

Demonstrator and Exhibition Agreement

1 Sign me up!

This form can be filled out on your computer via adobe reader. It can then be saved and emailed back to us.

_____ Company name	_____ Agency name, if applicable
_____ Company contact	_____ Agency contact
_____ Address	_____ Address
_____ City, State, Zip/Postal code, Country	_____ City, State, Zip
_____ Phone	_____ Phone
_____ Email	_____ Email

2 Payment Information

Pay by Check Wire Transfer Purchase Order

If you choose to pay by wire transfer or check, we will generate and send to you an invoice that will include wire transfer instructions, as well as remit-to address information.

_____ Authorized signature or name of authorized representative. I agree with the terms and conditions of this Agreement. If an authorized person submits a completed Agreement electronically, then receipt of the Agreement by Showstoppers constitutes a binding contract subject to the terms and conditions of this Agreement and an actual signature is not required	_____ Name of demonstrating company
_____ Please print name	_____
_____ Title	_____
_____ Date	_____
_____ Phone	_____

Please complete and email this entire agreement to: agreements@showstoppers.com

Or, Fax the entire agreement to :

ShowStoppers
Attn: Scott Friedrich
Fax number: +1 866.206.2550

ShowStoppers @ NAB 17 April, 2016 / Wynn Hotel Las Vegas / Latife Ballroom 5pm to 8 pm				
		Qty	Cost	Extension
Standard Exhibitor	Demonstration space including 1 – 6 foot demonstration table All spaces include: Electrical service. Wireless Internet Services Table signage All the promotion, invitations, and RSVPs of journalists for the event. Introduction and assistance arranging interviews with broadcasters Excel file of press who rsvp'd for the event -distributed prior to NAB and once after the NAB with final attendee information Food and beverages for all Complementary Virtual Press Office on VPO.com		\$5,000.00	

Final Total

Final Demonstrator Fees

ShowStoppers has events focusing on Mobile as well as Consumer Lifestyles throughout the United States, Europe, Asia and India. Learn how you can meet the press with ShowStoppers by visiting www.showstoppers.com or contact dave@showstoppers.com – 845.638.3527

Demonstrator and Exhibition Notes:

Types of available sponsorships:

4 company representatives may attend the ShowStoppers per standard table. Demonstrators may not subdivide, split or share this table space with any other company or entity displaying or exhibiting a product or service.

All sponsor and exhibition opportunities are first-come, first-served. Payment is due in full no later than 30 days in advance of each event.

EQUIPMENT: Optional equipment, including but not limited to display monitors, TVs and internet access, may be ordered and paid for separately, in advance of each event. Paid connections are required for each computer or device connected to the internet.

7 The fine print

1. What is ShowStoppers?

ShowStoppers is a media reception produced for the benefit of manufacturers of computers, printers, cameras, digital media, security and productivity tools and software, audio, video, digital & interactive entertainment, wireless, mobility, communications, home automation and other consumer electronics and business products and services.

ShowStoppers is an Ohio-registered company directed by:

Steven J. Leon
Partner, press and media
512-288-0950
sl@showstoppers.com

Robert E. Leon
Partner, event logistics
440-914-9500
Fax 440-914-9558
bob@showstoppers.com

Dave Leon
Partner, sponsor relations
845-638-3527
dave@showstoppers.com

2. What is ShowStoppers responsible for?

Relative to the ShowStoppers media reception -ShowStoppers shall:

- 2.1. Plan and coordinate the ShowStoppers media reception
- 2.2. Locate, reserve and pay for an appropriate site for the reception.
- 2.3. Arrange a buffet featuring a variety of select foods and beverages.
- 2.4. Prepare the site and supervise the event.
- 2.5. Provide a skirted table and signage to Demonstrator.
- 2.6. Invite media and analysts to the reception.
- 2.7. Prepare and produce a Press Kit online both on the ShowStoppers website and VPO
- 2.9. Supervise media registration.
- 2.10. Prepare and distribute to Demonstrator a database of media attending the reception. ShowStoppers delivers this database to only those Demonstrators that are paid in full.
- 2.11. ShowStoppers reserves the right to change the dates of events. Sufficient notice will be given to sponsors.

