



JUNE 20-22, 2001
 Long Beach Convention Center
 Los Angeles, California

EXHIBITOR CONTRACT

Please fill out contract and mail to: Streaming Media West 2001, c/o Streaming Media Inc.
 710 Florida St. Suite 200
 San Francisco, CA 94110

The Exhibitor hereby submits this contract for exhibit space at Streaming Media East 2001 to Streaming Media, Inc. a Penton Media, Inc. Company (the "Sponsor") and hereby acknowledges and agrees to the terms and conditions set forth herein (including the reverse side hereof) and to the rules and regulations set forth in the Exhibitor Service Manual, as the same may exist today or as they may hereafter be updated or amended, and to such other rules and regulations as may from time to time be established by the Sponsor, all of which are incorporated herein by this reference. The Exhibitor further agrees that, upon acceptance of this Application by the Sponsor, this Application shall become a legally binding contract, enforceable against the Exhibitor in accordance with its terms.

1. EXHIBITOR INFORMATION:

Company Name: _____ Listing (as you want it to appear in the Show Directory): _____
 Address: _____ City: _____ State/Province: _____
 Zip/Postal Code: _____ Country: _____ Main Phone: _____ URL: _____
 Main Contact: _____ Title: _____ E-Mail: _____
 Direct Phone: _____ Direct Fax: _____ Address: _____
 City: _____ State/Province: _____ Zip/Postal Code: _____ Country: _____

2. BILLING CONTACT INFORMATION:

Company Billing Contact: _____ Title: _____ Phone: _____
 Address (if different from above): _____ City: _____ State/Province: _____
 Zip/Postal Code: _____ Country: _____ Direct E-Mail: _____ Fax: _____
 Purchase Order Number Required? Yes No If yes, P.O. Number: _____

The undersigned hereby expressly represents and warrants that he/she is duly authorized to execute this binding contract on behalf of the Exhibitor named above and acknowledges that he or she has read and accepts all the terms on the reverse of this contract.

Signed: _____ Date: _____
 Name: _____ Title: _____

3. PAYMENT TERMS: Payment is due in two equal installments. The first one-half (50%) of the total purchase price is due with the signing of this Exhibitor Contract. The final one-half (50%) is due March 19, 2001. Any contract signed after March 19, 2001 must be paid in full upon receipt of invoice. In the event the Exhibitor cancels all or part of the Exhibit space contracted for hereunder, the Exhibitor shall pay to the Sponsor a cancellation fee equal to all monies due as determined by the above payment terms on this contract. However, in no event shall the cancellation fee be less than one-half (50%) of the total value of the purchase.

4. EXHIBIT SPACE: The rent for exhibit space is: \$49.95 per square foot and includes back and side wall draping (for standard and linear booths only) an identification sign and an Exhibitor Service Manual.

1st Choice---Booth (s) #: _____ Depth: _____ X Width: _____ Total Square Footage: _____
 2nd Choice---Booth (s) #: _____ Total Rent: _____

Although the sponsor will consider requests for specific booths, no assurances can be given that the Exhibitor will be assigned the specific booth requested.

PLEASE DO NOT WRITE BELOW THIS LINE * (FOR OFFICE USE ONLY)

Booth #: _____ Total Rent \$: _____ Date: _____

Rent Paid: _____ Additional Payment Due: _____

5. **ACCEPTANCE.** This application for exhibit space is hereby accepted by Streaming Media , Inc. a Penton Media, Inc. Company.

By: _____ Title: _____ Date: _____



SEE IMPORTANT TERMS ON REVERSE

6. LOCATION OF EXHIBIT SPACE. Streaming Media West 2001 will be held at The Long Beach Convention Center, Los Angeles, California. All measurements and exhibit space layouts shown on the floor plan are as accurate as possible, but the Sponsor reserves the right to make such modifications and changes to exhibit space assignments and to the location of the exhibit space as may be necessary to adjust the floor plan at any time to meet the needs of the Sponsor, exhibitors and exhibits. The Sponsor reserves the option, in the event of any emergency or other circumstances beyond its reasonable control, to either substitute comparable exhibit space or to refund the total rent paid hereunder.

