

# ADD Systems User Conference 2008

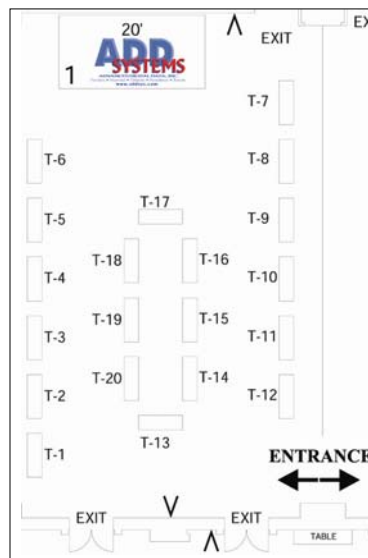
## Vendor Application

### EXHIBITOR PACKAGE & FEES

#### Tabletop Display: \$3,000

Includes Tabletop Display of one 6' draped table, 2 folding or side chairs, ID sign, all sessions, meals, evening event and Company description in Conference Program and Website

### FLOORPLAN



### PRESENTATIONS

#### Product Presentations

20 minute product presentations to be held by participating vendors. Limited availability and scheduled on a first come first serve basis.

### EXHIBIT HOURS

#### Exhibit Days & Hours

Tuesday, June 3<sup>rd</sup>  
12:00PM – 4:00PM

Wednesday, June 4<sup>th</sup>  
8:00AM – 10:00AM  
12:00PM – 4:00PM

Thursday, June 5<sup>th</sup>  
8:00AM – 10:00AM  
12:00PM – 4:00PM

### ACCOMMODATIONS

#### Disney's Boardwalk Resort



Ready, Set, Go! Preparing for a convention has never been this easy.

1. Call **(407) 934-3372** to reserve Resort Accommodations at Disney's Boardwalk Resort.

*\*Subject to availability of group rate rooms, you may reserve rooms at your Group Room Rates for the three days before June 2, 2008 and three days after June 6, 2008.*

2. Book a Magical Express Reservation by calling **(407) 827-6777** or when you call to reserve your resort accommodations.

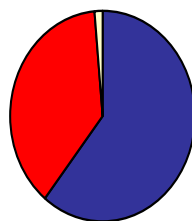
*\*A Magical Express reservation is required to use the service. We recommend guests book reservations at least 30 days prior to arrival. Guests will need to provide the name of each person in the room, an address (to mail luggage tags to), and airline and flight information arriving in to and departing from the Orlando International Airport.*

3. Purchase discounted meeting/convention tickets at <http://www.disneyconventionear.com/ADDM>

*\*Please note that access to this web link requires the installation of Macromedia Flash. This website will expire on June 1, 2008.*

### ATTENDEE PROFILE

#### Past Attendees by Job Title



■ Executive  
■ Managers  
■ Staff

### FOR MORE INFORMATION

Contact **Krista Albert** at [albertk@addsys.com](mailto:albertk@addsys.com)  
or 800-922-0972 Ext.1191



## GOLF, INTERNET KIOSKS & WELCOME RECEPTION SPONSORSHIPS

### Welcome Reception Sponsor: \$1,000

2 Available. Deadline May 1<sup>st</sup>

Sponsor will be featured during the Tuesday welcome reception with signage placed on the food tables. ADD Systems produces materials from logo provided by sponsor.

### Golf Hole/Tee Sponsor: \$250

Deadline: May 1<sup>st</sup>

Sponsor will be featured on signage during the Monday golf event. ADD Systems produces materials featuring logo provided by sponsor.

### Internet Kiosk Sponsor: \$2,500

2 Available. Deadline: May 1<sup>st</sup>

Name and logo will be produced on kick-plate of the kiosks.

## COFFEE BREAK SPONSORSHIPS

### Tuesday AM & PM

#### Coffee Break Sponsor: \$1,000

1 Available. Deadline: May 1<sup>st</sup>

Signs featuring sponsor name and logo at conference coffee and snack break. ADD Systems produces materials from logo provided by sponsor. Includes logo branding in Conference program.

