



Space Application and Contract

GUTENBERG FESTIVAL® 2004

June 17-19, 2004 • Long Beach Convention Center • Long Beach, California



June 17-19, 2004

1. TO APPLY FOR BOOTH SPACE

We are applying for _____ square feet of exhibit space in GUTENBERG FESTIVAL 2004.

We understand that all exhibit space will be assigned on a first-come, first-served basis. Availability of booth choices are not guaranteed. Space will be assigned only when application is accompanied by proper payment, as outlined in #3.

Please refer to the GUTENBERG FESTIVAL 2004 floor plan to determine booth choices. (Two or more booths may be combined to create a larger exhibit space.) Our choices are:

1st Choice _____ 3rd Choice _____ 5th Choice _____
2nd Choice _____ 4th Choice _____ 6th Choice _____

2. TOTAL SPACE COST

* A. Standard Exhibit space rate is \$16.00 per square foot.

* B. Furniture Package Plan is \$17.00 per square foot.

The Furniture Package includes the following: 1 six foot draped table, 2 padded chairs, 1 wastebasket and carpet appropriate to your booth size (installation and dismantling labor included). **The furniture package is valid if purchased by June 3, 2004. Sorry, no substitution of items in the package.**

NOTE: NPES members may qualify for savings. For more information, contact NPES Assistant Director of Membership Carol Lee Hawkins at (703) 264-7200.

The total cost is: \$16.00/\$17.00 per sq. ft. X _____ sq. ft. = U.S. \$ _____

Check must be drawn on a U.S. bank. See payment schedule for amount due with application.

* If your company exhibited at GRAPH EXPO® and CONVERTING EXPO® 2003, you may qualify for further savings. Please contact the GASC sales department for further details.

3. PAYMENT SCHEDULE

- If applying for space on or before August 31, 2003, 10% of the total payment is due with the signed contract.
- If applying for space between September 1, 2003, and March 1, 2004, 50% of the total payment is due with the signed contract.
- If applying for space after March 1, 2004, 100% of the total payment is due with the signed contract.

You will be invoiced for the remaining amounts due approximately 6 weeks in advance of the due dates. Booth payments are refundable only if exhibit space is not available or if notification of cancellation is received in writing within 15 days of the date on the assignment letter. (See Section #4 on reverse side.)

4. COMPANY INFORMATION

(Please print legibly or type. The address below is where all correspondence will be sent.)
(Company information as listed will be used in promotional material.)

COMPANY _____

STREET ADDRESS (For UPS Shipments) _____

MAILING ADDRESS _____

(Please provide both a mailing address and a street address; UPS does not deliver to a P.O. Box.)

CITY _____ STATE _____ ZIP _____

COUNTRY _____

SHOW CONTACT _____

TITLE _____

E-MAIL _____

TELEPHONE _____ FAX _____

WEB SITE ADDRESS _____

AUTHORIZED REPRESENTATIVE _____ TITLE _____

AUTHORIZED SIGNATURE* _____

*This signature implies that the company is bound by all GASC rules, regulations and terms.

**PAYMENT MUST ACCOMPANY THIS FORM. MAKE CHECK PAYABLE TO:
GRAPHIC ARTS SHOW COMPANY, INC. (U.S. dollars drawn on a U.S. bank.)**

Space rental payments are not deductible as charitable contributions for federal income tax purposes. Federal Tax I.D. # 52-1254951

5. PRODUCTS TO BE EXHIBITED

Please check one primary exhibit product category that represents 70% of your exhibit:

- | | |
|---|--|
| <input type="checkbox"/> Binding and Finishing | <input type="checkbox"/> Postpress Equipment and Accessories |
| <input type="checkbox"/> Computer Technology | <input type="checkbox"/> Prepress |
| <input type="checkbox"/> Converting | <input type="checkbox"/> Printing Machinery and Systems |
| <input type="checkbox"/> Electronic Prepublishing | <input type="checkbox"/> Printing Supplies and Accessories |
| <input type="checkbox"/> Electronic Publishing | <input type="checkbox"/> Services to the Trade |
| <input type="checkbox"/> Graphic Design | <input type="checkbox"/> Wide Format/Digital Output |
| <input type="checkbox"/> Mailing & Fulfillment | |
| <input type="checkbox"/> On Demand Printing | |
| <input type="checkbox"/> Quick Printing | |

Please list briefly the type of products that will be displayed and attach product literature if available:

Please list your competitors:

Would you like to be near them?