7. EXHIBITION MANAGEMENT. The Sponsor reserves the right to render interpretations and to establish such further rules and regulations it may deem necessary for the general success of the Exhibition. The Sponsor further reserves the right to decline, prohibit or expel any exhibit, which, in its sole judgment, is in poor taste or is out of character with, or reflects poorly upon, the Exhibition or is in violation of the terms of this contract or any applicable law, rule, or regulation.

8. EXHIBITOR SERVICE MANUAL. The Sponsor will furnish an Exhibitor Service Manual prior to the exhibition which will include specifications for drayage, labor requirements, labor rates, electricity, lighting, water, carpeting, furniture, telephones, food and beverage service, etc.

9. EXHIBIT SPACE EQUIPMENT AND SERVICE INFORMATION. The Exhibitor agrees to be bound by the rules and regulations as may be established from time to time by the sponsor or as set forth in the Exhibitor Services Manual, or otherwise, and to abide by all applicable rules as set forth in the contracts of labor unions whose jurisdiction apply at the Exhibition. The Sponsor will furnish the Exhibitor with the name of an exhibit service contractor prepared to furnish all services customarily required within a reasonable time prior to the commencement of the Exhibition. The Sponsor assumes no responsibility or liability for any services performed or materials delivered by such contractor. Complete shipping instructions and information regarding furniture rental, electrical work, telephone installation, plumbing, labor for erecting and dismantling exhibits, drapery, etc. is contained in the Exhibitor Service Manual. A service desk will be maintained in the exhibit area.

10. INSTALLATION AND REMOVAL TIME. The specific times for installation and dismantling of exhibits shall be set forth in the Exhibitor Service Manual, subject to change at the discretion of the Sponsor. No other times are allowed.

11. EXHIBIT DATES. The Exhibit portion of Streaming Media West 2001 will be held June 20-22, 2001 at The Long Beach Convention Center. The Sponsor reserves the right to change exhibit hours and/or to change the number of days or dates of the Exhibition as it may seem desirable.

12. COMPETITIVE EVENTS. The Exhibitor shall not, during the Exhibition and the 2-day period before the first day of any conference and/or exhibition produced by the Sponsor, conduct, sponsor, or be affiliated with, within 25 miles of said conference or exhibition(s), any functions, classes, seminars, exhibits, or similar activities (hereinafter "functions") for more than 20 people which is similar to, competitive with or complementary to, any functions, classes, seminars, exhibits or other activities at the Exhibition, other than (i) the exhibit provided for in this contract, or (ii) those functions approved by the Sponsor in writing and held at a location specifically authorized by the Sponsor.

13. CANCELLATION. (A) In the event the Exhibitor cancels all or part of the exhibit space contracted for hereunder, the Exhibitor shall pay to the Sponsor a cancellation fee equal to all monies due as determined by the Payment Terms on the front of this contract. However, in no event shall the cancellation fee be less than one third of the total value of the purchase. Any cancellation fee is due at the time of cancellation. Whenever the payments already made by the Exhibitor to the Sponsor hereunder shall exceed the cancellation fee payable, the Sponsor shall refund such excess to the Exhibitor. Except for such excess, a payments made to the Sponsor under this contract shall be deemed fully earned and non-refundable. The cancellation fees described above are paid as liquidated damages and not a penalty. Exhibitor acknowledges that any cancellation will cause Sponsor to sustain significant damages that cannot be precisely ascertained at contract time.

(B) If the exhibit space is not occupied by the Exhibitor by 8:00 am on Tuesday, June 19, 2001, the Exhibitor shall be deemed to have canceled the exhibit space contracted for, and the Sponsor shall have the right to use such space as it deems appropriate and the Exhibitor shall pay to the Sponsor all amounts which would have been due, under the terms of subsection (a) above as if the Exhibitor had cancelled the contract as of such date.

