

### TYPES OF EXHIBITS

Exhibits at Integrated Systems Europe are limited to those products or services directly related to the entire integrated electronic systems industry. ISE reserves the right to deny space to any Company whose products or services are not relevant to exhibition profile.

### BOOTH PRICES FOR RAW STAND SPACES

For members of one of the two organizations (CEDIA, InfoComm International) rate per square meter of exhibit space is € 355/n.s.m. (raw space only, plus statutory VAT). For non members rate per square meter of exhibit is € 380/n.s.m (raw space only, plus statutory VAT). Some discounted rates for founding members and early booking may be applicable.

### REQUIRED DEPOSIT:

All Exhibitors must declare their CEDIA/InfoComm International membership status at the time of exhibit space application submittal; Exhibitors who choose to become CEDIA/InfoComm International members shall pay a total cost of € 355/m<sup>2</sup> for their exhibit space to ISE, exhibitors who elect not to become members of one of the two organizations shall pay the higher non-member exhibit space rate of € 380/m<sup>2</sup>. CEDIA/InfoComm International member exhibitors must maintain their membership in good standing in order to receive the member discount exhibit space rate. Exhibitors may elect to make payments on their space according to the following schedule: Payment of the full amount shown on any invoice shall constitute satisfactory settlement of amounts owed. In the event an invoice remains unpaid for more than 90 days, or remains due after January 2, 2015, ISE management reserves the right to cancel an exhibitor's space and reassign it without penalty. All other rules and regulations with reference to deposits, refunds, etc. remain in force as stated in the Rules and Regulations.

Exhibitors reserving exhibit space will have three scheduled payments; 20 % deposit of the total cost of the first choice exhibit space is due on signing or until 31 March 2014, 50 % payment is due by August 31st 2014, and the remaining 30 % payment is due on or before November 1st 2014. Applications received on or after August 31st 2014, but before October 31st 2014, must be accompanied by 70 % of the total exhibit space cost. Applications received after November 1st, 2014 must be accompanied by 100 % of the total exhibit space cost.

### EARLY BIRD DISCOUNT

Exhibitors who have signed and returned the Exhibit Space Contract in confirmation of their participation at Integrated Systems Europe to ISE latest by 31 March 2014 (date of receipt by ISE) shall be entitled to the discount set out in the application form ("Early Bird Discount"). The Early Bird Discount is subject to the Exhibitor's full compliance with the payment terms set out in the Agreement and the respective invoice(s) and all further obligations under the Agreement. In the event of Exhibitor's non-compliance with the aforesaid terms, ISE reserves the right to revoke the benefits of the Early Bird Discount. This means that the full price in respect of the booked exhibit space shall remain payable in particular in the event of either of the following:

- Any installment has not been received in full by ISE latest by the due date indicated in the invoice or in the Agreement (whichever is later)
- cancellation penalty payments have not been received in full by ISE latest by the due date indicated in the invoice or in the Agreement (whichever is later).

### DEFAULT PAYMENT

In respect of all invoiced amounts under the Agreement the following shall apply: If an invoiced amount has not been received by ISE in full as of the applicable due date which shall be the later of the date set out in the respective invoice or as set out in the Agreement ("Due Date"), ISE reserves the right to charge the Exhibitor with a default payment in the amount of 3% (three percent) of the invoiced amount payable as of the Due Date. The default payment shall be in addition to any remedies ISE may have under the Agreement, at law and/or otherwise, including interest at the amount of 8% p.a., such interest to be calculated on the amount due increased by the applicable Default Payment.

### SHELL-SCHEME BOOTH PACKAGES

#### Shell Scheme Only

Cost of a Shell-Scheme Only is € 80/m<sup>2</sup>. The Shell-Scheme Only package includes the following: White system wall elements 100 x 250 cm in aluminum frame. Fascia board in aluminum frame 30 cm high, 1 fascia text, max 25 characters. Escolita carpet tiles (50 x 50 cm). 3 spotlights 120 W on 1 rail. One wall socket 2000 W, including main connection and consumption. General cleaning of stand each morning.

