APPLICATION AND AGREEMENT FOR EXHIBIT and MEETING ROOM SPACE

The undersigned Exhibitor hereby enters into this Application and agreement with the Society for Information Display (hereinafter called "SID") for exhibit space at the 2020 Display Week on June 9-11, San Francisco Moscone Convention Center. This Application is subject only to (1) the acceptance by the Society's show management company, and (2) such additional terms and conditions which constitute a part of or are included in this Application. Reservation of exhibit space by Exhibition management on behalf of the Exhibitor is conclusively presumed to be adequate consideration to bind the Exhibitor. Any alleged representations, understandings, agreements, modifications, alterations or additions not contained within the body of this written Application and agreement shall not inure to the benefit of the Exhibitor or be binding upon SID. Exhibitor further agrees that if, in the opinion of SID, it becomes necessary to make any change to the original allocation of space, such changes may be made by notification to the authorized representative of the Exhibitor. Exhibitor shall abide by all rules as stated in the Exhibition "Rules and Regulations", as the same may be amended by SID from time to time, all of which shall become part of this Application and agreement.

SID Corporate Member Discounts (new discounts for 2020)

Corporate Level: $200 discount (any booth size)
Silver Level: $600 discount (any booth size)
Gold Level: $1,500 discount (any booth size)

Booth Space Rates and Schedule

<table>
<thead>
<tr>
<th>Non-Member</th>
<th>Payment Schedule</th>
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<tbody>
<tr>
<td>On-site at DW 2019</td>
<td>$40 per square foot</td>
</tr>
<tr>
<td>Early Bird (Until Feb. 3, 2020)</td>
<td>$42 per square foot</td>
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<tr>
<td>Regular (After Feb 3, 2020)</td>
<td>$44 per square foot</td>
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<tr>
<td>Corner rate</td>
<td>$100</td>
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$400 deposit due required when securing exhibit / meeting room space
By October 14, 2019 50% due and payable
By February 3, 2020 100% due and payable
Payment not made by due dates may result in cancellation of Exhibit Space

For Use by SID

Display Week 2020 Booth/Meeting Room Assigned

Total Square Feet

Total Rental Fee

Accepted for SID or Show Management

Date

Jim Buckley
Exhibitor

Americas & Europe Sales:
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2020 DISPLAY WEEK INTERNATIONAL EXHIBITION
June 9-11, 2020 – Moscone Convention Center
San Francisco, California

Display space sold in 100 square foot increments

BOOTH SPACE: Size ft. x ft. Booth choices: 1. 2. 3.

MEETING SPACE (16' x 18'=288 sq. ft.): Room choices: 1. 2. 3.

Each meeting room comes with a complimentary 1-foot x 2-foot sign with company name and room number. All large meeting rooms include the following: 10-amp electric outlet, Conference table 96" x 42" x 29", 12 padded side chairs, carpet, and a locked door. Minimum 200 sq. ft. of exhibit space required to secure meeting room.

Small meeting room option is for exhibitors who only occupy 100-300 square feet of exhibit space. All small meeting rooms include the following: carpet, round table, 4 chairs, a locked door and 1-foot x 1-foot sign with company name and room number mounted next to the door.

* Corporate members receive a discount on exhibit space (determined by level of corporate membership). 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
Please make checks payable to: "SID" and send payment, accompanied by a copy of the signed Application and agreement, to: SID, 411 Lafayette Street, Suite 201, New York, NY 10003. A copy of the application and agreement will be returned to you upon acceptance.

Failure to make payments in accordance with payment schedule does not release the contractual or financial obligation on the part of the Exhibitor. Exhibitor 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.

In the event the Exhibitor cancels or downsizes the Exhibit Space contracted herein, the Exhibitor must do so in writing by certified mail to: SID, 411 Lafayette Street, Suite 201, New York, NY 10003, which writing must be received by the dates listed herein and the Exhibitor will be obligated to pay SID liquidated damages based on the Cancellation and Downsizing schedules, below.

Exhibitor Cancellation and withdrawal liability schedule:

- Before October 14, 2019: 25% of the total cost of exhibit and meeting space
- On or after October 14, 2019 and before February 3, 2020: 50% of the total cost of exhibit and meeting space
- On or after February 3, 2020: 100% of the total cost of exhibit and meeting space

Exhibit Downsizing schedule:

- Before October 14, 2019: 25% of the difference between the total cost and the downsized total cost
- On or after October 14, 2019 and before February 3, 2020: 50% of the difference between the total cost and the downsized total cost
- On or after February 3, 2020: 100% of the difference between the total cost and the downsized total cost

Name of Company: ____________________________________________
Street Address: ____________________________________________
City, State, Zip Code: ________________________________________
Telephone: __________________ Fax: __________________ Email: _____________
Contact Name: ____________________________________________ Title: __________________