### Wednesday AM & PM

#### Coffee Break Sponsor: \$1,000

1 Available. Deadline: May 1<sup>st</sup>

Signs featuring sponsor name and logo at conference coffee and snack break. ADD Systems produces materials from logo provided by sponsor. Includes logo branding in Conference program.

### Thursday AM & PM

#### Coffee Break Sponsor: \$1,000

1 Available. Deadline: May 1<sup>st</sup>

Signs featuring sponsor name and logo at conference coffee and snack break. ADD Systems produces materials from logo provided by sponsor. Includes logo branding in Conference program.

## LUNCH SPONSORSHIPS

### Tuesday Lunch Sponsor: \$1,000

2 Available. Deadline: May 1<sup>st</sup>

Signs featuring sponsor name and logo at conference lunch. ADD Systems produces materials from logo provided by sponsor. Includes logo branding in Conference program

### Wednesday Lunch Sponsor: \$1,000

2 Available. Deadline: May 1<sup>st</sup>

Signs featuring sponsor name and logo at conference lunch. ADD Systems produces materials from logo provided by sponsor. Includes logo branding in Conference program

### Thursday Lunch Sponsor: \$1,000

2 Available. Deadline: May 1<sup>st</sup>

Signs featuring sponsor name and logo at conference lunch. ADD Systems produces materials from logo provided by sponsor. Includes logo branding in Conference program

Have something you would like placed in the registration packs given to each attendee? Please contact our marketing department at [marketing@addsys.com](mailto:marketing@addsys.com) with a description of your small promotional giveaway items.





**2008 ADD Systems User Conference**  
 Registration and Exhibitor Booth Contract  
 June 2-6, 2008 at the Walt Disney World Boardwalk Hotel, Florida

**Contact Information**

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Exhibitor Administrative Contact \_\_\_\_\_ Title \_\_\_\_\_

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Company \_\_\_\_\_

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Address \_\_\_\_\_

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City	State/Province	ZIP/Postal Code	Country
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Phone	Fax	Email
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**Exhibitor Package and Fees (All Prices \$US)**

**Exhibitor Registration Fee: \$3,000**  
 Includes Tabletop Display of one 6' draped table, 2 folding or side chairs, ID sign, all sessions, meals, evening event and Company description in Conference Program and Website  
 Please email marketing@addsys.com a 300 word description of your company and a 300dpi logo.

**Additional Exhibitor Registration Fee: \$500**  
 Includes all sessions, meals and evening events.

**Exhibit Space Selection**  
 Please enter top 3 choices. (See floor plan, page 1)  
 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

\_\_\_\_\_ I am interested in giving a product presentation

**Wednesday Evening Dinner**  
 \_\_\_\_\_ Number of persons attending the dinner event on Wednesday evening.

**Payment Information**

Exhibitor Registration (\$3,000)	\$ _____
Additional Exhibitor Registration (\$500 each)	\$ _____
Golf Outing (\$150 each)	\$ _____
Conference Sponsorship	\$ _____
<b>Total Due</b>	<b>\$ _____</b>

**Method of Payment**

- Please Invoice Me                       Check Enclosed  
 Registration to be billed to my credit card

Credit Card # \_\_\_\_\_ / \_\_\_\_\_  
 Exp. Date

Name as imprinted on credit card

\_\_\_\_\_ (please print)

**Authorized Signature**

Agreement: The person signing below represents and warrants that he/she has authority to enter into and execute this Agreement by and on behalf of Exhibitor and that he/she has read, agrees to and binds Exhibitor to the attached Terms and Conditions.

\_\_\_\_\_  
 Exhibitor (Company Name):

\_\_\_\_\_  
 Signature

\_\_\_\_\_  
 Print Name

\_\_\_\_\_  
 Title

\_\_\_\_\_  
 Date

**Fax completed forms to 973-252-3803**

Or return via mail to:

ADD Systems

Attn: Krista Albert

6 Laurel Drive, Flanders, NJ 07836

Questions, please call Krista Albert at 973-584-4026 x1191 or email to albertk@addsys.com

**Exhibitor Registration**  
Deadline May 1, 2008

Exhibitor Registration: Includes Tabletop Display. Please list your primary registration first, and make subsequent entries for additional exhibitor registrations.

