2015 DISPLAY WEEK INTERNATIONAL SYMPOSIUM AND EXHIBITION
JUNE 2-4, 2015 – SAN JOSE CONVENTION CENTER – SAN JOSE, CALIFORNIA

AGREEMENT FOR EXHIBIT SPACE

The undersigned by the duly authorized officer, agent or employee (hereinafter called “exhibitor”) hereby enters into a contract with the Society of Information Display (hereinafter called “SID”) for exhibit space at the 2015 Display Week on June 2-4, 2015, San Jose Convention Center, San Jose, California (hereinafter called “Facility”). This contract is subject only to (1) the acceptance by counter signature of SID’s show management company and (2) such additional terms and conditions which constitute a part of, or are included in, this contract. Reservation of exhibit space by show management on behalf of the Exhibitor is conclusively presumed to be adequate consideration to bind the Exhibitor. No alleged representations, understandings, agreements, modifications, alterations, or additions not contained within the body of this written Contract shall inure to the benefit of the Exhibitor or be binding upon SID. THE EXHIBITOR further agrees that if, in the opinion of SID, it becomes necessary the original allocation of space, such changes may be made by notification to the authorized representative of the Exhibitor. Exhibitors shall abide by all rules as stated or amended in the “Rules and Regulations” of the Exhibit that shall become part of this contract.

Terms for Rental and Contractual Obligations

A. EARLY BIRD EXHIBIT SPACE RATE – Through October 15, 2014: The rental fee for exhibit space is forty dollars and zero cents ($40.00) per square foot. A 50% deposit must be made by October 15, 2014 in order to secure this rate.

REGULAR EXHIBIT SPACE RATE – After October 15, 2014: The rental fee for exhibit space is forty-four dollars and zero cents ($44.00) per square foot.

B. DEPOSIT AND PAYMENT SCHEDULE: $200 deposit is due upon signing contract - June 3, 2014 to October 14, 2014; by October 15, 2014 - 50%; by February 13, 2015 - 100%.

Failure to make payment by said payment dates does not release the contractual or financial obligation on the part of the exhibitor. Each space contract submitted to SID after February 14, 2015, must be accompanied by full payment of the exhibit space rental fee. Exhibitors will be liable for any cancellation expense, including reasonable Attorney’s fees, “reasonable” to be construed as not less than twenty-five percent (25%) of the amount of all other moneys determined to be owed by the Exhibitor. Please make checks payable to: SID and send payment accompanied by a copy of the signed contract to SID, 411 Lafayette Street, Suite 201, New York, New York 10003. A copy of this contract will be returned to you upon acceptance.

CANCELLATION: In the event the Exhibitor cancels all or part of the exhibit space contract herein, The Exhibitor must do so in writing by certified mail (to 411 Lafayette Street, Suite 201, New York, New York 10003), and will be obligated to pay SID liquidated damages based on the schedule listed in Section Cancellation Policy of Rules and Regulations. Written notice of cancellation must be received no later than October 14, 2014, to be liable for 25% of rental fee due, and no later than February 13, 2015, to be liable for 50% of rental fee due. Written cancellation on or after February 15, 2015 obligates the exhibitor to pay SID 100% of the rental fee due.

EXHIBIT SPACE: Size________________ ft. x________________ ft. Booth choices: 1.____ 2.____ 3.____

Total Booth Area (min. of 100 SQ. FT.):________________ Sq. ft. BOOTH COST: $________________
Corporate membership (Gold $5,700, Silver $3,000, or Basic $1,000) $________________
Corporate membership discount (refer to membership brochure)* $________________
SUBTOTAL (Total rental cost minus any discounts) $________________
TOTAL COST $________________

Corporate members receive an additional discount on exhibit space (determined by level of corporate membership paid for). Please check with SID Headquarters at (408) 879-3901, fax: (408) 879-3833, e-mail: office@sid.org if you would like to confirm that your company is a current Corporate Member.

Name of Company:__________________________

Street Address:__________________________

City, State, Zip Code:_______________________

Telephone:________________ Fax:________ Email:________________

Website:________________________ Products to be exhibited:________________________

Contact Name:__________________________

Name/Signature__________________________ Date________________

By signing above, the individual signing this agreement represents and warrants that he/she is duly authorized to execute this binding contract on behalf of named Exhibitor.

Acceptance of this contract by the 2015 Display Week International Symposium and Exhibition converts this application into a binding contract between the exhibitor and the 2015 Display Week International Symposium and Exhibition, covering all aspects of this contract— including the booth rental and the rules and regulations in the attached document.

