

The Premier Conference for  
Data Center and Facilities  
Management Professionals

**DATA CENTER WORLD**<sup>®</sup>  
AFCOM

**NEW ORLEANS**

**= SEPTEMBER 12-15, 2016 =**

**SPONSOR AND EXHIBITOR PROSPECTUS**



**NEW ORLEANS 2016**

[www.datacenterworld.com](http://www.datacenterworld.com)

**Penton**<sup>®</sup>  
• Inform • engage • advance

## September 12-15, 2016

**New Orleans Ernest N. Morial Convention Center**  
 900 Convention Center Blvd.  
 New Orleans, Louisiana 70130

**514-582-3023**  
**www.mccno.com**

The Ernest N. Morial Convention Center is located in the heart of exciting New Orleans—walking distance to the French Quarter and a short streetcar ride from the beautiful Garden District. Consistently ranked in the U.S. top ten convention centers list, this facility is both progressive and practical for learning, networking and kicking up your heels at night.

**Data Center World is the leading educational conference and expo for data center facilities and IT management professionals.**

Exhibiting at the Data Center World Expo allows your company to introduce new products and showcase business solutions to the industry's premier marketplace and reach a higher percentage of qualified, serious buyers.

- Generate Sales Leads
- Build Industry Presence
- Meet Customers
- Network with Attendees

**Take advantage of this opportunity to lock in prime exposure for your company in 2016**  
**Secure your exhibit space today!**



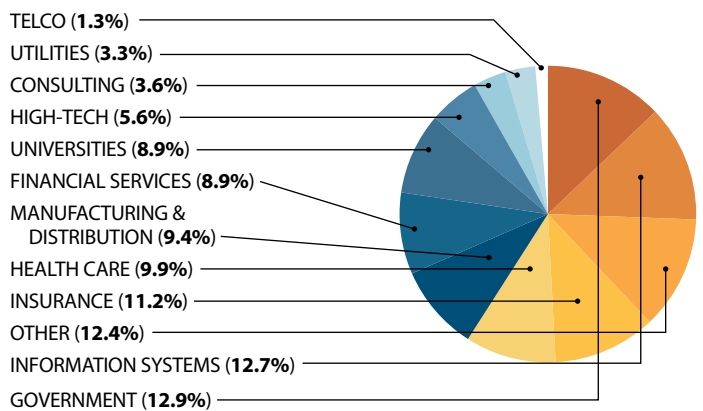
### DATA CENTER WORLD

*is presented by AFCOM, the premier association representing 4,500 of the **LARGEST DATA CENTERS** around the world. AFCOM members represent every major industry.*

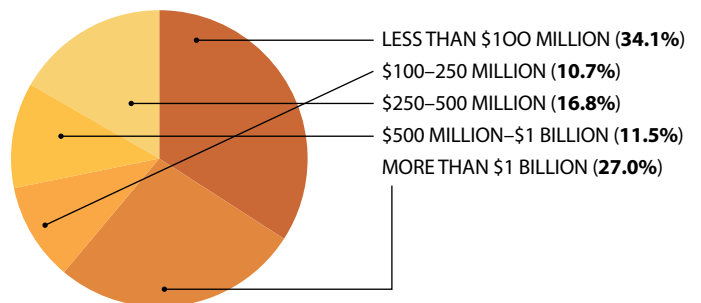
## Leaders of All Levels in Attendance

Data Center World attendees operate and maintain the systems, security, processing and infrastructure of a data center. These professionals visit the Expo to discover new technology and purchase products that will best help them run cost-effective, secure data centers in this rapidly-growing industry. Attendees to the fall event represent over \$2 billion in buying power.

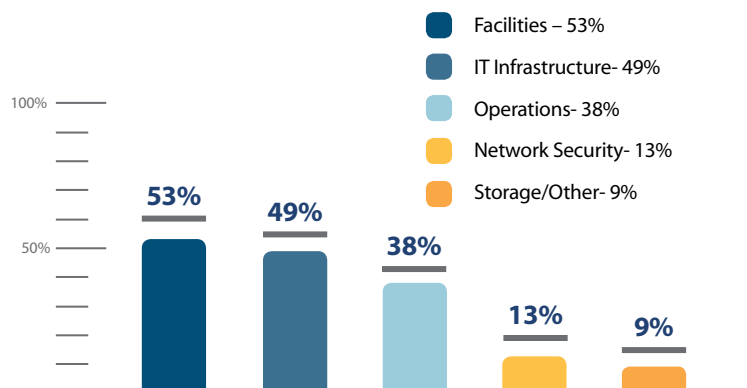
### AFCOM Member Industries



## Nearly 40% of AFCOM members work for companies with annual sales above \$500 million.



### Primary Job Function



# EXPO AT A GLANCE

## Exhibiting Details

Please refer to the Terms and Conditions found in the contract of this brochure for an in-depth explanation of exhibition guidelines.