#### Shell Scheme with furniture

The 'Shell-Scheme' only package with furniture is € 90/m<sup>2</sup>. It includes the following: white system wall elements 100 x 250 cm in aluminum frame. Fascia board in aluminum frame 30 cm high, 1 fascia text, max 25 characters. Escolita carpet tiles (50 x 50 cm). Spotlights 120 W on 1 rail. One wall socket 2.000 W, including main connection and consumption. 4 chairs, 1 table and 1 pamphlet rack. General cleaning of stand each morning.

### BOOTH CONFIGURATIONS

#### Types of Exhibits

All exhibiting companies must comply with all local fire ordinances of the convention City. Should you be required to alter your exhibit, ISE will not be responsible for any costs to make an exhibitor's exhibit display compliant with local regulations. If required, an

engineering certification of structural integrity must be submitted to ISE 60 days prior to the show opening. The following types of exhibits have been approved. Any deviation must be submitted in writing to ISE Show Management for clearance before December 15, 2014.

#### Island stands:

These stands have aisles on all sides. When you design this type of stand please ensure that the view of other stands of the exhibition as a whole is not obstructed. The maximum construction height is 275 cm. Any requests for exemption should be submitted together with the stand design. Island stands may have ceilings. 'Free-hanging' ceilings (i.e. suspended from the roof) are permitted if approved (see Rules & regulations in Exhibitor Manual). On stands provided with ceilings, the building's cooling system – where the cooled air is blown high into the halls and subsequently, drifts downwards – cannot function optimally.

#### Peninsular stands:

These have aisles on three sides; participants need to provide a back wall. Construction height limit, including optional platform: 275 cm.

#### Corner stands:

These have aisles on two sides; participants need to provide a back and a side wall. Construction height limit, including optional platform: 275 cm.

#### Wall stands (in-line):

Only one side is bordered by an aisle; participants need to provide back and side walls. Construction height limit, including optional platform: 275 cm.

#### Two-wall stands:

These stands have only to be provided with side walls. Construction height limit, including optional platform: 275 cm.

#### Multi-storey stands:

Please contact ISE Show Management for rules and regulations concerning Double-decker Island Exhibit booth space structures.

### DEFAULT IN OCCUPANCY

Move in and out times for all exhibitors will be allocated from ISE Show Management on time. If Expo space is not occupied by the time set for completion of installation of displays, such space may be possessed by Management for such purpose as it may see fit. Any exhibitor failing to occupy its assigned exhibit space is not relieved of the obligation of paying the full rental price of such space.

### SPACE & HEIGHT REGULATIONS

Exhibits must be confined to the exact space allocated. Height limitations and other restrictions pertaining to the design of exhibits and the use in the exhibit booth space of pedestals, tables, racks, shelves, risers and similar display equipment are described in detail under 'Types of Exhibits'. Note: Exhibitors are responsible to gather all necessary information about the regulations and conditions regarding the configuration of their exhibit space. This includes information about potential additional cost related to necessary specific equipment or services. Where an exhibitor's display is built beyond the limitations and restrictions as set forth in this contract, ISE reserves the right to correct such display violations by having the exhibitor alter, remove or rearrange any or all of the display so that it will comply with regulations. Exhibitors are not permitted to carpet the aisle space between any adjoining exhibit booth spaces; nor may exhibitors bridge the aisle between such adjoining spaces with truss, banners, exhibitory, products, lighting instruments, etc. If the exhibitor is not available to make such corrections, then it does agree as part of this contract to give ISE the authority to make any and all necessary corrections at the exhibitor's expense. In cases where the reverse side of an exhibitor's back wall, sidewall, riser or display, is exposed to view, such portion of this display must be suitably draped with fireproof materials so that no part of the display construction, electrical wiring, or the like, can be seen from the aisles or adjoining exhibit booth spaces belonging to other exhibitors. Circulars, publications, advertising matter and all kinds of promotional giveaways may be distributed only within exhibit booth spaces. Nothing can be posted on, tacked, nailed, taped, screwed in, or otherwise attached to columns, walls, floors, or other parts of the building or furniture. Signs, truss, rails, etc. will not be permitted to intrude into or over aisles. Safetylanes cannot be moved or used for exhibition space in any way and must not be compromised by having the same exhibitor on both sides of the safetylane.