1. \_\_\_\_\_

Name	Title
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\_\_\_\_\_

Company

\_\_\_\_\_

Address

\_\_\_\_\_

City	State/Province	ZIP/Postal Code	Country
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\_\_\_\_\_

Phone	Fax	Email
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Permission to share your contact information to include email addresses with our customers/partners?

Check here if special services are required. Please attach a description of your needs.

2. Additional exhibitor registration

\_\_\_\_\_

Name	Title
------	-------

\_\_\_\_\_

Company

\_\_\_\_\_

Address

\_\_\_\_\_

City	State/Province	ZIP/Postal Code	Country
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\_\_\_\_\_

Phone	Fax	Email
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Permission to share your contact information to include email addresses with our customers/partners?

Check here if special services are required. Please attach a description of your needs.

3. Additional exhibitor registration

\_\_\_\_\_

Name	Title
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\_\_\_\_\_

Company

\_\_\_\_\_

Address

\_\_\_\_\_

City	State/Province	ZIP/Postal Code	Country
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\_\_\_\_\_

Phone	Fax	Email
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Permission to share your contact information to include email addresses with our customers/partners?

Check here if special services are required. Please attach a description of your needs.

## 2008 ADD Systems Annual Conference Exhibitor Terms and Conditions

### Exhibitor Fees

Exhibit space is assigned on a first-come, first-served basis. All fees must be paid in total prior to the Conference. All Exhibit fees paid are non-refundable. If the Exhibitor fails to make any payment described in this Agreement on or before the due date, the Exhibitor's right to participate may be canceled without further notice and without refund or monies paid. If the Exhibitor cancels its participation in the Conference, such cancellation shall be considered a default to its part, the provisions of this Agreement shall apply, and any monies paid therefore will be retained by ADD Systems as liquidated damages.

### Exhibit Hours

ADD Systems will establish exhibit hours and reserves the right to make any changes as it may deem appropriate. Exhibit hours will be determined based on the Conference program schedule.

### Cancellation/Termination

ADD Systems may cancel the Conference or any portion thereof as it deems necessary and appropriate without liability to Exhibitor except as otherwise provided in this paragraph. In the event of a cancellation of the Conference, ADD Systems shall refund to Exhibitor any fees paid by Exhibitor to ADD Systems. In the event of a cancellation of a portion of the Conference, ADD Systems, in its sole discretion, shall determine and refund to Exhibitor an appropriate amount of the fees received by ADD Systems. All changes or cancellations will be communicated to Exhibitor in writing.

If, because of war, fire, strike, landlord construction or renovation project, government regulation, public catastrophe, Act of God, or the public enemy, the Conference, or any part thereof, is prevented from being held, is cancelled by ADD Systems or the space becomes unavailable, ADD Systems, in its sole discretion shall determine and refund to Exhibitor its proportionate share of the balance of the fees received that remain after deducting reasonable expenses incurred by ADD Systems.

Exhibitor has been invited to participate in this Conference based on the mutually beneficial business relationship it shares with ADD Systems. If the nature of this relationship changes after this Agreement is signed, ADD Systems has the right to terminate this Agreement, refund a proportionate share of the fees to Exhibitor at its sole discretion and resell booth space covered under this Agreement.

### Exhibits and Exhibition Space

ADD Systems will attempt to provide an exhibit space as close as possible to that identified on the Exhibitor Registration form. It may, however, make changes to the space based on furniture/materials availability or as it deems necessary in the best interest of the Conference.

This Agreement is personal to the Exhibitor and Exhibitor shall not assign or otherwise transfer to a third party its rights hereunder to the exhibits space or any portion thereof without the prior written consent of ADD Systems, which ADD Systems may grant or withhold at its sole discretion. No firm or organization not assigned exhibit space will be permitted to solicit business within the exhibit area. ADD Systems has the right to modify any exhibit it deems questionable for any reason.