## Booth Pricing

- Single** \$3,775
- Corner Booth** Applicable booth charge plus corner surcharge
- End Cap** Two booth minimum plus applicable corner surcharge
- Island** Four booth minimum

### Inline and corner booths include:

- Standard booth drape (8' back and 3' side wall)
- Company identification sign

Exhibitor is responsible for ordering Internet connection and any other required items and/or services. The complete Exhibitor Service Manual will be available approximately three months prior to Data Center World New Orleans 2016. **All booths MUST be carpeted or have custom floor covering.**

## Booth Definitions

### Single Booth

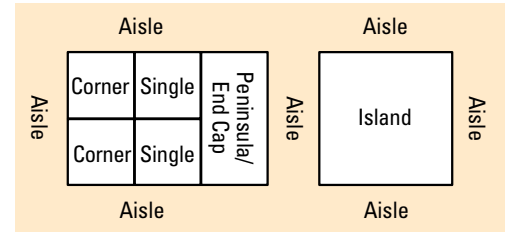
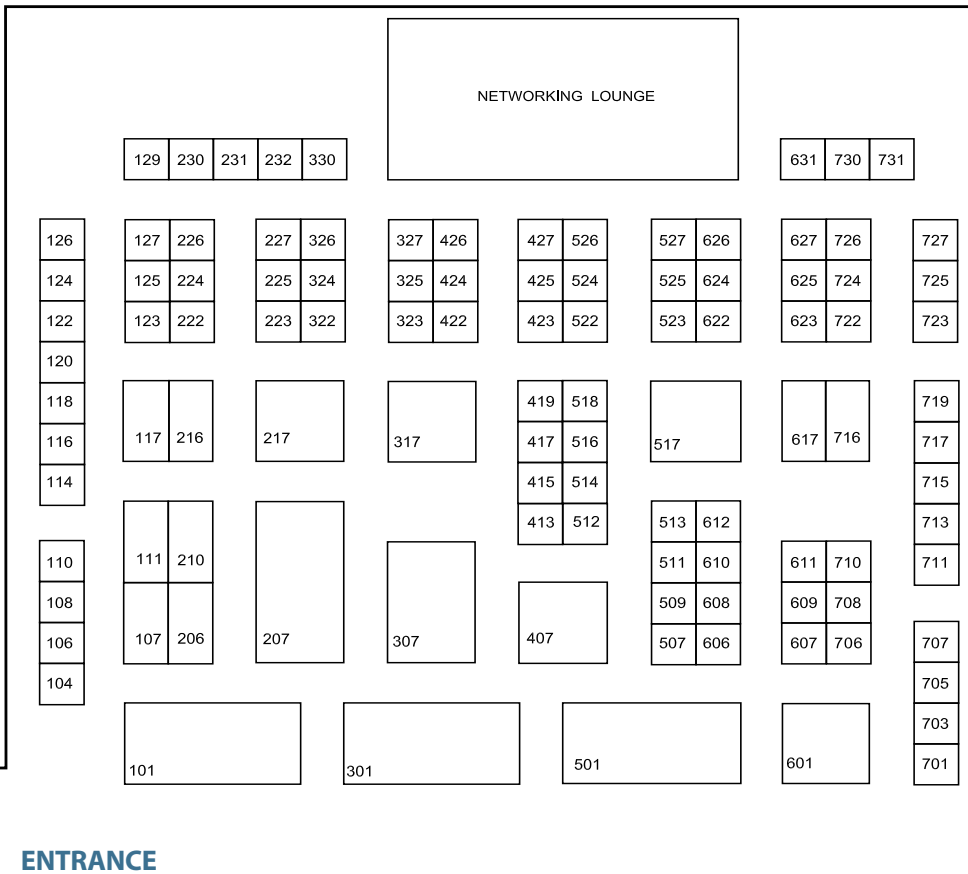
All 10' x 10' booths have 8' high draped back walls and 3' high draped side rails. Side returns may be 8' in height, but are not to extend out by more than 5' from the back wall. The remaining distance to the aisle cannot exceed 3' in height. Displays, including fixtures, are restricted to a maximum height of 8' and must conform to booth space and sidewall restrictions.

### Peninsula Booth/End Cap

A peninsula/end cap has exposure on three sides. The back wall for peninsula booths is restricted to 8' high for only half the dimension (5' to the left and right from the center point). The remaining back wall is 4' high. Booth set-up must adhere to the same restrictions. Displays, including fixtures, are restricted to 8' maximum height.