### CANCELLATION POLICY

Cancellations of Exhibit Booth space must be in writing. Upon ISE receiving written notice, such notice to be sent to Integrated Systems Events BV, Barbara Strozilaan 201, 1083 HN Amsterdam, The Netherlands, the exhibitor may cancel or withdraw from the Exposition subject to the following conditions and restrictions: If cancellation occurs on or before March 31, 2014 no administrative charges will be assessed. If cancellation occurs after March 31, 2014, but on or before August 31, 2014, the full amount of payment received less the required initial down payment of 20 %, will be refunded. If cancellation occurs after August 31, 2014 and on or before October 31, 2014, the full amount of the payment received, less the required 70 % deposit, will be refunded. On or after November 1, 2014, NO REFUNDS will be made whatsoever. In such case, the exhibitor will become obligated to make immediate payment of any unpaid portion of the total cost of the assigned exhibit

space. In the event the exhibitor fails to make such immediate payment, the exhibitor will also be liable for the costs of collection (including court costs and reasonable attorney fees) and interest at the highest legal rate. Furthermore, until said obligation is satisfied in full, the exhibitor will be prohibited from participating in future ISE Expositions, any other ISE sponsored expositions and any ISE special events. Upon cancellation of exhibit space, ISE reserves the right to release all exhibitor housing requests, sleeping rooms, hospitality suites and function space within all official ISE hotels. In the event of cancellation, ISE will have the right to use the cancelled space to suit its own convenience, including sale of such space to another exhibitor without any rebate or allowances to the exhibitor who has cancelled. A cancellation is not accepted or approved until written confirmation is submitted and Show Management provides confirmation of the cancellation.

## REDUCTION AND ASSIGNMENTS

### Reductions:

All requests for reduction of exhibit space must be made in writing. ISE reserves the right to decline for any reason requested space reductions of contracted exhibit spaces. If a requested reduction of space is acceptable to ISE, no administrative charges will be assessed for the reduction of exhibit space received in writing on or before March 31, 2014. Reductions of exhibit space are treated similarly to cancellation of contracts. Requests for reduction of exhibit space received in writing after March 31, 2014 and on or before August 31, 2014 will be made, minus a reduction fee of 20 % of the cost of the amount of exhibit space reduced. Requests received in writing after August 31, 2014 and on or before October 31, 2014 will be made, minus a reduction fee of 70 % of the cost of the amount of exhibit space reduced. No refunds will be made for reduction of exhibit space on or after November 1, 2014, even if such space is resold. Exhibitor agrees that it will be responsible for the total rental fee for the original assigned space which will be retained or paid to ISE as liquidated damages according to this schedule.

### Assignments of Exhibit Space:

ISE reserves the right to alter the Exhibit Floor Plan or change space assignments. In such event, the exhibitor(s) affected will be notified by ISE. Exhibitor shall not sublet or share their contracted exhibit space or any portion thereof without prior written consent of ISE and if given approval must submit the Exhibitor Sharing Form document.

