA home page
- Recognition on all event promotional materials
- Sponsor ribbons on badges

Lanyards- \$3,000

(SOLD-Thank you www.usability.ch)

Required for all attendees to wear, thus your company logo highly visible throughout the duration of the conference.

- Company logo printed on one side of lanyard
- Recognition on all event promotional materials
- Sponsor ribbons on badges
- Sponsorship recognition on the UPA Conference website

Post-it® Highlighters - \$1,000

(SOLD-Thank you APOGEE)

Low cost, and highly popular! Your company logo used and seen not only during conference session note-taking, but back in attendee offices!

- Company logo printed on one side of highlighter
- Recognition on all event promotional materials
- Sponsor ribbons on badges
- Sponsorship recognition on the UPA Conference website

Break/Meal function Sponsors- \$2,500-\$5,000

Nine available - Mon - Fri AM/PM Breaks. Sponsor a break to help attendees refresh and relax amid all the learning and networking!

- Company signage prominently displayed in the exhibit hall during the break/meal function, also at the Registration Desk
- Recognition on all event promotional materials
- Sponsor ribbons on badges
- Sponsorship recognition on the UPA Conference website

Internet Cafe - \$10,000

(SOLD - Thank you DELL)

Attendees need to stay in touch with family and colleagues back home. The Internet Cafe offers free Internet access and printing capabilities.

- Company logo will appear on screensavers
- Company signage prominently displayed in the Internet Cafe, also at the Registration Desk
- Recognition on all event promotional materials
- Sponsor ribbons on badges
- Sponsorship recognition on the UPA Conference website

World Usability Day (WUD) Healthcare Kick-off - \$5,000

- Address attendees and showcase products
- Sponsor of a WUD 2007 Healthcare track and all associated collateral and materials.
- Acknowledgement with company name and logo on all: WUD literature, website, press releases and UPA home page
- Recognition on all event promotional materials
- Sponsor ribbons on badges

WUD SPONSORSHIP OPPORTUNITIES

World Usability Day 2007

The third annual World Usability Day (WUD) will be celebrated globally on **November 8, 2007**. More than 250 events will be organized in over 35 countries around the world to raise awareness of the benefits of usability engineering and user centered design. This message resonates as everyone has the right to have things that work better. Sponsors of World Usability Day enjoy extensive worldwide press coverage and visibility as supporters of the simple message that is reaching hundreds of thousands of people globally and changing how they live, work and do business. World Usability Day 2006 featured 225 events in 175 cities in 35 countries worldwide. Over 40,000 people participated and worldwide media coverage was extensive.

Your company can help make the world work better by sponsoring this important initiative of the Usability Professionals' Association. Become a World Usability Day 2007 sponsor at the following levels:

Sponsor Level	Amount	Benefits
Tee Shirt		Exclusive sponsorship of the following: WUD T-shirt developed, printed and shipped worldwide to all events – min 24 per event. Acknowledgement with company name and logo on all: WUD literature, website, press releases and UPA home page. Link to sponsor website.
Calendar		Exclusive sponsorship of the following: WUD 2008 Calendar to be developed, printed and shipped to all events. Can be given to all attendees and/or event organizers and volunteers. Acknowledgement with logo on all: WUD literature, website and UPA home page. Link to sponsor website.
WUD Reception at the UPA Conference in June	\$3,500	Exclusive sponsorship of the following: WUD Reception at the 2007 UPA Conference in Austin Texas, June 2007. Opportunity to address attendees and showcase products. Signage. Acknowledgement with logo on all: WUD literature, website, press releases and UPA home page. Link to sponsor website.
WUD Kick-off Healthcare Learning Event at the UPA Conference in June, 2007	\$5,000	Sponsorship of the WUD Kick-off Healthcare Learning Event at the 2007 UPA Conference in Austin, TX. Opportunity to address attendees and showcase products. A sponsor of WUD 2007 Healthcare track and all associated collateral and materials. Acknowledgement with company name and logo on all: WUD literature, website, press releases and UPA home page. Link to sponsor website