### Island Booth

An island has exposure on all four sides, contains a minimum of four booths and is not connected to any other booths. Displays, including fixtures, must adhere to height restrictions outlined in the Exhibit Service Manual.



## Exhibitor Floor Plan

### Floor Plan Subject to Change

Every effort has been made to ensure the accuracy of all information contained on this floor plan. However, no warranties, either expressed or implied, are made with respect to this floor plan. If the location of building columns, utilities or other architectural components of the facility is a consideration in the construction or usage of an exhibit, it is the sole responsibility of the exhibitor to physically inspect the facility to verify all dimensions and locations.



# EXPO PROMOTIONS AND PARTNERSHIPS

## Data Center World Expo Priority Points

AFCOM believes in rewarding its most valuable and loyal partners. The Priority Points program allows current exhibitors to participate in priority booth space selection for the following Data Center World Expo (New Orleans 2016) in a designated order based on number of points. An exhibitor's priority selection number is determined by exhibit and participation history within the last three consecutive Fall shows.

Priority points are given to each exhibitor and include:

### Booth space points

### Sponsor points

### Advertising points

### Strategic Partner Points

Priority Points are only in effect during the Data Center World event's Priority Points Selection Meeting. Your company's booth commitment for Data Center World New Orleans 2016 automatically reserves your spot at the next selection meeting, where you can secure your preferred booth space for the upcoming show!

## Premier Sponsorships

### PLATINUM SPONSORSHIP

\$39,200 (limited to 5)

#### Booth Space

20 x 40 Exhibit Space

#### Pre-and Post-Event Exposure

- One pre-event postal mailing to all registered attendees
- Two Dedicated Emails (1 pre- and 1 post-event)
- Logo included on all DCW printed marketing materials (direct mail, print ads).

#### Advertising and Signage

- Printed Sign (1-meter size) placed in a high-traffic location at the event site
- Logo prominently displayed on event signage (ie- Entry Unit for the Expo Hall)
- One registration bag insert
- Full Page ad in the Event Guide

#### Speaking Opportunity

- One Product Information Speaking Session (time TBD by AFCOM)

#### DataCenterWorld.com Exposure

- "Platinum Sponsor" badge
- Logo in Platinum Sponsor box, fixed placement

#### Complimentary Registrations

- 5 Full Conference Passes
- 16 Exhibitor Passes
- Unlimited Discounted Registration Coupons for distribution to current/potential customers

### GOLD SPONSORSHIP

\$29,650 (limited to 6)

#### Booth Space

20 x 30 Exhibit Space

#### Pre-and Post-Event Exposure

- One Dedicated Email (1 pre- or 1 post-event)

#### Advertising and Signage

- Logo prominently displayed on event signage (ie- Entry Unit for the Expo Hall)
- One registration bag insert
- Full Page ad in the Event Guide

#### DataCenterWorld.com Exposure

- "Gold Sponsor" badge
- Logo in Gold Sponsor box, rotating

#### Complimentary Registrations

- 5 Full Conference Passes
- 12 Exhibitor Passes
- Unlimited Discounted Registration Coupons for distribution to current/potential customers

## Drive Traffic to Your Booth

Increase your company's brand loyalty, create awareness about your products, and drive sales at Data Center World New Orleans 2016 by taking advantage of one of the many promotional opportunities available exclusively to exhibitors.

### Events

- Breakfast Sponsorship
- Exhibit Hall Happy Hour
- Networking Events

### Pre-and Post-Event Marketing

- Attendee Mailing
- Attendee Email Blast

### Advertising and Signage

- Keynote Sponsorship
- Aisle Signs
- Event Guide Advertising
- High Impact Signage

### Promotional Items

- Lanyards/badge holders
- Conference Notepads
- Show T-shirts
- Water Bottles
- Raffle Prizes
- Massage Center
- Conference Bags
- Conference Pens
- Bag Inserts
- Hotel Key Cards
- Charging Stations
- Hand Sanitizing Stations

Other creative promotional ideas are welcome. Contact [sales@afcom.com](mailto:sales@afcom.com) to discuss additional ways you can promote your business at Data Center World.