## BADGES FOR EXPOSITION

Badges for the Exposition will be issued free of additional charge for exhibiting companies and their employees. Each badge will be issued in the name of one person only, except that a badge may be exchanged at the Registration Desk should an exhibitor wish to change personnel during the course of the Exposition. If requested, ISE will issue a replacement badge for such badges bearing the name of the wearer; however, in the event the exhibitor desires to change personnel, such badges must be exchanged at exhibitor registration. All badges picked up by an exhibitor are his or her responsibility. All persons working in the exhibitor's exhibit booth space will be considered to be the exhibitor's employees during move-in, the Show and the move-out and the exhibitor shall be fully responsible for any liability, which may occur. The lending of badges is prohibited whether to employees of the exhibitor, to unregistered dealers, reps, end-users or to any person wishing to enter the Exposition, regardless of the length of time they wish to remain. Companies whose employees engage in this unauthorized practice are liable for the on-site registration fees of persons so admitted, confiscation of the subject badges and loss of the company priority position for exhibit space at the next Exposition.

## CHARACTER OF EXHIBITS

Each exhibitor shall display or exhibit only articles of merchandise of said exhibitor's own manufacture or for which said exhibitor is the representing agent. ISE reserves the right to judge the appropriateness of any exhibit and to decline to permit an exhibitor to conduct or maintain an exhibit if, in the judgment of the ISE Show Management, said exhibitor or exhibit, proposed exhibit, or exhibitor's products and/or services shall in any respect be deemed unsuitable. This reservation relates to persons, conduct, articles of merchandise, printed matter, souvenirs, catalogs, displays, and all other things, without limitation, which affect the character of the Exposition. No motion picture, film, video and/or computer software, which in the sole judgment of the ISE Show Management, is of an illicit, pornographic or otherwise unsuitable nature may be shown or displayed from exhibit booth spaces on the ISE show floor at any time. In the event that ISE determines that the conduct of any exhibitor, or its employees, agents or servants, is not in keeping with the character of the Exposition, ISE Show Management, may at any time, without notice terminate the contract for space entered into with said exhibitor, and, with or without process of law, remove exhibitor, its employees, agents, servants, and all of the property of the exhibitor, from the space contracted for and from the Exposition without refund. No exhibitor shall have any right or claim against ISE on account of any action so taken. The determination of ISE Show Management as to the suitability of any exhibitor, exhibit, or proposed exhibit, or as to whether any exhibit or the conduct of any person is in keeping with the character of the Exposition, shall in each instance be final.

## SOLICITATION IN THE EXPOSITION

The aisles and other spaces in the Exposition not leased to exhibitors shall be under the control of ISE. All displays, interviews, conferences, distribution of literature, lectures or any type of activity shall be conducted inside the space contracted for. Standing in the aisles, in front of or blocking other exhibitors' exhibit spaces, or the intercepting of those in attendance for advertising purposes, is strictly prohibited. Exhibitors may show, discuss, explain or demonstrate items or services, but shall not make sales that result in the delivery of merchandise and/or the exchange of money in the exhibit hall. Persons connected with non-exhibiting concerns are prohibited from any dealing, exhibiting, or soliciting within the Exposition. Exhibitors are urged to report immediately violations of this latter rule to ISE Show Management.

## COPYRIGHTS, ROYALTIES AND TRADEMARKS

It is the Exhibitor's sole responsibility to obtain and pay for any and all applicable licenses and permissions before any moving or still image, computer software, sound recording, artwork, printed material or other item bearing or embodying a copyright, trademark, patent, publicity right or other intellectual property is displayed, performed, reproduced, modified or distributed, in whole or in part, at or from the contracted space. Exhibitor warrants that all necessary licenses and permissions have been or will be obtained prior to using the

contracted space.

## GENERAL INFORMATION

**Cleaning:** ISE Management will arrange to clean aisles during closed hours prior to opening each Show day, but this service does not include dusting, arranging, or otherwise maintaining Exhibits. Exhibitors must keep their displays neatly organized. Order forms for cleaning services are provided in the Exhibitor Service Kit.

**Food Service:** Food and beverage consumed or distributed in the exhibit facility must be purchased through the authorized in-house service supplier.