Yes No Doesn't matter

Please return original to:
Graphic Arts Show Company (GASC®)
1899 Preston White Drive
Reston, Virginia 20191-4367 USA
Telephone: (703) 264-7200
Retain a copy for your records.

FOR GASC USE ONLY

Rec'd: _____

Assigned Date: _____ Initials: _____

DP _____ CK _____ Booth # _____

PMT _____ CK _____ Depth _____

PMT _____ CK _____ Width _____

PMT _____ CK _____ Total Sq. Ft. _____

5% Rate _____ 10% Rate _____

SI L P I IRR

GUTENBERG FESTIVAL® 2004 TERMS OF APPLICATION

IMPORTANT: PLEASE READ THE TERMS LISTED BELOW BEFORE COMPLETING YOUR SPACE APPLICATION.

1. Application for Space

To exhibit in GUTENBERG FESTIVAL 2004, submit a Space Application and Contract agreeing to the terms of application and return with payment as specified in Section 3. Upon receipt of the space contract and payment, the Graphic Arts Show Company ("Show Management") will mail an assignment letter identifying the location of the space reserved.

2. Reservation of Space

The acceptability of any Space Application submitted for GUTENBERG FESTIVAL 2004 shall be solely determined by Show Management. Show Management shall endeavor to assign to the exhibitor the space requested, but Show Management shall have the right to change and to make such final assignment of the space(s) to be in the best interest of all exhibitors and of GUTENBERG FESTIVAL 2004. Show Management shall have the sole authority to change the size and location of spaces on the floor plan.

3. Payment Schedule

If applying for space:

- On or before August 31, 2003,
10% of the total payment is due with the signed contract.
- Between September 1, 2003, and March 1, 2004,
50% of the total payment is due with the signed contract.
- After March 1, 2004,
100% of the total payment is due with the signed contract.

You will be invoiced for the remaining amounts due approximately 6 weeks in advance of the due dates. Booth payments are refundable only if exhibit space is not available or if notification of cancellation is received in writing within 15 days of the date on the assignment letter.

Payments must be made payable to GASC, in U.S. dollars drawn on a U.S. bank, for the full amount. GASC is not responsible for bank fees. No exhibitor will be permitted to move in without prior full payment in accordance with the payment schedule.

4. Failure to Occupy Rented Space/Cancellation

Space rental payments are non-refundable. Exhibitor is responsible for total payment due on contracted space. **Booth payments are refundable only if exhibit space is not available or if notification of cancellation is received in writing within 15 days of the date on the assignment letter.** After the 15 day cancellation period, no amount of the show fee will be returned and the total payment on the contracted space is due to GASC. (See 3. "Payment Schedule"). In the event that an exhibitor fails to use all or part of contracted space or cancels space, full payment on original contracted space is due to GASC and exhibitor will not be permitted to participate in future GASC events. Payment for unused space may not be applied to the purchase of space at any other GASC event.

Subletting of space by exhibitor is prohibited.

5. Services

Exhibitor shall be responsible for all of their own GUTENBERG FESTIVAL 2004 costs and expenses. Exhibitor understands and agrees that all charges for services of any kind are to be paid for by exhibitor directly to the persons providing them, and any disputes that may arise between the exhibitor and such service organizations are to be settled between them. Show Management shall announce and provide the exhibitor, in advance, with written notice of a schedule of dates on which each exhibitor's display must arrive and must be removed from GUTENBERG FESTIVAL 2004. Exhibitor shall be liable for any expense to Show Management caused by exhibitor's failure to conform to the scheduled dates for arrival and removal, including, but not limited to, storage expenses, and shall pay the general contractor within 30 days of receipt of bill for same. Late arrivals of shipments or failure to reserve sufficient labor to erect a display to coincide with the announced show erecting/assembly deadline will constitute reasonable cause for exclusion from GUTENBERG FESTIVAL 2004.