### SILVER SPONSORSHIP

\$20,650 (limited to 6)

#### Booth Space

20 x 20 Exhibit Space

#### Pre-and Post-Event Exposure

- One Dedicated Email (1 pre- or 1 post-event)

#### Advertising and Signage

- Logo displayed on event signage (ie- Entry Unit for the Expo Hall)
- One registration bag insert
- Half Page ad in the Event Guide

#### DataCenterWorld.com Exposure

- "Silver Sponsor" badge
- Logo in Silver Sponsor box, rotating

#### Complimentary Registrations

- 2 Full Conference Passes
- 8 Exhibitor Passes
- Unlimited Discounted Registration Coupons for distribution to current/potential customers

## Sponsor and Exhibitor Contract New Orleans 2016

New Orleans Ernest N. Morial Convention Center  
 New Orleans, LA

*We hereby request the exhibit space and/or sponsorship listed below at  
 Data Center World New Orleans 2016 to be held Sept 12-15 at New Orleans Ernest N. Morial Convention Center*

COMPANY INFORMATION															
Name of Exhibitor (exactly as you would like it to appear in the exhibitor list):															
Legal Company Name (if different):															
Billing Contact:		Billing Contact Email:													
Website:		Sales Email:													
Phone:		Fax:													
Mailing Address:															
City:	State/Province:	Postal Code:	Country:												
TRADE SHOW CONTACT (The person who will receive all official Data Center World communication.)															
Name:															
Title:		Email:													
Phone:		Fax:													
Mailing Address:															
City:	State/Province:	Postal Code:	Country:												
EXHIBIT SPACE AND SPONSORSHIP OPTIONS															
<p><b>EXHIBIT SPACE:</b> The rent for exhibit space includes back and side wall drapings, booth sign for inline and corner booths, company logo displayed online and in the printed conference guide and expo hall passes, per Data Center World policy. Exhibitor is responsible for ordering power, Internet connection and any other required items and/or services. All booths must be carpeted.</p>															
<table border="0"> <tr> <td><input type="checkbox"/> 10' x 10' Inline – <b>\$3,775</b></td> <td><input type="checkbox"/> 10' x 20' Inline – <b>\$7,550</b></td> <td><input type="checkbox"/> 10' x 30' Inline – <b>\$11,325</b></td> </tr> <tr> <td><input type="checkbox"/> 10' x 10' Inline w/ Corner – <b>\$4,100</b></td> <td><input type="checkbox"/> 10' x 20' Inline w/ Corner – <b>\$7,825</b></td> <td><input type="checkbox"/> 10' x 30' Inline w/ Corner – <b>\$11,600</b></td> </tr> <tr> <td><input type="checkbox"/> 10' x 20' End Cap – <b>\$8,100</b></td> <td><input type="checkbox"/> 20' x 20' Peninsula – <b>\$15,100</b></td> <td><input type="checkbox"/> 20' x 40' Island – <b>\$30,200</b></td> </tr> <tr> <td><input type="checkbox"/> 20' x 20' Island – <b>\$15,650</b></td> <td><input type="checkbox"/> 20' x 30' Island – <b>\$22,650</b></td> <td><input type="checkbox"/> 20' x 50' Island – <b>\$37,750</b></td> </tr> </table>				<input type="checkbox"/> 10' x 10' Inline – <b>\$3,775</b>	<input type="checkbox"/> 10' x 20' Inline – <b>\$7,550</b>	<input type="checkbox"/> 10' x 30' Inline – <b>\$11,325</b>	<input type="checkbox"/> 10' x 10' Inline w/ Corner – <b>\$4,100</b>	<input type="checkbox"/> 10' x 20' Inline w/ Corner – <b>\$7,825</b>	<input type="checkbox"/> 10' x 30' Inline w/ Corner – <b>\$11,600</b>	<input type="checkbox"/> 10' x 20' End Cap – <b>\$8,100</b>	<input type="checkbox"/> 20' x 20' Peninsula – <b>\$15,100</b>	<input type="checkbox"/> 20' x 40' Island – <b>\$30,200</b>	<input type="checkbox"/> 20' x 20' Island – <b>\$15,650</b>	<input type="checkbox"/> 20' x 30' Island – <b>\$22,650</b>	<input type="checkbox"/> 20' x 50' Island – <b>\$37,750</b>
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1st Booth Choice: _____ 2nd Booth Choice: _____ 3rd Booth Choice: _____															
Show Organizer will attempt to assign Exhibitor to the specific booth requested, on a first-come first-served basis, but cannot give assurances that this will be possible.															
SPONSORSHIP OPTIONS (INCLUDES BOOTH SPACE): See opposite page for details on what is included with each sponsorship level.															
<input type="checkbox"/> Platinum Sponsorship – <b>\$39,200</b> <input type="checkbox"/> Gold Sponsorship – <b>\$29,650</b> <input type="checkbox"/> Silver Sponsorship – <b>\$20,650</b>															
<p>Exhibit Space \$ _____ Sponsorship \$ _____ = Subtotal \$ _____</p> <p>Subtract Early Signing Discount (10% of subtotal if signed by September 30, 2015) \$ _____          5% of subtotal if signed between October 1, 2015 - March 18, 2016</p> <p><b>Total Due \$ _____</b></p>															