**Audio taping, Videotaping, and Photography:** Recordings of any kind are prohibited unless express permission is received from the exhibiting company.

**Carpeting:** Although ISE Management provides aisle carpeting, with the exception of Shell-Scheme Booths (where carpeting is included in the package), Exhibitors are responsible for carpeting their own Booth Space. Exhibitors must have ISE Management approval when using their own carpeting in aisles between displays and will be charged based on the equivalent amount of Exhibit Space.

**Children:** Due to the business nature and congestion at ISE, children under the age of 16 are never permitted in the Amsterdam RAI during ISE installation, Show days or tear down. Children 16 and older must register, pay appropriate fees and be accompanied by an adult. Children ages 16 to 18 are admitted on show days with the understanding that they are the sole responsibility of an accompanying adult.

**Electric:** Electric current may be utilized for the operation of apparatus that does not produce noises of an annoying nature.

**Smoking:** Smoking is not permitted in the Amsterdam RAI during setup, show days or tear down.

**Sound levels & light of exhibitors:** Sound levels are not to exceed 85 decibels of any one exhibitor. Light must be kept in such a way so that other exhibitors are not at all or only effected within reason.

**Showlighting:** ISE Management reserves the right determine lighting levels to be used during setup, teardown, and during the hours the exposition is open. Generally, during show hours, the lighting level is dimmed.

**Fire Regulations at Amsterdam RAI:** All exits and exit aisles must be kept clear and unobstructed. No furniture, signs, easels, chairs or displays may protrude into aisles. Fire hose cabinets, fire extinguishers, sprinklers, or any other fire-safety device must not be hidden, obstructed or otherwise disturbed. All materials used in Exhibit construction, decoration or as temporary cover must be certified as flame retardant. Inflammable fluids, substances, or materials of any nature may not be used. All materials and installations must comply with the requirements of inspection by the Amsterdam RAI Fire and Safety Department.

**Special Connections at Amsterdam RAI:** Compressed air, water, drainage, gas, steam, electrical services, rigging and telephone/communication services are available solely through Amsterdam RAI.

**Liability:** The Exhibitor is solely responsible for the safeguarding of materials, equipment and displays at all times. ISE Management employs general security when the Exhibit Hall and Static Display are closed. However, ISE, Amsterdam RAI and ISE's Official Contractors are not responsible for any loss, theft, damage, injury, or destruction of Exhibitor's property or the property of its agents or employees, by or from any cause whatsoever. The Exhibitor expressly releases ISE, ISE's Official Contractors, Amsterdam RAI and their respective officers, employees, Members and agents, from any and all claims for such loss, theft, damage, injury or destruction, or for loss of good will (whether or not in relation to any property). It is suggested that Exhibitors obtain insurance covering losses such as theft and damage to property. The Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and hold ISE, Amsterdam RAI and ISE's Official Contractor and their respective officers, employees, Members and agents harmless from and against any and all claims, losses, injuries and damages to persons or property, governmental charges or fines and attorneys fees arising out of or caused by Exhibitor's installation, removal, maintenance, occupancy or use of the Exhibition premises, or any part thereof, or arising out of or caused by Exhibitor's participation in Exhibition activities. Exhibitors must comply at all times with the Rules & Regulations of ISE and Amsterdam RAI. These Rules & Regulations are subject to change prior to the time the Exhibition is held. Failure to follow the ISE and Amsterdam RAI Rules & Regulations will constitute a breach of contract. In addition, by signing the ISE Exhibit Contract, Exhibitors agree to comply with ISE's interpretation of its Rules & Regulations.

**Security:** When the ISE Exhibition is open, there will be some perimeter security staffing. Notwithstanding the foregoing, ISE and Amsterdam RAI will not be liable for loss or damage to Exhibitor's property, as further provided under the section entitled „Liability“. Exhibitors are advised to obtain additional insurance coverage in advance to cover losses such as theft and damage to property.

## CONTACT

### ISE Show Management

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