For more information on World Usability Day please contact:

Caryn Saitz, WUD Executive Director, caryn@worldusabilityday.org, Phone: 617.905.5691

UX ADVERTISING OPPORTUNITIES

**2007 Advertising Rate Sheet now available at:
www.usabilityprofessionals.org/upa_publications**

User Experience delivers reviewed articles on usability testing, laboratory design, user site studies, contextual inquiry, user interface design, and more. It focuses on practical information of immediate use to our membership.

Advertisers may place ads for:

- ◆ Usability Testing
- ◆ Products
- ◆ Book Announcements
- ◆ Software
- ◆ Conferences and Workshops
- ◆ Consulting and Other Services
- ◆ Work in User Studies and Interface Design

**For UPA Web site Advertising Opportunities please visit:
http://www.upassoc.org/about_upa/sponsorship.html**





2007 UPA International Conference
Exhibitor/Sponsor Contract
June 11-15, 2007 / Austin Hilton / Austin, Texas

Company Information (to be listed in all event materials) :

First Name: Last Name:
Title:
Company:
Mailing Address:
City: State/Province: Zip/Postal Code:
Country: Phone:
Fax: Email:
Website:

Please email UPA headquarters a brief company description (products & services). Show management reserves the right to edit copy as needed. (This description will be included in the on-site conference program) Please send to office@usabilityprofessionals.org.

Booth Preferences:

Requests cannot be guaranteed, however Show Management will make every effort to accommodate your preferences. Please list your preferred locations (specify booth numbers).

1st 2nd 3rd
Names of companies you do not want to be next to or directly across from:
Names of companies you want in close proximity:
Number of booth spaces:

Sponsorship Opportunities:

Please note that all sponsorship opportunities are available on a first come, first served basis. Show management cannot guarantee all requests. Please check your selection(s) below. All prices USD.

- () Conference Welcome Reception: \$10,000 () Polycarbonate Water Bottle: \$5,000 () Internet Cafe \$10,000 (SOLD)
() Registration Bags: \$5,000 () Lanyards: \$3,000 (SOLD) () Post-it Highlighters: \$1,000 (SOLD)
() WUD Reception \$3,500 () WUD Healthcare Kickoff \$5,000 () Break/Meal Functions: \$5,000*
* Please specify AM or PM and day _____

Tiered Level Sponsors- (not choosing any a la carte items, however would like to be a Gold, Silver or Bronze level UPA sponsor) Please check your selection below. All prices USD.

- () Gold \$10,000 Sponsor () Silver \$5,000 Sponsor () Bronze \$1,500 Sponsor

PRICING AND TOTALS

- () \$1200 Exhibitor Booth Space (please specify how many booths) \$
() \$300 Conference Sessions (admit 1) () \$300 Add'l Meal Package (each) \$
() Sponsorship \$

GRAND TOTAL: \$

Contract Acceptance & Payment Information:

Exhibit fees are \$1,200 (USD) per 8' X 10' booth with an additional fee of \$300/person for those wishing to attend the conference sessions (prior to May 1, 2007). A deposit of 50% of the total cost must accompany the completed signed contract in order for your space to be reserved. Contracts submitted after May 1, 2007 must be accompanied with full payment. (PLEASE CLEARLY PRINT OR TYPE)

Payment Type: () Check made payable to UPA () Visa () Mastercard () American Express
Credit Card #: Expiration Date:
Name as it appears on the card:
Authorized Signature:

Please read the Rules/Regulations prior to signing this contract. We hereby apply for exhibit space for our exclusive use during the UPA Conference, June 11-15, 2007, in Austin, Texas at the Austin Hilton. We understand that 50% of the balance due accompanies this contract, and that the balance is dull in full by May 1, 2007. It is understood that all persons staffing our exhibit must wear their name badge when they are in the Exhibit area. We agree to abide by all terms printed in this contract and the Rules & Regulations. We further acknowledge that Show Management reserves the right to reject this Contract.