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## PAYMENT AND SUBMISSION INFORMATION

### 1. Determine the payment amount, if any, due with the submission of this contract:

If contract submitted on or before March 18, 2016:

50% Deposit is due upon receipt  
Balance is due March 21, 2016

If contract submitted on or after March 19, 2016:

Total is due upon contract submission

### 2. If a payment is due with the submission of this contract, please list the payment amount and select the method of payment that will be used:

Payment due with contract submission: \$ \_\_\_\_\_

- Company Check, Cashier's Check, Money Order  
An Invoice containing remittance information will be sent to your billing contact upon receipt of contract.
- Credit Card – An Invoice containing a link for payment will be sent to your billing contact upon receipt of contract.
- Bank Wire Transfer – An Invoice containing bank information will be sent to your billing contact upon receipt of contract.

### 3. Submit Contract:

Fax completed and signed contract to +1 513-322-5601; or

Email completed and signed contract to sales@afcom.com ; or

Mail original (and required payment if applicable, payable) to:

iNET Interactive, LLC  
9100 West Chester Towne Centre Rd., Suite 200  
West Chester, Ohio 45069

Purchase Order Number (if applicable): \_\_\_\_\_

We agree to be bound by all terms, conditions, and rules set forth, including those in this Exhibitor Contract, the General Rules and Regulations, the Exhibitor Service Kit and any others issued by iNET Interactive, all of which are incorporated herein, and made part of this contract.

\_\_\_\_\_  
Exhibitor Signature

\_\_\_\_\_  
Printed Name and Title

\_\_\_\_\_  
Date

\_\_\_\_\_  
iNET Interactive Signature

\_\_\_\_\_  
Printed Name and Title

\_\_\_\_\_  
Date

## Terms and Conditions - Data Center World - New Orleans 2016

**Defined Terms:** The term "Event" means Data Center World New Orleans 2016, currently scheduled to be held on September 12-15, 2016 at New Orleans Ernest N. Morial Convention Center (the "Exhibit Facility"). The Event is owned, produced and managed by iNET Interactive, LLC. As used hereinafter, the term "Organizer" means, collectively, iNET Interactive, LLC, its affiliates, and each of their respective officers, directors, shareholders, agents, representatives, employees and assigns, unless the context requires otherwise. The term "Exhibitor" means, collectively, (i) the company or person that applied for exhibit space rental and agreed to enter into this contract upon acceptance by Organizer in the manner stated below and (ii) each of its officers, directors, shareholders, employees, contractors, agents, representatives, patrons, guests and/or invitees, as applicable.

**Contract Acceptance:** This contract shall become binding and effective when it has been signed by Exhibitor and counter-signed by Organizer.

**Assumption of Risk:** Exhibitor expressly assumes all risks associated with, resulting from or arising in connection with Exhibitor's participation or presence at the Event, including, without limitation, all risks of theft, loss, harm, damage or injury to the person (including death), property, business or profits of Exhibitor, whether caused by negligence, intentional act, accident, act of God or otherwise. Exhibitor has sole responsibility for its property or any theft, damage or other loss to such property (whether or not stored in any courtesy storage area), including any subrogation claims by its insurer. Neither Organizer nor the Exhibit Facility accepts responsibility, nor is a bailment created, for property delivered by or to Exhibitor. Neither Organizer nor the Exhibit Facility shall be liable for, and Exhibitor hereby releases all of them from, and covenants not to sue any of them with respect to, any and all risks, losses, damages and liabilities described in this paragraph.

**Indemnification:** Exhibitor shall on a current basis indemnify, defend, and hold Organizer and the Exhibit Facility harmless from any and all claims, demands, suits, liabilities, damages, losses, costs, reasonable attorneys' fees and expenses which result from or arise out of or in connection with: (a) Exhibitors' participation or presence at the Event; (b) any breach by Exhibitor of any agreements, covenants, promises or other obligations under this contract; (c) any matter for which Exhibitor is otherwise responsible under the terms of this contract; (d) any violation or infringement (or claim of violation or infringement) of any law or ordinance or the rights of any party under any patent, copyright, trademark, trade secret or other proprietary right; (e) any libel, slander, defamation or similar claims resulting from the actions of Exhibitor; (f) harm or injury (including death) to Exhibitor; and (g) loss of or damage to property or the business or profits of Exhibitor, whether caused by negligence, intentional act, accident, act of God, theft, mysterious disappearance or otherwise.