Credit Card Payment Information

Credit card #:______ Expiration Date___

Authorized by:________________________ Date:________________

For Use by SID

Exposition Assigned Display Week 2015 Booth Assigned________ Total Square Feet________ Total Rental Fee $________

Accepted for SID or Show Management________________________ Date:________________
2015 DISPLAY WEEK AGREEMENT AND “RULES AND REGULATIONS” CONTINUED

CANCELLATION, WITHDRAWAL AND DOWNSIZING DEFAULT SCHEDULE: In the event
Exhibitor seeks to cancel this Agreement, withdraw from the Exhibition, or downsize its
space requirements for the Exhibition, Exhibitor may only do so by giving written notice
to Management, by certified mail, return receipt requested. The date of cancellation,
withdrawal or downsizing in space as applicable shall be post mark date on the notice.
The Exhibitor specifically recognizes and agrees if Exhibitor cancels, withdraws, or downsizes space
requirements, Exhibitor agrees to pay on demand to SID, and the amounts set forth on page one,
as applicable, as liquidated damages and not as a penalty and the parties agree that such amounts
constitute a reasonable provision for liquidated damages. The term “Total Agreement Fee
Differential” set forth on page one, means the difference between the original license fee due
from Exhibitor herein under and the agreement fee calculated on the basis of the smaller booth
assigned to Exhibitor. In case of downsizing, in addition to the assessed liquidated damages,
Exhibitor’s booth location on the floorplan of the Exhibition may be moved.

CANCELLATION, WITHDRAWAL AND DOWNSIZING SCHEDULE:

<table>
<thead>
<tr>
<th>Event Date</th>
<th>Exhibitor Liability Percentage</th>
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</thead>
<tbody>
<tr>
<td>On or before October 14, 2014</td>
<td>25%</td>
</tr>
<tr>
<td>October 15, 2014-February 13, 2015</td>
<td>50%</td>
</tr>
<tr>
<td>On or after February 14, 2015</td>
<td>100%</td>
</tr>
</tbody>
</table>

Cancellation refunds will be accepted only in accordance with the above schedule. If space
is not occupied by 5:00 pm, June 1, 2015, SID shall have the right to use the space.
Re-letting by SID of an exhibitor’s cancelled space or meeting room space shall
not act to excuse Exhibitor from assessment.

ARRANGEMENT OF EXHIBIT BOOTHS ONLY:
Standard booth background and side rails,
decorated with background drape and uniform ID signs are provided without charge.
Exhibitor will provide all other furnishings, equipment, facilities, etc., at their own
expense and responsibility. They must be obtained through the official suppliers.
Standard booth backgrounds are eight feet in height, and divider rails are three feet in
height. In the area five feet forward from the rear background of each booth, display
materials may be placed up to a height not exceeding eight feet from the building floor.
If any portion of the booth beyond five feet from the rear background of the booth, all
parts of the exhibit shall be paced not to exceed the height of four feet. Island
configurations are limited to 18 feet where feasible. Exhibit displays may be moved
by the Exhibitor only with the approval of SID. Exhibitor may not move displays
in front of neighboring booths.

SPACE: The exhibit space and meeting room space diagram shows the floor arrangement of space.
Dimensions and location of each booth are believed to be accurate but only warranted to be
approximate.

GENERAL RESTRICTIONS AND RULES:
1. Sub-leasing/Booth Usage. Exhibitor shall not sub-lease, assign or otherwise permit any
person to occupy, Exhibitor’s booth, or any part thereof, or use the booth for the
exhibition of anything not specified in this Agreement.
2. Exhibitors must confine their activities to their contracted space.
3. Exhibitors will not be permitted to use strolling entertainment or to distribute samples or
souvenirs except from their own booth.
4. Exhibitors who use costumed models or mannequins must ensure that their manner
of appearance and dress are such as to not offend even the most critical.
5. Draping materials and other decorative materials must be flameproof and comply with
all State and local regulations.
6. SID reserves the right to require modification of questionable exhibits.
7. Exhibitors must comply with all safety provisions as noted in the Exhibitor Service
Manual and as required by the Facility and Fire Marshall.
8. Exhibitors may not begin dismantling their exhibit until the close of the show. Exhibit
must follow the rules of dismantling which can be found in your service manual.
9. Sound: Sound displays having a decibel reading exceeding 85 decibels will not be
permitted. If your booth has sound equipment we suggest that the devices be
positioned into the booth rather than into the aisle. The use of headphones or oscilloscopes
is encouraged.
10. Solicitation: No soliciting for business shall be permitted in the aisles or in other
Exhibitor’s booths.
11. Photography: Picture taking in the Exhibit Hall is prohibited unless specific permission
is obtained from Exhibit Booth Personnel. Exhibitors and photographers may not disrupt
visitor traffic by clearing booths or aisles for photography during the regular conference
hours.
12. Exhibitor shall not paste, nail or otherwise affix any exhibition sign of other material
to walls, doors, or other surface on the exhibition property that is supplied by SID or to
any other part of the conference site. Exhibitor shall be liable for any damages caused by
failure to adhere to this provision. SID reserves the right to make any reasonable
changes in the rules necessary to ensure the health of all persons attending Display
Week and the operation of Display Week all Exhibitors will be advised of such changes.