Name:
Title:
Signature: Date:



2007 UPA International Conference Exhibitor Contract Conditions/Rules and Regulations June 11-15, 2007 / Austin Hilton / Austin, Texas

All Exhibitors displaying at the 2007 UPA International Conference to be held June 11-15, 2007, at the Hilton Austin, are required to execute Contract for Exhibit Space and subscribe to the following official Contract Conditions Rules & Regulations. UPA reserves the right to change and modify the Contract Conditions Rules & Regulations at any time.

1. Official Show Management

UPA Headquarters staff will orchestrate management of the 2007 UPA International Conference, acting as a liaison between the UPA Board of Directors and Committees and the exhibitors and all official show contractors. Hereafter UPA Headquarters staff shall be known Show Management. If you have any questions about your exhibit booth space, contact Show Management directly at:

UPA Headquarters
140 N. Bloomingdale Road
Bloomingdale, IL 60108-1017
Ph: +1-630-980-4997
Fax: +1-630-351-8490
E-mail: office@usabilityprofessionals.org

2. Eligible

Show Management reserves the right to determine the eligibility of any company for inclusion in the 2007 UPA International Conference and to prohibit a company from conducting and maintaining an exhibit.

Show Management reserves the right to expel and eject any exhibitor for conduct detrimental to the 2007 UPA International Conference, in its sole judgment, whose decision shall be binding upon the exhibitor. Likewise, Show Management shall have the right to levy fines against exhibitors who violate the rules and regulations outlined below in a monetary sum up to \$2,500 and reserve the right to eject the exhibitor in addition to the assessment of a fine.

3. Exhibit Fees

Exhibit space will be rented at the rate of \$1,200 (USD) per single booth space, all booth spaces are 8' x 10'. This rate includes a 7" x 44" booth identification sign and pipe and drape for inline and perimeter booths. The exhibit hall is carpeted.

4. Payment Schedule

All funds are payable in US dollars to Usability Professionals Association. 50% of the total booth fee is due with the signed Contract for Exhibit Space. All space must be paid for in full by May 1, 2007. Contract for Exhibit Space submitted after May 1, 2007 must be accompanied by full payment of exhibit space fees.

5. Cancellation or Reduction of Exhibit Space

Exhibitors desiring to cancel or reduce its requested space after having submitted a signed Contract for Exhibit Space and the required booth fee, must do so in writing on company letterhead via certified mail, return receipt requested (see Section #1 for Show Management address). If the exhibitor cancels on or before June 1, 2007, the exhibitor will incur an administrative fee of \$100. If the exhibitor cancels or reduces after June 1, 2007, the exhibitor will NOT RECEIVE A REFUND. UPA will be entitled to all monies paid and owed as liquidated damages. Companies that cancel will lose all privileges designated for exhibiting companies.

No-shows and any exhibit space not installed by 2:00 p.m. on Tuesday, June 12, 2007, will be treated as cancellations. There will be absolutely no refunds and all space contracted for must be paid in full.

Show Management may cancel this Contract for Exhibit Space, upon reasonable cause, or upon the happening of events beyond its control, which makes performance impossible or illegal or unless, upon written notice to the exhibitor by an authorized agent, employee, or member of Show Management. Show Management reserves the right to alter, reduce, or redistribute allocated space upon reasonable cause, or upon events beyond its control, which makes performance impossible or illegal or unless, upon written notice to the exhibitor by an authorized agent, employee, or member of Show Management. In the event of such cancellation or reduction, Show Management agrees to negotiate in good faith toward refund, reduction or alternate application of the sums by the exhibitor as rental fees.