**Limitation of Liability:** Under no circumstances shall Organizer or the Exhibit Facility be liable for any lost profits or any incidental, special, indirect, punitive or consequential damages whatsoever for any of their acts or omissions, whether or not apprised of the possibility of any such lost profits or damages. In no event

shall Organizer's maximum liability under any circumstance exceed the amount actually paid to Organizer by Exhibitor for exhibit space rental pursuant to this contract. Organizer makes no representations or warranties, express or implied, regarding the number of persons who will attend the Event or regarding any other matters.

**Assignment of Space:** In assigning exhibit space, Organizer will make every effort to comply with requests for assignment within the guidelines of a priority selection system. Thereafter, exhibit space will be assigned on a first-come, first-served basis. Exhibit space shall be assigned by Organizer in its sole discretion for the Event and for the Event Dates only. Any such assignment does not imply that similar space will be assigned for future Events. Organizer reserves the right to change the floor plan or to move an Exhibitor to another booth location prior to or during the Event if Organizer in its sole discretion determines that to do so is in the best interest of the Event. Exhibitor hereby agrees and acknowledges that Organizer shall have the right to assign its rights and delegate its obligations in connection with these terms and conditions to any entity controlling, controlled by or under common control with Organizer.

**Cancellation by Exhibitor:** If Exhibitor desires to cancel this agreement, Exhibitor may only do so by giving notice thereof in writing sent to the Organizer with evidence of receipt. Exhibitor will be liable for 50% of the total exhibit fee if the written notice of cancellation is received by the Organizer no later than March 18, 2016. If written notice of cancellation is received after March 18, 2016, Exhibitor will be liable for 100% of the total exhibit fee. This amount is considered to be liquidated and agreed upon damages, for the injuries the Organizer will suffer as a result of Exhibitors cancellation. This provision for liquidated and agreed upon damages is a bona fide provision and not a penalty. The parties understand that the withdrawal of the space reserved from availability at a time when other parties would be interested in applying for it, will cause the Organizer to sustain damages. In this situation, the Organizers damages will be substantial, but they will not be capable of determination with mathematical precision. Therefore, the provisions for liquidated and agreed upon damages have been incorporated into this Agreement as a valid pre-estimate of these damages. The date of cancellation shall be the date the Organizer receives the notice. Organizer reserves the right to treat an Exhibitor's downsizing of booth space as cancellation of the original space and purchase of new booth space. An Exhibitor may be required to move to a new location if it requests a downsizing of space.

**Cancellation by Organizer:** If Exhibitor fails to make a payment required by this contract in a timely manner, Organizer may terminate this contract (and Exhibitor's participation in the Event) without further notice and without obligation to refund monies previously paid. Organizer reserves the right to refuse Exhibitor permission to move in and set up an exhibit if Exhibitor is in arrears of any payment due to Organizer. Organizer is expressly authorized (but has no obligation) to occupy or dispose of any space vacated or made available by reason of action taken under this paragraph in such manner as it may deem best, and without releasing Exhibitor from any liability hereunder. Organizer may also terminate this contract effective upon

# Terms and Conditions - Data Center World - New Orleans 2016

written notice of termination if Exhibitor breaches any of its obligations under this contract, without any obligation on Organizer's part to refund any payments previously made and without releasing Exhibitor from any liability arising as result of or in connection with such breach. If Organizer removes or restricts an exhibit which Organizer considers to be objectionable or inappropriate, no refund will be due to Exhibitor.

**Cancellation of the Event:** If Organizer cancels the Event due to circumstances beyond the reasonable control of Organizer (such as acts of God, acts of war, governmental emergency, labor strike or unavailability of the Exhibit Facility), Organizer shall refund to each Exhibitor its exhibit space rental payment previously paid, minus a share of costs and expenses incurred, in full satisfaction of all liabilities of Organizer to Exhibitor. Organizer reserves the right to cancel, re-name or re-locate the Event or change the dates on which it is held. If Organizer changes the name of the Event, re-locates the Event to another event facility within the same city, or changes the dates for the Event to dates that are not more than 30 days earlier or 30 days later than the dates on which the Event originally was scheduled to be held, no refund will be due to Exhibitor, but Organizer shall assign to Exhibitor, in lieu of the original space, such other space as Organizer deems appropriate and Exhibitor agrees to use such space under the terms of this contract. If Organizer elects to cancel the Event other than for a reason previously described in this paragraph, Organizer shall refund to each Exhibitor its entire exhibit space rental payment previously paid, in full satisfaction of all liabilities of Organizer to Exhibitor.