Relative to the Panel Discussion -ShowStoppers shall:

- 2.1.1 Plan and coordinate the Panel Discussion media reception as per the attached proposal
- 2.2.1 Locate, reserve and pay for an appropriate site for the reception.
- 2.3.1 Prepare the site and supervise the event.
- 2.4.1. Invite media and analysts to the reception.
- 2.5.1. Supervise media registration.
- 2.6.1. Prepare and distribute to Demonstrator a database of media attending the panel discussion. ShowStoppers delivers this database to only those Demonstrators that are paid in full.

Relative to the Keynote -ShowStoppers shall:

- 2.4.1. Invite media and analysts to the reception.

3. What is the sponsor responsible for?

- 3.1. Demonstrator fee. By signing this Demonstrator Agreement, Demonstrator commits to ShowStoppers for payment in full of the non-refundable sum calculated in Section 1 in U.S. Dollars.
- 3.2 Demonstrator limits. Each participating company must complete their own Demonstrator Agreement.
- 3.3. Ancillary services. Unless otherwise noted, the Demonstrator Fee does not include ancillary services such as internet connections (wired or wireless), analog telephone lines, display monitors, TVs or DVD players. Those services may be rented separately by the Demonstrator from ShowStoppers.
- 3.4. Payment. Demonstrators may elect to pay all fees and charges by money order, check or wire transfer. Money orders and checks should be made payable to ShowStoppers. To participate in the ShowStoppers reception, Demonstrator must pay all Demonstrator and Ancillary Services fees by no later than 30 days prior to the reception, or when signing up, if within 30 days of the reception. Any fees or charges not paid in full to ShowStoppers by Demonstrator by the event date shall incur interest charges at the rate of one and one half percent (1.5%) per month.
- 3.5. Staffing. Custom Demonstrators include eight attendees. Demonstrator may elect to add up to two times the included representatives for an additional \$500 U.S. per each person. Demonstrator representatives are limited to company executives, PR agency and other agents of the Demonstrator working on behalf of Demonstrator. Demonstrator must provide ShowStoppers with a list of authorized representatives no later than one week prior to the reception, by separate communication with ShowStoppers.

Sponsor Initials _____

- 3.6. Communication. Primary communication between ShowStoppers and Demonstrator will be through email. Via email, ShowStoppers provides important information and reminders about press opportunities, logistics and table selection. Demonstrator agrees to designate a "lead contact" responsible for reading these messages and taking appropriate action based on those messages. ShowStoppers is not liable should the Demonstrator or lead contact not read or not respond to these messages.
- 3.7 Lead Contact. Demonstrator shall designate a person from the company or public relations agency to be the lead contact for all information regarding payment, shipping and publicity for ShowStoppers. Demonstrator shall list that person's name, phone number and e-mail address on page 4.
- 3.8. Media information for Demonstrator. Demonstrator shall prepare at its own cost and distribute to media from sponsor's table such materials as product/service synopses and data sheets, product/service press releases, sample products and other information relating to Demonstrator's company.
- 3.9. Display limits. Demonstrator shall limit any and all material (printed or otherwise), personal property, exhibits and objects for display at the Media Reception to those approved in advance by and in the sole and absolute discretion of ShowStoppers. Display space shall be limited to agreed upon discussions between ShowStoppers and Elio Motors

Displays may not be hung on walls or from the ceiling. No display product, literature or any object shall be brought into or used at the Reception site which may flash, move or make excessive noise or otherwise cause a distraction or annoyance without express prior approval by ShowStoppers. If Demonstrator's display produces excessive noise, which shall be determined within the absolute discretion of ShowStoppers, it will be required to be equipped with a headphone attachment before it may be used or operated at the Reception. ShowStoppers reserves the right to remove displays that do not meet these restrictions. Demonstrators are solely responsible for the delivery and shipment of materials to and from the event site. ShowStoppers bears no responsibility for delivery or shipments of materials.

3.10. Set up. Demonstrator is required to set up its exhibitor space completely by no later than one hour before the doors open to the media for the event. Demonstrator is required to provide an adequate staff, subject to the limitations set forth hereinabove, to insure that Demonstrator's table is staffed at all times during the Reception.