(C) If the Exhibitor fails to make full payment when due under the terms of the contract, the Sponsor may terminate this contract and the Exhibitor shall be responsible for payment to the Sponsor of all amounts which would have been due the Sponsor, under the terms of subsection (a) above as if the Exhibitor had canceled this contract as of the date of such failure of payments. (b) Except as the Exhibitor's obligations to pay rent may be reduced in accordance with the terms set forth in subsection (A) above, the Exhibitor shall be responsible for payment of the exhibit space total rent whether the Exhibition is canceled, delayed or relocated, in whole or in part as a result of a riot, strike, civil disorder, act of war, act of God, or any other cause of any kind whatsoever not within the Sponsor's reasonable control. (D) The exhibitor shall be responsible for all collection costs and legal fees for any balance that is placed for collections. In the event that any balance due is placed for collection, the exhibitor will be responsible for costs associated with the collection of this balance.

14. RIGHT OF OFFSET. The Sponsor shall have the right to offset the amount of any obligation due and owing to the Sponsor from the Exhibitor against any obligations at any time due and owing to the Exhibitor by the Sponsor, whether under this contract or under any other contract arrangement or understanding between the Sponsor and the Exhibitor.

Exhibitor is subject to Sponsor's standard credit terms and policies and Sponsor may apply any amounts received from Exhibitor to any other outstanding balances due to Sponsor.

15. USE OF EXHIBIT. The Exhibitor shall provide adequate staff for maintenance and operation of its exhibit during all exhibit hours. If the Exhibitor contracts basic space, the exhibitor shall provide carpet or other suitable floor covering for its entire exhibit space during all exhibit hours. All demonstrations or other promotional activities, including distribution of promotional material, shall be confined to the limits of the exhibit space. Sufficient space must be provided within the exhibit space for the comfort and safety of persons watching demonstrations and other promotional activities. The Exhibitor is responsible for keeping the aisles near its exhibit space free of congestion caused by demonstrations or other promotions. The Exhibitor shall not assign, sublet or share the exhibit space without the express written consent of the Sponsor. The Exhibitor shall display only goods manufactured or sold in the ordinary course of its business and that are related to the Exhibition. No individual, firm or organization not assigned exhibit space shall solicit business within the exhibit area. No exhibit may exceed eight (8) feet in height without the express written permission of the Sponsor. In no case may the height along the side dividers exceed three (3) feet in the front three (3) feet of booth. No portion of any exhibit space sign or carpeting may extend over or beyond assigned floor space. Interference with the light and space of other exhibitors is prohibited. Display material exposing an unfinished surface to neighboring exhibit spaces is not permitted and must be finished at the Exhibitor's expense.

The Sponsor reserves the right to perform such finishing at the Exhibitor's expense. The Exhibitor's booth and/or exhibit shall not intrude or interfere with the use of any adjacent exhibit area. The Sponsor reserves the right to restrict, segregate or relocate exhibits which, because of noise, method of operation, materials or any other reason, become objectionable. In the event of any such restriction or removal, the exhibitor shall have no claim against the Sponsor based upon any such restriction or removal. If the Exhibitor utilizes music (for example, from tape, record, CDs, audio-visual presentations, live entertainment or radio speakers), the Exhibitor shall first obtain written permission from the owner for the use of that music as required by applicable laws. Exhibitor shall comply with all applicable laws, rules and regulations that pertain to its exhibit.

16. TAXES AND LICENSES. The Exhibitor shall be solely responsible for obtaining any licenses, permits or approvals required under local or state law applicable to its activity at the Exhibition and for obtaining any tax identification numbers and paying all taxes, license fees or other charges that shall become due to any governmental authority in connection therewith.

17. EXHIBIT SAFETY. The Exhibitor hereby represents and warrants to the sponsor that the Exhibitor has taken steps reasonably necessary to ensure that sound engineering and structural integrity of its exhibit design and the proper construction and safety of the exhibit itself, as erected, including obtaining the certification or a registered structural engineer if reasonably available. The Exhibitor accepts sole responsibility for any personal injury or property damage that may result directly or indirectly from the collapse of its exhibit or any portion thereof or the existence of any other unsafe condition at its exhibit. The Exhibitor hereby agrees to indemnify and hold harmless the Sponsor, the owner and manager of the exhibition facility, and others lawfully on the exhibit floor, from and against any claim, loss, liability or damage suffered as a result of the Exhibitor's installation, use, construction or maintenance of an unsafe exhibit, and the Exhibitor further represents and warrants that it has obtained adequate insurance to cover its potential liability hereunder. The Exhibitor will furnish the Sponsor with the engineering certificate and/or insurance certificates evidencing the coverage described herein upon request prior to or during the Exposition.