**Exhibit Space Occupancy:** Hours and dates for installing, occupying and dismantling exhibits shall be those specified by Organizer. If Exhibitor fails to install its display in its assigned space by 9:00 A.M. September 13, 2016 or leaves its space unattended during the Exhibit hours, Organizer shall have the right to take possession of the space and no refund will be due to Exhibitor. All exhibits must be open for business during the Event hours. Exhibitor may not dismantle the display until the Event is officially closed by Organizer.

**Listings and Promotional Materials:** By exhibiting at the Event, Exhibitor grants to Organizer a fully-paid, perpetual non-exclusive license to use, display and reproduce the name, trade names and product names of Exhibitor in any directory (print, electronic or other media) listing the exhibiting companies at the Event and to use such names in Organizer promotional materials. Organizer shall not be liable for any errors in any listing or descriptions or for omitting any Exhibitor from the directory or other lists or materials. Organizer may also take photographs of Exhibitor's booth space, exhibit and personnel during, before or after the open hours of the Event and use such photographs for any Organizer promotional purpose.

**Conduct of Exhibitors:** All Exhibitor representatives are expected to conduct themselves in a courteous manner and respect the rights of other Exhibitors. Entering another Exhibitor's exhibit space, handling display samples, picking up literature and/or the taking of photographs, etc. may be done only with the permission of that Exhibitor. Distribution of advertising matter and souvenirs must be confined to Exhibitor's space. Objectionable methods of attracting attention will not be permitted. Canvassing in the exhibit halls or distribution of advertising matter or souvenirs by representatives of non-exhibiting firms is strictly forbidden. Exhibitors are not allowed to distribute (or ask hotel/convention center personnel to distribute) vendor literature to attendee hotel rooms, or to display vendor signs outside of the exhibit area without written permission of the Organizer.

**Care of Exhibit Facility:** Exhibitor shall promptly pay for any and all damages to the Exhibit Facility or associated facilities, booth equipment or the property of others caused by Exhibitor.

**Taxes and Licenses:** Exhibitor shall be solely responsible for obtaining any licenses, permits or approvals under federal, state or local law applicable to its activities at the Event. Exhibitor shall be solely responsible for obtaining any necessary tax identification numbers and permits and for paying all taxes, license fees, use fees, or other fees, charges, levies or penalties that become due to any governmental authority in connection with its activities at the Event. Exhibitor will not permit the delivery of merchandise at the Exhibit Facility without the express permission of Organizer.

**Copyrighted Materials:** Exhibitors shall not play or permit the playing or performance of, or distribution of any copyrighted material at the Event unless it has obtained all necessary rights and paid all required royalties, fees or other payments.

**Outside Exhibits/Hospitality Suites:** Exhibitors are prohibited, without express written approval from Organizer, from displaying products/services and/or other advertising material in areas outside their booth space such as, but not limited to, parking lots, hotel lobbies, lounges, corridors, sleeping rooms, etc., as well as unauthorized facility tours. Exhibitors also agree not to operate hospitality suites during hours in which the Event is open or when any Organizer-sponsored activities are being held. Exhibitors hosting hospitality functions are prohibited from holding those activities during official Event hours.

**Contractor Services:** In the interest of making available the best qualified craftsmen in numbers sufficient to handle all of the services necessary for the operation of the Event, Organizer has contracted on an exclusive basis official contractors to provide certain services. Service companies other than the official contractors will not be allowed to perform any of these exclusive services. Non-exclusive services may be performed by exhibitor-appointed contractors (EAC) within certain guidelines. A complete listing of exclusive services and EAC guidelines will be provided in the Exhibitor Service Manual.

**Character of Displays:** Use of Aisles/Common Areas: Distribution of samples and printed matter of any kind, and any promotional material, is restricted to the exhibit booth. Each Exhibitor agrees to exhibit only products which it manufactures, represents or distributes. All exhibits shall display products or services in a tasteful manner. The aisles, passageways and overhead spaces remain strictly under control of Organizer and no signs, decorations, banners, advertising material or special exhibits will be permitted in the aisles except by written permission of Organizer. Any and all advertising distribution must be made from Exhibitor's booth space. Samples, souvenirs and advertising material may be distributed by Exhibitor only from within his or her booth. Balloons are prohibited in the exhibit area. Equipment must be arranged so that show visitors do not stand in the aisle while examining equipment or watching demonstrations. Strolling entertainment or moving advertisements outside of an Exhibitor's exhibit space is prohibited.