3.11. Internet access.

3.11.1. Configuration. If Demonstrator requests internet access, it is the responsibility of Demonstrator to properly configure the computer or device for use with the connection that ShowStoppers provides. A ShowStoppers representative will provide Demonstrator with specific configuration requirements. If Demonstrator does not bring a properly configured computer or device to the event, Demonstrator forfeits its payment for the internet access.

3.11.2. Connection options. Each device connected to the internet requires a paid connection. Wi-Fi Access is fine for checking email, accessing a browser and low bandwidth demos. A wired connection is required if you'll be streaming, require database interaction, or high bandwidth demos. Demonstrator is responsible for bringing own Wi-Fi adapter and/or Ethernet card.

3.12 Guests. Demonstrators are not allowed to invite guests to ShowStoppers. Guests are narrowly defined as personal friends, spouses or business colleagues. Demonstrators can meet guests at the door, but guests are not permitted entry to the event. Reporters and analysts are not considered guests and may be invited to ShowStoppers. Additional company representatives and PR firms in excess of the allowable attendees may attend for \$500 apiece, if paid for in advance.

4. Insurance

If desired by Demonstrator, Demonstrator shall obtain at its own cost and expense event insurance. ShowStoppers assumes no risk, and by the acceptance and signing of this Agreement, Demonstrator expressly releases ShowStoppers of and from any and all liability for any damage or injury to any person or loss or theft of personal property, products or equipment from or through any cause whatsoever.

5. Cancellation

5.1. ShowStoppers cancellation. In the event that fewer than twenty (20) Demonstrators have signed the Demonstrator Agreement and paid the Demonstrator Fee in full 30 days before the reception ShowStoppers may, at its sole and absolute discretion and without further notice, cancel the reception by returning the full Demonstrator Fee to Demonstrator. Upon return of the Demonstrator fee, this Agreement shall be deemed for all purposes terminated and canceled without any further claims by either ShowStoppers or Demonstrator, one against the other. ShowStoppers shall have no other responsibility nor shall it be liable for any damages or loss to Demonstrator.

5.2. Demonstrator cancellation. If Demonstrator withdraws from participation in the Reception by written notice to ShowStoppers no less than 30 days prior to the Reception, ShowStoppers shall retain three thousand dollars, \$3,000 U.S., to cover expenses incurred and time spent preparing for the Reception on behalf of withdrawing Demonstrator. If Demonstrator withdraws from participation less than 30 days prior to the Reception, ShowStoppers shall retain the non-refundable Demonstrator Fee in full. If the Demonstrator Fee has not been paid by the date of withdrawal, Demonstrator shall make immediate payment of the required amount. ShowStoppers shall have no other responsibility nor shall it be liable for any damages or loss to Demonstrator. Demonstrator agrees to pay collection fees or attorneys charges should Demonstrator not pay the sponsorship fee.

5.3. Tradeshow cancellation. If the associated tradeshow is canceled for any reason beyond the reasonable control of ShowStoppers, including strikes, acts of God or gods, government or accident, ShowStoppers shall retain one thousand

dollars, \$1,000 U.S., to defray costs incurred in preparation for the Reception. ShowStoppers shall have no other responsibility nor shall it be liable for any damages or loss to Demonstrator.

6. Loss, Damage or Theft

ShowStoppers and by extension the organizers of the NAB Show shall not be responsible for loss, damage or theft of Demonstrator's products or equipment.

7. No Warranty

ShowStoppers agrees to reasonable efforts to provide a successful Reception. It makes no representation or warranty as to the number of press representatives attending the Reception nor the companies or publications represented.

8. Arbitration

The laws of the State of Ohio shall apply to the construction or interpretation of this Agreement. Any controversy, claim, dispute or enforcement action arising out of, from or relating to this Agreement or a breach thereof by either party shall be settled or resolved by arbitration administered by the American Arbitration Association under its Commercial Arbitration Rules, through its Cleveland facilities, and any judgment on the award rendered by the arbitrator(s) may be entered in any court having jurisdiction thereof.

9. Entire Agreement

All matters not specifically covered in this Agreement shall be subject to the sole and exclusive decision of ShowStoppers, which shall be binding upon Demonstrator.