### Contractor Services and Information

ADD Systems, in the best interest of the Conference, may select certain firms to serve as official contractors to provide necessary support and facilities services. Any contractors not so selected in advance in writing by ADD Systems are excluded from Conference activities.

### Observance of Laws and Rules

Exhibitors shall abide by and observe all laws, rules and regulations, and ordinances of any applicable government authority and all rules of the Conference facility and Conference rules.

### Liability of Exhibitor

- (a) Exhibitor's Property. Exhibitor is solely responsible for its own demonstration materials, products and other property, whether tangible or intangible, that it exhibits or uses at the Conference. Exhibitor acknowledges that all of its property is in its care, custody and control in transit to and from, or within the confines of the Conference facility.
- (b) Liability to Others. Exhibitor is solely liable for any damage caused by its employees or agents to the persons or the property of others including ADD Systems, exhibitors and Conference attendees, both tangible and intangible, including but not limited to equipment, building floors, walls, columns, booth materials and including, without limitation, any injury or damage resulting from Exhibitor's failure to comply with any of the Conference rules or regulations.
- (c) Exhibitor hereby assumes entire responsibility and hereby agrees to protect, defend, indemnify and save ADD Systems, the Hotel, its owners, its operators, Disney and each of their respective parents, subsidiaries, affiliates, employees, officers, directors and agents harmless against all claims, losses or damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by its installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole gross negligence of the Hotel and its employees and agents.  
Exhibitor shall obtain and keep in force during the term of the installation and use of the exhibit premises, policies of Comprehensive General Liability Insurance and Contractual Liability Insurance, insuring and specifically referring to the Contractual liability set forth in this Exhibit Agreement, in an amount not less than \$2,000,000 Combined Single Limit for personal injury and property damage.  
ADD Systems, the Hotel, its owners, its operator and Disney shall be included in such policies as additional named insured. In addition, Exhibitor acknowledges that neither ADD Systems the Hotel, its owners, its operator or Disney maintain insurance covering exhibitor's property and that it is the sole responsibility of Exhibitor to obtain business interruption and property damage insurance insuring any losses by Exhibitor.
- (d) Waiver of Claims. Exhibitor agrees not to make any claims against ADD Systems resulting from or arising out of this Agreement or the Conference for loss, theft, damage, destruction of property or personal injury including death to itself, its employees or agents unless caused by the sole negligence or willful misconduct of ADD Systems.
- (e) Indemnification. Exhibitor agrees to indemnify and hold ADD Systems, its employees and agents, harmless from and against any third party claims brought against ADD Systems arising out of or relating to any breach of this Agreement by Exhibitor or the negligence of willful misconduct of Exhibitor in performing this Agreement or otherwise in connection with the Conference.

### Limitation of Liability

ADD System's entire liability to Exhibitor arising out of or relating to this Agreement shall be limited to the fee paid by Exhibitor hereunder. In no event shall ADD Systems be liable to Exhibitor for any consequential, incidental, special, reliance or indirect damages arising out of or relating to the conference, its cancellation or any changes to it in location, date or otherwise, whether such claim is based in contract or tort, and whether or not ADD Systems has been advised of the possibility of such damages. ADD Systems makes no representation or warranties to the exhibitor concerning the Conference, including without limitation the number of attendees, whether the Conference is an effective method of marketing for Exhibitor or the content of any exhibits.

### Insurance

Exhibitor agrees to maintain such insurance that will fully protect itself and ADD Systems from any claims, including personal property damage and bodily injury that might arise in connection with Exhibitor's participation in the Conference. Exhibitor will provide ADD Systems with evidence of such insurance, and the insurance required under paragraph (c) above, not less than one week prior to the beginning of the Conference.

### Miscellaneous

This Agreement constitutes the entire agreement between the parties and may not be modified except in writing signed by both parties. This Agreement shall be governed by and construed under the laws of the State of New Jersey without regard to conflict of laws principles. Any unresolved disputes arising under or out of this Agreement shall be settled by binding arbitration by one arbitrator in Morris County, NJ, in accordance with the Commercial Arbitration Rules of the American Arbitration Association.