REGISTRATION for EXHIBITORS WITH PAID BOOTH SPACE ONLY: Exhibitors who
purchase 100 to 300 square feet of booth space will receive (1) complimentary Tuesday-
Friday Symposium registration, plus choice of (pick one): (1) complimentary registration
for the Sunday Short Courses, the Monday Seminars, the Tuesday Investors Conference, or
a $300 credit to the Monday Business Conference. Exhibitors who purchase 400 to 700 sq.
ft. will receive three (3) comps for each category as stipulated above and those that
purchase 800 sq. ft. or more will receive five (5) comps for each category as stipulated above.

LIABILITIES: The Exhibitor agrees that SID, its agents and employees, and the Facility: (a)
Will not be responsible for any damage to or for the loss or destruction of the Exhibitor’s property
or injuries to the Exhibitor, his representatives, agents or employees, all claims
for such loss damage, destruction, or injury being expressing waived by the Exhibitor, (b)
Will not be responsible for any claims of copyright, trademark or patent infringement,
unfair competition and product liability issues between exhibitors. (c) Will be exempted from
or indemnified for any claims for injury to any of the Exhibitor’s representatives,
agents, or employees. The Exhibitor will be required to provide a certificate of insurance
to SID. Exhibitor shall also indemnify and save and hold harmless SID and Facility from and
against any cost, expense, liability, or damage which may be incident to, arise out of, or be
caused by an act, omission, negligence or misconduct on part of the exhibitor or its agent,
servants, employees, contractors, guests, licensees or invitees, provided such damage or
injury has not occurred due to the negligence of SID or Facility. Such indemnification shall
not be limited to insurance required herein. SID, its agents and employees will not be
liable for failure to hold the Exhibits as scheduled. Payments for booth space and meeting
rooms will be returned in that event except that any actual expense incurred in the
connection with the Exhibits will be deducted if the Exhibits are called off because of fire,
or act of God, or public enemy, or strike, or act of terrorism, or epidemic, or any law or
regulation of public authority or any other act beyond the control of SID, which makes it
impossible or impracticable to hold the Exhibition.

AMERICANS WITH DISABILITY ACT: Exhibitors acknowledge their responsibilities under
the Americans with Disabilities Act (hereinafter “Act”) to make their booths accessible to
handicapped persons. Exhibitors shall also indemnify and hold harmless SID, Display
Week, PCM and the San Jose Convention Center against cost, expense, liability or
damage, which may be incident to, arise out of or be caused by Exhibitor’s failure to
have their booth comply with requirements under this Act.

HANDLING AND STORAGE: The Facility will not accept or store exhibit materials or
empty crates. The Exhibitor will be made his own arrangements for delivery and receipt of
shipments and storage of crates before move-in time. These services are available from
the official general contractor. Fire regulations prohibit the storage of empty crates and
cartons within the exhibitor’s booth area. Crates and cartons will be stored by the official
general contractor and returned to the booth promptly at the end of the show as part of
the handling contract.

BOOTH FURNITURE, LABOR, AND DRAJAY: When notified, exhibitors are encouraged
to forward prepaid shipments directly to the warehouse of the official general contractor
at the address given in the Exhibitor Service Manual with the name of show, name of
exhibitor, and booth number. A copy of the bill of lading should also be forwarded to the
official general contractor. Schedule of prices and applications for furniture rental and
service will be mailed to exhibitors well in advance of show time. Orders for utility
services may have advance order deadline requirements that must be adhered to by
exhibitors in order to ensure installation prior to show opening. Special forms, showing
rates of other basis of charges will be sent in advance of show time.

RULES AND REGULATIONS: Exhibitors shall abide by all other provisions of these rules
and regulations, and with the rules and regulations stated in the official exhibitor service
manual, and with fire regulations and all other regulations of governmental agencies and
the Facility, it expressly understood and agreed by applicant that the Exhibits and regulations as
Exhibitor has been informed and/or may be amended by SID are hereby made an integral part
of the Contract and of the agreement between Applicant and SID for this reference and
to the same extent and effect as if said Rules and Regulations were set forth in full in the
contract.

UNION RESTRICTIONS: Exhibitors agree to abide by all local jurisdiction union
requirements, if applicable, for work involving installation and dismantling of exhibit space.