6. Assignment of Space

Space will not be assigned without appropriate both payment. Space will be assigned on a "first-in, first-served" basis. Whenever possible, Show Management intends to make space assignments in keeping with the exhibitor's preferences. Show Management however, reserves the right to make final determination of all space assignments in the best interest of the Conference. If space is not available, a waiting list will be developed in the order of the date of receipt by Show Management of each completed Contract for Exhibit Space. Show Management will refund all monies received with Contract for Exhibit Space to any applicant for whom space is not available.

7. Subletting of Space

Exhibitors may not assign, sublet, or share their exhibit space with another business unless approved by Show Management in writing. Exhibitors must show goods and manufactured or dealt in by them in the regular course of business. Should an article of a non-exhibiting firm be required for operational or demonstration in an exhibitor's display, identification of such an article shall be limited to the usual and regular nameplates, imprint or trademark under which the same in sold in the general course of business.

8. Installation and Dismantling

Exhibits will have reasonable time to erect and dismantle their exhibits which will be specified in the Exhibitor Service Manual which will be made available to exhibitors 90 days prior to show opening. Exhibitors may use Exhibitor Appointed Contractors (EACs) for installation and dismantling of their display. EACs are required to abide by all Contract Conditions/Rules and Regulations outlined in this document in addition to all EAC guidelines published in the manual. After the cut off time published in the manual, any exhibits not set up may be set up at the sole cost of the exhibitor at the sole discretion of Show Management. In the best interest of the Expo, Show Management reserves the right to reassign any un-set exhibit space. Deliveries will be limited to the set-up time; deliveries will not be permitted during Expo hours unless approved by Show Management. No exhibitor shall begin dismantling their exhibit prior to 1:00 pm on June 15, 2007.

9. Children in the Exhibit Hall

Children under the age of 16 must be accompanied by an adult and will not be permitted on the show floor during move-in and move-out times.

10. Photography in the Exhibit Hall

Picture taking other than by official Show Management photographer will not be permitted during set-up, dismantle, exhibition hours and non-exhibition hours. Only the exhibitor may grant permission to have their exhibit and/or products photographed.

11. Exhibitor's Authorized Representative

Each exhibition must have at least one person to be its representative in connection with installation, operation and removal of exhibit. Such representative shall be authorized to enter into such service contracts as may be necessary, and for which the Exhibitor shall be responsible, and Exhibitor assumes responsibility for such representative being in attendance throughout all exhibition periods. Exhibitors and all their representatives will be required to wear badges throughout the exhibition. Exhibitors should be conservatively dressed in business or business casual attire throughout the exhibition. Each Exhibitor will furnish Show Management with the names of its representatives no later than May 1, 2007. This Contract for Exhibit Space will be binding on the exhibitor's successors.

12. Exhibitor Services Manual

The 2007 UPA International Conference Exhibitor Services Manual will be mailed to the contact name provided by the exhibitor who will be in charge of the Exhibitor's booth, approximately 60 days prior to show opening. Show Management will select certain firms as official contractors for Exhibitor services. These contractors will be selected on the basis of proper rates for their services and their ability to meet Exhibitor requirements. The manual will contain their names and information pertaining to their services and order forms for all services.

13. Sales, Soliciting, Samples, Costumes and Giveaways

Exhibitors shall not solicit business in aisles or in booth other than their own. Exhibitor's representatives wearing distinctive costumes or uniforms or carrying signs or banner separately or as part of their apparel may only appear in their own booths. Samples, catalogs, pamphlets, publications, etc., may be distributed by Exhibitors only from within their own booths. Show Management reserves the right to exclude any giveaways or samples during the week of the 2007 UPA International Conference. Robots or mechanical apparatus are prohibited from being used outside of each Exhibitor's own booth. Show Management reserves the right to restrict any giveaways from the show floor that are in bad taste or are considered offensive. If Exhibitors wish to distribute food samples from their booths, they must obtain pre-approval from Show Management. Show Management provides display space for companies to exhibit and demonstrate products and services based upon their potential informational and commercial value, and not for the purpose of selling on the exhibit floor.

