



## RULES FOR EXHIBITORS

### 1. APPLICATION PROCESS

*TELADATA* reserves the right to reject any application for exhibit space. If rejected, applicants will be given notice within two weeks of receiving the application.

### 2. EXHIBITOR/SPONSORSHIP APPLICATION

A non-refundable deposit of \$1,000 for sponsorship must accompany this application. Booth spaces shall not be considered assigned until receipt of the completed application and applicable deposit by *TELADATA*. The balance of the space fee is due and payable on or before **January 5, 2009**.

### 3. CANCELLATION OF SPACE

100% Refund will be made for cancellations prior to **12/19/08** (This excludes the non-refundable deposit).

50% Refund will be made for cancellations made between **12/20/08 – 1/16/09**.

0% Refund will be made for cancellations after **1/16/09**.

### 4. SUBLETTING/SHARING OF SPACE

Subletting or sharing of space is permissible if approved by *TELADATA* Management.

### 5. BOOTH REPRESENTATIVE

Exhibitor booth representatives shall wear exhibitor badges furnished by *TELADATA*, at all times. The numbers of company representative is limited to three for a Platinum Sponsors or two for regular Gold and Silver sponsors.

### 6. EXHIBIT SETUP OR TEARDOWN

Move-In Date: Thursday, February 19, 2009 **5:00 AM – 7:00 AM**

\*\*\* Exhibit crates must be unpacked and available for removal by **5:00 AM** on the day of the show.

Move-Out Date: Thursday, February 19, 2009 7:30 PM - 9:00 PM

### 7. SHIPPING INFO

If you need to ship your booth materials, please ship to:

**Attention: Kaleo Cornwell**  
Santa Clara Convention Center  
5001 Great America Parkway  
Santa Clara, CA 95054  
**For:** Teladata/ Technology Convergence Conference  
**Date:** February 19, 2009  
**Location:** Room Number, Booth Number

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Please indicate your booth and room location. The Santa Clara Convention Center Staff will bring your materials to your booth location. Booth materials will be accepted by the Center Security department no more than (3) days prior to the first-move in date, as a professional courtesy.\* **There will be an additional fee to bring your booth materials to your booth location.**

*Please contact Nichole Stephenson at (510) 979-4226 for more info on shipping your booth materials. Please also call Nichole if you need additional set up time, or would like to store your materials in a secured room the day before the event.*

### 8. Tote Bag Advertisement Insert Deadline

**Deadline: February 6, 2009**

Mail to:

Teladata  
Attention: Maricel Cerruti  
44061 Old Warm Springs Blvd  
Fremont, CA 94538

Amount: **500 copies**

Paper size: 8 1/2 X 11

### 9. PROGRAM BOOK SPECS

**Platinum Sponsor:** Full color Ad (one page) Image size 7 3/4 x 10 1/4

**Gold Sponsor:** 1/2 page color Ad – Image size 7 3/4 X 4 3/4

**Silver Sponsor:** 1/4 page ad- Image size 3 3/4 X 4 3/4

**Lunch and Closing Reception Sponsor:** 1/8 page color Ad

4 Color CMYK  
300 dpi

### 10. SPACE NOT OCCUPIED

Space not claimed and occupied by **7:00AM** on the day of the exhibit will be canceled or re-assigned by **TELADATA** without refund. If exhibit material has been delivered to the booth, **TELADATA**, reserves the right to assign labor to set up the exhibit.

### 11. LIMITATION OF LIABILITY

Exhibitor agrees to indemnify and hold harmless **TELADATA** and the sponsor, owner, exhibition hall facility, and city in which the exhibition is held and each of their respective officers, agents and employees, against all claims, losses, suits, damages, judgments, expenses, costs (including, without limitation, reasonable legal fees) and charges of every kind arising out of or resulting from its execution of this Agreement or its occupancy of the space herein contracted for any reason of personal injuries, death, property damages, or any other cause sustained by any persons or others.

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*TELADATA* shall not be responsible for loss or damage to displays or goods belonging to the exhibitor, whether resulting from fire, storms, acts of God, air conditioning or heating failure, theft, pilferage, mysterious disappearance, bomb threats, or other causes. All such items are brought by the exhibitor's own risk and should be safeguarded at all times. The exhibitor is responsible for the installation and dismantling of their booth. The exhibitor agrees that the provision of such services constitutes adequate discharge of all obligations of *TELADATA* to supervise and protect exhibitors' property within the exhibition.

Exhibitors may furnish additional security at their own cost and expense, only with prior approval by *TELADATA*. Exhibitor agrees that *TELADATA* shall not be liable in the event of any errors or omissions in exhibitor's show directory listings or in any promotional material. *TELADATA* makes no representation or warranties with respect to the demographic nature of attendees.

### 12. EXHIBIT FACILITY

*TELADATA* shall not be liable for performance if the exhibit area is rendered unusable by fire, Act of God, labor strike, or any other reason.

### 13. EXHIBIT DRAWINGS AND RAFFLES

Exhibitors must receive approval from *TELADATA* to conduct drawings and raffles. *TELADATA* permits distribution of souvenirs and samples, provided it is dignified and does not interfere with other exhibitors. **Exhibitor representatives are not eligible to participate in drawings or attendee rewards.**

### 14. HOSPITALITY MEETING SPACE/REQUESTS

Exhibitors must receive approval from *TELADATA* to hold any hospitality or meeting events during *TELADATA*'s Technology Convergence Conference. No activities will be permitted when the conference program activities are in progress.

### Contact Information:

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