For use by SID

Display Week 2020 Booth/Meeting Room Assigned

Total Square Feet

Total Rental Fee

Accepted for SID or Show Management

Date
1. Definitions. “Exhibitor” means the specific expositions or conferences identified on the front hereof; “Management” means Society for Information Display, a California non-profit organization, together with each of its officers, directors, shareholders, agents, affiliates, representatives, employees and assigns, unless the context requires otherwise; “Exhibit Space” means the space applicable to the Exhibition. “Venue” means the facility(ies) or venue(s) in which the Exhibition is conducted; “Application” means these General Terms and Conditions, Page 1, any Management attachment hereto or thereto and any other terms and conditions referred to herein or therein (as each may be amended solely by a duly authorized representative of Management), the Exhibition services manual, and all rules and regulations of the Venue applicable to the Exhibition.

2. Application Acceptance. Upon Management’s acceptance of this Application, Exhibitor shall be entitled to participate in the Exhibition as an exhibitor. The Application permits Exhibitor to occupy and utilize the booth area, meeting room(s) or other space assigned to it by Management (collectively, the “Exhibit Space”) to exhibit permitted products at the Exhibition and to utilize, where provided, the services of a protective service company. But such processing does not constitute an acceptance of the Application and does not grant Exhibitor an Agreement. Exhibitor hereby acknowledges and represents to Management that Exhibitor has received and thoroughly read, understood and agrees with these General Terms and Conditions and Page 1.

3. Limitation of Liability. Neither Management nor the Venue, their respective affiliates, representatives, employees and agents, shall be responsible for, nor have any liability arising from or related to the Exhibition and exhibit applications and/or their participation in or to Exhibitor, whether resulting from, without limitation, fire, storms, acts of God, air conditioning or heating failure, theft, pilferage, disappearance, bomb threats, terrorism, roof leaks, Exhibitor booth visitors and guests, shipments coming in or out of the Venue applicable to the Exhibition.

4. Interpretation. Management shall, in its sole discretion, determine any dispute or conflict with respect to any matters not specifically covered by the Application. Management shall have full power in the matter of interpretation, amendment and enforcement of the Application.

5. Amendments. Amendments to this Application by a duly authorized representative of Management shall be incorporated herein, and Exhibitor shall be subject to the provisions of the Application and Agreement as so amended when written notification is sent to Exhibitor (which may be communicated by e-mail).

6. Cancellation, Withdrawal and Down-sizing; Liquidated Damages. The parties agree that not less than 45 days prior to the first day of the Exhibition, Exhibitor must provide Management with a signed and dated cancellation or withdrawal notice. Management does not accept liability for intellectual property infringement by Exhibitor. Management may assign this Application at any time to its affiliate or any owner/purchaser of the Exhibition, by operation of law or otherwise, without the prior written consent of Management.

7. If Exhibitor downsizes its originally agreed Exhibit Space requirements, it shall pay to Management (1) an amount equal to its revised financial obligation due for its decreased Exhibit Space requirements, and (2) liquidated damages in the amount shown for Down-sizing on Page 1.

8. Eligible Exhibitors. Exhibitor shall exhibit materials, products or services directly related to the Exhibition’s industries and of specific interest to attendees. Management reserves the right to determine the eligibility of any exhibitor for display. Only Exhibitor’s name or logo may appear on signage placed on the Exhibit Space and in the Exhibition exhibitor list. No exhibitions shall be permitted beyond or above the back wall of the Exhibit Space. Without Management’s prior written consent, Exhibitors are prohibited from soliciting prospective employees, and employee-recruiting activity of any kind without Management’s prior written consent.

9. Only Exhibitor’s products may be displayed in the Exhibit Space. Only Exhibitor’s booth shall be used solely for the purpose of promoting Exhibitor’s products and exhibitions, and shall not be used for other business purposes. Exhibitor shall not allow any persons or activities on or around the exhibits or displays that will be hazardous to persons, animals or damage to equipment or furnishings in the Exhibit Space. Management reserves the right to reject, eject or prohibit any exhibit, in whole or in part, Exhibitor or any of its representatives, upon Management’s good faith determination that the same is not in accordance with the Application and Agreement. Management shall provide no refunds in the event of such rejection, ejection or prohibition.

10. Permitted Publications. Management reserves the right to determine the eligibility of any publication for display or distribution. Publications which contain advertisements purchased by exhibitors and which are not related only during the Exhibition or (b) otherwise target the Exhibition and its customers are not eligible products for display or distribution from any Exhibit Space. Management reserves the right to refuse to accept any intellectual property disputes by other Exhibition participants by no later than one week prior to the Exhibition’s first move-in day for exhibitors in and in a location other than the Venue.