**Drapery/Furniture/Accessories:** Standard drapery equipment is included in the exhibit fee. All other equipment shall be provided by the Exhibitor at its own expense. Furniture and/or additional drapery, accessories, signs, electrical outlets, etc. are the sole responsibility of the Exhibitor and should be ordered in advance from the official show contractor. Exhibitor will be contacted by the official show contractor within a reasonable time prior to the Event. Exhibit space equipment provided by the official show contractor shall be returned to the contractor at the end of the term herein, complete and in good condition, normal wear and tear excepted. Exhibitor shall have no right, title or interest in such equipment, but only the right to use it. All draping and decorative materials used by Exhibitor shall be flame proof. All equipment shall be in keeping with and consistent with all rules, codes and regulations of the Exhibit Facility.

**Display Construction:** Placement, arrangement and appearance of all displays shall be subject to the terms and conditions set forth in the International Association of Exhibitions and Events (IAEE) Guidelines for Display rules and regulations or other such rules of the Organizer. Exhibits not conforming to these specifications, or which, in design, operation or otherwise are objectionable in the opinion of the Organizer, will be prohibited. Any display which hinders or prevents exposure and attendee traffic to neighboring booths is prohibited. Any exhibitor exceeding those limitations may be asked to dismantle or remove that portion from the exhibit.

**Sound Devices:** The use of devices for mechanical reproduction of sound or music is permitted, but must be controlled. Sound of any kind must not be projected outside of the exhibit booth. Exhibitors are specifically prohibited from employing any carnival-type attraction, animal or human, or from operating such noisemaking devices as bells, horns or megaphones.

**Release:** Exhibitor acknowledges that the Event may be recorded and reproduced in any form (including but not limited to digital formats), and hereby authorizes Organizer and its designees to record, transcribe, modify, reproduce, publicly perform, display, distribute, redistribute, and transmit in any form and for any purpose any such recording of the Event, and agrees to execute any additional release presented by Organizer, its licensees, or permittees, in connection with such activity or to give effect to this provision. Exhibitor hereby releases Organizer and its designees from and waives all claims it or its employees or agents may possess, now or in the future, in connection with such activities, and specifically waives any statutory restriction on waivers of future claims or moral rights.

**Observance of Laws:** Exhibitor shall abide by and observe all federal, state and local laws, codes, ordinances, rules and regulations, and all rules and regulations of the Exhibit Facility (including any union labor work rules). Without limiting the foregoing, Exhibitor shall construct its exhibits to comply with the Americans with Disabilities Act.

**Additional Terms and Conditions:** Organizer has sole control over attendance policies. Except as provided to the contrary in this contract, all monies paid by Exhibitor shall be deemed fully earned and non-refundable at the time of payment. Exhibitor shall conduct itself at all times in accordance with normal standards of decorum and good taste. In addition to its right to close an exhibit and withdraw acceptance of the contract, Organizer in its sole judgment may refuse to consider for participation in future Events an Exhibitor who violates or fails to abide by the contract and any of the accompanying rules and regulations. Any amendment to this contract must be in writing and signed by an authorized representative of Organizer. Exhibitor may not assign this contract nor assign, sublet, or apportion the whole or any part of the space allotted, or have representatives, equipment, or materials from other than their own firm in the said space.

**Exhibitor Service Manual:** Approximately 3 months from the Event, Organizer will send an Exhibitor Service Manual to the "Primary Contact" listed for the Exhibitor. The Exhibitor Service Manual will include information integral to participation at the Event, including but not limited to: additional exhibitor rules and regulations, official contractor order forms, registration, shipping and drayage, utilities and building services, exhibitor display rules, and move-in, move-out schedules.

**Incorporation of Rules and Regulations:** Any and all matters pertaining to the Event and not specifically covered by the terms and conditions of this contract shall be subject to determination by Organizer in its sole discretion. Organizer may adopt rules or regulations from time to time governing such matters and may amend or revoke them at any time, upon reasonable notice to Exhibitor. Any such rules and regulations (whether or not included in an Exhibitor Service Manual or similar document) are an integral part of this contract and are incorporated herein by reference. Exhibitor shall observe and abide by additional regulations made by Organizer as soon as these additional rules or regulations are communicated to Exhibitor. This contract (including the Exhibitor Service Manual and any additional rules or regulations adopted by Organizer from time to time) states the entire agreement of the parties with respect to the subject matter hereof.

**Governing Law:** This contract is governed by the laws of the State of Ohio as applied to contracts entered into and entirely performed within such state. Exhibitor agrees that the courts located in the State of Ohio shall constitute the exclusive forum for the resolution of any and all disputes arising out of, connected with or related to this contract or the breach of any provision of this contract. Exhibitor waives any right to assert lack of personal or subject matter jurisdiction and agrees that venue properly lies in Butler County, OH.



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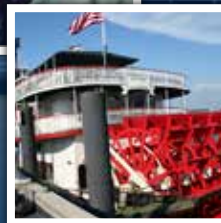
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