6. Liability Limitation and Indemnification

Exhibitor waives all claims of every kind against the Graphic Arts Show Company, Inc., its directors, officers, stockholders, agents and employees (hereinafter "GASC"), including, without limitation, all claims for damages, or claims for return of payments made to GASC, based on personal property damage, destruction, loss or theft, personal injury or death, cancellation of the show, (including, without limitation, cancellation of the show in the event of a terrorist act), failure or refusal to provide

space for any exhibit, preventing the display, operation, removal or dismantling of any exhibit, and any other act or failure to act of GASC.

Exhibitor agrees to indemnify and save GASC harmless from all claims, including expenses, damages, costs and attorneys' fees, by exhibitor, exhibitor's agents, employees, contractors, or by any other person, arising out of any act or omission in any way related to exhibitor's participation in the Show, whether negligent or not. Such indemnification shall be effective even if such claim results from the negligence of GASC.

In the event of cancellation or disruption of the Show for any cause, this Agreement shall terminate and the exhibitor waives any claim for damages or compensation, except that the exhibitor shall be entitled to a refund of the amount paid for space for that portion of the Show that is either cancelled or disrupted.

Exhibitor is completely responsible for any labor that exhibitor brings in.

7. Rules Governing Exhibition

Show Management reserves the right to restrict exhibits which, because of noise, method of operation or any other reason, become objectionable, or otherwise detract from or are out of keeping with the character of the Exhibition as a whole. Exhibitors agree to abide by the "Rules Governing Exhibition" and subsequent amendments as published in the Exhibitor's Manual and Bulletins. Exhibitors are responsible for all applicable ASCAP/BMI music licensing fees.

Upon request, Show Management will supply linear booths with curtain-type backgrounds (8 feet high), side rails (3 feet high), and a standard exhibit sign. Exhibitors shall comply with state and local "health and safety" standards and applicable rules and regulations of fire authorities in the city and state in which the exhibition is held. Exhibitors are to surrender spaces occupied by them in the same condition they were at the time they were first occupied. Exhibitors are liable for any damage to floors, walls, columns or other parts of exhibit hall property caused by exhibitor.

The distribution of any material or literature is restricted to exhibitor's booth area.

8. Cancellation by GASC

Exhibitor's space may be cancelled by GASC for failure to pay balance when due. In the event space is cancelled by GASC, all prior payments on account will not be returned and GASC may lease such cancelled space to another exhibitor at its discretion.

9. Display Construction

All exhibitors are expected to comply with booth construction regulations outlined in the Exhibitor's Manual. It is the exhibitors' responsibility to supply these regulations to their exhibit houses.

10. Directory Listings

GASC reserves the exclusive right to make directory listing information available in hard copy or electronically. GASC is not responsible for any directory errors or omissions.

11. Americans with Disabilities Act (ADA)

Exhibitors must be in full compliance of the Americans with Disabilities Act.

12. Promotion of Products and Services Not Manufactured or Distributed by Exhibitor

Exhibitor shall not exhibit, offer for sale, give as a premium or provide advertising or literature about articles or services not manufactured or distributed in its own name or an affiliated company, except where such articles or services are required, as determined by GASC, for the proper demonstration or operation of exhibitor's displays, in which case identification of such articles or services shall be limited to the regular nameplate, imprint or other identification which in standard practice appears normally on the articles or in connection with the services. Exhibitor shall not permit persons other than its own representatives, representatives of GASC or officially designated labor or service sources, to use its booth for any purpose.

13. Additions and Amendments to the Rules

The Graphic Arts Show Company, Inc. may from time to time issue such additional rules as it deems necessary for the orderly presentation of the Show. Any rule may be amended at any time by the Graphic Arts Show Company, Inc., provided that such amendment shall not substantially diminish the rights or increase the liability of exhibitor.