18. LIMITATION OF SPONSOR'S LIABILITY. Neither the Sponsor, nor any of its affiliates, agents or representatives shall have any liability whatsoever to the Exhibitor for any loss, expense or damage to the Exhibitor, its guests, invitees or any of their property, relating to or arising out of the acts of any participant, visitor or other invitee of the Sponsor, other than for the Sponsor's failure to perform its obligations hereunder. Under no circumstances shall the Sponsor have any liability for lost profits or other special, incidental or consequential damages and the Sponsor's total liability hereunder shall in no case exceed the amount of the total rent actually received by the Sponsor from the Exhibitor. The Sponsor makes no representations or warranties with respect to the nature or volume of Exhibitor or Attendees. The Sponsor shall have no liability for any failure to perform its obligations hereunder where such failure to perform was due to any riot, strike, civil disorder, act of war, act of God, or any other cause of any kind whatsoever not within the Sponsor's reasonable control.

19. INDEMNITY. The Exhibitor hereby agrees to indemnify and hold harmless the Sponsor, its affiliates, and any of the officers directors, employees or agents from and against any and all loss, expense actions, claims, and damages, including, without limitation, reasonable attorney's fees, arising out of or caused by the Exhibitor's installation, construction, removal or maintenance of its exhibit, the Exhibitor's occupancy of use of the Exhibition premises or any part thereof or as otherwise caused by the Exhibitor, its agents, representatives, invitees or guests.

20. SECURITY AND PROPERTY INSURANCE. The Sponsor shall provide perimeter guard service during the hours the exhibit area is closed. However, the Exhibitor is solely responsible for the security of its own exhibit materials and the Exhibitor undertakes to obtain appropriate casualty insurance covering the same. All property of an Exhibitor is understood to remain in its sole care, custody, and control in transit to or from within the confines of the exhibit hall. The Exhibitor agrees to waive all rights of subrogation against the Sponsor, its officers, directors and employees.

21. LIABILITY INSURANCE. The Exhibitor shall obtain, at its own expense, adequate insurance, but in no event less than \$1million of comprehensive general liability insurance, including the so-called "broad form endorsement". Such insurance shall name the Sponsor, and its officers, directors, and employees as additional insureds. The Exhibitor shall furnish, upon request, at or prior to the Exhibition, certificate of insurance evidencing said coverage.

22. CARE OF BUILDING AND EQUIPMENT. Neither the Exhibitor nor its representative or agents, shall injure or deface the walls or floors of the building, the exhibit spaces, or the equipment in the exhibit spaces. All materials used by the Exhibitor shall comply in all respects with all applicable laws, rules and regulations respecting fire safety and electrical equipment. Combustible materials or explosives are not permitted in the exhibit hall. The Exhibitor shall also comply with all reasonable requests of officials of the exhibit hall and the Sponsor with respect to the installation, conduct and disassembly of its exhibit.

23. MISCELLANEOUS. This contract contains the entire understanding of the parties with respect to the subject matter hereof and there are no other agreements, understandings, representations or warranties except as expressly set forth herein. This contract cannot be assigned, transferred, or sold by an Exhibitor. The rights of the Sponsor under this contract shall not be deemed waived except as specifically stated in a writing signed by an authorized officer of the Sponsor. This contract and the rights of the parties hereunder shall be governed by and construed in accordance with the laws of the State of Connecticut without regard to Connecticut's choice of law rules. Any action brought to enforce the terms of this contract may be brought only in a court having a situs within the State of Connecticut and the Exhibitor hereby expressly consents to the in personam jurisdiction of any such court. The Sponsor may, however, elect to enforce its rights in any proper jurisdiction. The Sponsor shall be entitled to recover the costs, including reasonable attorney's fees and/or collection fees, in any action brought to enforce this contract or its rights hereunder. Penton Media, Inc. shall also be entitled to recover all accrued finance charges through the date of payment of the full amount of this contract.