14. Promotion or Sales Schemes

Canvassing or attempting to make sales in the



Contract Conditions/Rules and Regulations (continued)

Exhibit Hall by anyone representing or connected with a non-exhibitor is strictly prohibited and any person doing so will be promptly ejected. Exhibitors agree that they will not exhibit or display their equipment and/or products and services in any location, besides their own space in the Exhibit Hall, during the 2007 UPA International Conference.

15. Entertainment During Convention Hours

Exhibitors expressly agree not to hold any activity that creates a material adverse affect on attendance during the 2007 UPA International Conference hours. If clarification is needed on any specific activity, please submit to Show Management in advance for approval.

16. Sound Devices

The use of sound devices for mechanical reproduction of sound or music shall not be permitted unless approved by Show Management in writing. Music, whether mechanical, vocal or instrumental, shall not be permitted in the exhibit hall except in those times specified by Show Management. In general, the employment of any method to project sound beyond the confines of any exhibitor's booth is prohibited. Exhibitors must comply with all applicable copyright restrictions. Exhibitors must police their own booths to ensure noise levels from demonstrations, machinery, music or any noise device does not disturb neighboring Exhibitors. Please note: Exhibitors whose demonstrations, machinery, music or any noise device reaches above a level of 80 dba will be required to turn down noise device or limit the use of device. After initial warning regarding booth noise, Show Management reserves the right to levy a maximum fine of \$250. After a third warning, Show Management reserves the right to disconnect or remove noise-making device.

17. Lighting

Show Management may restrict the use of irregular lighting effects at its sole discretion.

18. Alcoholic Beverages

The serving of alcoholic beverages by Exhibitors in any part of the exhibit area is strictly prohibited unless approved by Show Management.

19. Care of Building and Compliance with Local Ordinances

All display or exhibit materials and equipment must be reasonably located and fire-proofed to prevent fire hazards and personal accidents to spectators, Exhibitors and Attendees or any personnel in the exhibit hall. Exhibitors are liable for any damage caused by fastening displays or fixtures to the building floor, walls or columns, or to standard booth equipment or for damage caused in any other manner. Exhibitors may not apply paint, lacquer, adhesives or any other coating to the building columns, floor or standard booth equipment.

Licenses and permits required by local statute, ordinance or regulation (if any) are to be obtained and paid for by the Exhibitor. Typically, licenses and permits are not required by exhibitors unless they are constructing two story booths, exhibiting heat producing devices or other unusual promotions. Each Exhibitor will be individually responsible for compliance with local health, fire, labor laws and safety ordinances and regulations. Show Management has no further responsibility than to notify the exhibitors that this

compliance is required. All products or services exhibited must comply with all state and local regulations, and with all current FDA regulations, if required. Each exhibitor must abide by all of the facility rules and regulations of the Austin Hilton. A detailed list of all rules and regulations will be included in the Exhibitor Services Manual, made available to exhibitors 90 days prior to the show opening. The Austin Hilton has reserved the right to update, change, or amend their rules and regulations after publication of the Exhibitor Services Manual.

20. Americans with Disabilities Act (ADA)

Each Exhibitor shall be responsible for compliance with all applicable provisions of the Americans with Disabilities Act within its booth and assigned exhibit space, including, but not limited to, wheelchair access provisions. Exhibitors shall indemnify, hold harmless and defend Show Management, its officers, directors, agents, members and employees from and against any claims, liabilities, losses, damages, and expenses (including attorney's fees and expenses) resulting from or arising out of the exhibitor's failure to comply with the provisions of the ADA. For more information on the Americans with Disabilities Act and how to make your exhibit accessible to persons with disabilities, please contact:

ADA
Civil Rights Division
Disability Rights Section - NYAV
U.S. Department of Justice
950 Pennsylvania Avenue, NW
Washington, DC 20530
Ph: +1-800-514-0301
Fax: +1-202-307-1198
www.usdoj.gov/crt/ada/adahom1.htm

21. Liability

Show Management, its employees, volunteers, staff, agents, nor the Austin Hilton, nor its representatives and employees are responsible for any injury, loss or damage that may occur to the Exhibitor, or to the Exhibitor's employees, visitors or anyone on the show floor, or property from any cause prior to, during or subsequent to the period covered by the Contract for Exhibit Space. The Exhibitor signing the Contract for Exhibit Space expressly releases all of the aforesaid from, and agrees to indemnify and hold harmless them against any and all claims for such loss, damage and injury. It is the Exhibitor's sole responsibility to take all precautions necessary to prevent injury to persons and property as a result of their exhibit. Exhibitor shall assume all costs arising from the use of trademarked, patented and/or copyrighted materials, equipment, devices, processes, or dramatic rights used on or incorporated in the conduct of the exhibition. Exhibitor is responsible for all damage to the hall, floors, walls or columns or to the standard booth equipment or to another exhibitor's property. Any action arising out of the Contract for Exhibit Space or the UPA International Conference must be brought in DuPage County, IL, USA, and governed by the law of that locale, exclusive of the choice laws of any jurisdiction, and the Exhibitor consents to the jurisdiction of such courts.

22. Unforeseen Situations

If for any reason beyond Show Management's control, 2007 UPA International Conference must be cancelled, shortened, delayed or otherwise changes, exhibitor understands and agrees that

all losses and damages which it may suffer as a result thereof are its responsibility and not that of Show Management's directors, officers, employees or agents. Exhibitor understands that it may lose all monies it has paid to the UPA International Conference for space in the Expo, as well as other costs and expenses it has incurred, including travel to the show, setup, lodging, freight, employee wages, etc.

Exhibitor agrees to indemnify and hold harmless the Show Management from any and all loss which the exhibitor may suffer as a result of changes to Expo caused in whole or in part by any reason outside the Show Management's control and releases Show Management, its directors, officers, and employees and/or agents from any and all claims, including but not limited to lost profits, out of pocket costs and consequential damages.

23. Guard Service

Every reasonable precaution will be taken to protect property during installation, show and removal period. Neither Show Management, their employees, agents, representatives, the management service contractors nor the Austin Hilton, their employees, agents, representatives, are responsible for the safety of the property of Exhibitors from theft, damage by fire, accident, vandalism, or other cause.

24. Exhibitor's Use of Space

In compliance with this Contract for Exhibit Space, the Exhibitor agrees not to assign, sublet or apportion space, or any part thereof allotted to it, without prior written consent of the Show Management. Further, the Exhibitor agrees not to exhibit, advertise, or offer for sale goods other than manufactured or sold by it in the regular course of business. No Exhibitor may display his products or conduct business for his company outside the confines of his assigned booth space in the Exhibit Hall. Exhibitors who violate this rule will be penalized in the following manner: First Infraction: Written warning and potential exhibit removal by the end of the business day. Removal of exhibit is subject to the discretion and sole judgment of Show Management, whose decision is final and binding. Second Infraction: If an Exhibitor is found to be in continual violation of this rule, Exhibitor will be fined the amount equivalent to an 8' x 10' space. All fines must be paid in full before a booth assignment will be made for the next year's show. The use of materials in any form and/or equipment of non-exhibiting companies is prohibited.

25. General

Show Management reserves the right to restrict exhibits which become objectionable or unsafe in their opinion. This includes persons, things, conduct, printed materials or anything of a character which is objectionable. All matters and questions not covered by these Contract Conditions/Rules and Regulations are subject to the decision of Show Management. These Contract Conditions/Rules and Regulations may be amended by Show Management from time to time and the amendments shall take effect upon publication and notice to the Exhibitors.