11. Intellectual Property. Management expects Exhibitor to respect the intellectual property rights of other parties. Exhibitor shall not display any product that is counterfeiter or in any way infringes trademarks, copyrights, patents or other intellectual property of a third party. Exhibitor warrants that the names, logos, art work and other content Exhibitor or its agents submitted for use in any media (including, but not limited to, ads, the Exhibition website or any Exhibition publication) shall not infringe the intellectual property rights of any third party and shall not contain anything which is libelous, obscene, indecent, blasphemous or in any way unlawful. In cases of documented intellectual property infringements, Management reserves the right to exclude the infringer from current and future Exhibitions. However, this stipulation does not create an obligation for Management to take such action. Management does not accept liability for intellectual property infringements that may be committed by Exhibitor.

12. Intellectual Property Disputes Between Exhibitors; Service of Process and Orders. Neither Exhibitor nor its agents (including, but not limited to, legal counsel or process servers) shall serve process or serve on any other Exhibitor present during the Exhibition who is open to the public. If Exhibitor has obtained a judicial/administrative relief order against another Exhibitor participant, and if such order is in full force and effect then Exhibitor or its agents shall use its best efforts to serve such order on the other Exhibitor participant during the hours the Exhibition is open to attendees. Notwithstanding the foregoing, Exhibitor shall provide Management written notice of the order obtained (including a copy of such order) so that a Management representative may escort the Exhibitor to its or his booth and serve said Exhibitor participant to suspend any exhibit or distribution to the Exhibitor caused by such service. Exhibitor agrees to do its best efforts to resolve any intellectual property disputes with other Exhibition participants by no later than one week prior to the Exhibition’s first move-in day for exhibitors and in a location other than the Venue.

13. No Sub-Licensing. Exhibitor shall not sub-lease, assign or transfer the Exhibit Space without Management’s prior written consent. Exhibitor shall not permit any person other than Exhibitor to booth-share, otherwise occupy or conduct business in Exhibit Space, or any part thereof, without Management’s prior written consent.

14. No Assignment. This Application is non-assignable by Exhibitor. Any attempted assignment of the Application by Exhibitor shall be null and void and shall constitute a breach, resulting in termination of this Application. Management may assign this Application at any time to its affiliate or any owner/purchaser of the Exhibition, by operation of law or otherwise, without the prior written consent of Exhibitor, and any such assignment shall become “Management’s” and shall acquire all of rights and obligations of Management hereunder.

15. Custom Booths. If Exhibitor shall use a custom booth in the Exhibit Space, it shall provide Management promptly upon request (and no later than 30 days prior to the Exhibition) detailed construction drawings showing all dimensions and orientation of such custom booth.

16. Exhibitor Conduct. Exhibitor shall distribute samples, souvenirs, permitted publications and similar items, or conduct other sales or sales promotion activities only from within its Exhibit Space. Management retains sole discretion to control, conduct or prohibit retail sales and what types of samples and other items may be distributed and where such samples may be distributed. Any Exhibitor activities, distribution, advertising or activity that results in obstruction of aisles or prevents ready access to other booths is prohibited and shall be suspended permanently or for any periods specified by Management.

17. Compliance with Laws. Exhibitor shall comply with all Federal, State and local laws applicable to its participation in, and activity at the Exhibition. Exhibitor shall be responsible for obtaining all required licenses, permits, approvals and permissions applicable to its participation in, and activity at the Exhibition. Exhibitor shall be responsible for obtaining any tax identification numbers and paying all applicable sales and use taxes. Management reserves the right to determine due to negligence, gross negligence or intentional wrongdoing by Exhibitor.

18. Union Work Rules. Exhibitor shall abide by union work rules and jurisdictions of the city and Venue, if applicable, including the Venue’s exclusive services.

19. Good Neighbor Policy. Exhibitor shall operate within the Exhibit Space so as not to annoy, endanger or interfere with the rights of other exhibitors or attendees. Management may, in its sole discretion, prohibit any action resulting in complaints from other exhibitors or attendees and which interferes with the rights of others or exposes them to annoyance or danger. Exhibitor’s unreasonable interference with, or inconvenience to the Exhibition, exhibitors or attendees shall be deemed a breach of the Agreement.

20. Exhibitor Representatives; Exhibit Space. Exhibitor representatives shall be restricted to Exhibitor’s employees and authorized representatives and must be 18 years of age or older. Management reserves the right, in its sole discretion, limit the number of Exhibitor’s representatives in the Exhibit Space. Exhibitor agrees to be at all times wear badge identification furnished by Management. Exhibitor acknowledges that it shall require its representatives to dress and conduct themselves in an appropriate and professional manner. Management reserves the right to determine, in its sole discretion, whether the character and attire of Exhibitor’s representatives is acceptable. Exhibitor representatives must staff the Exhibit Space during all hours the Exhibition is open. The Exhibition hours are: Tuesday, 10:00 am – 6:00 pm; Wednesday, 9:00 am – 5:00 pm.

21. Default in Occupancy. The actual occupancy by Exhibitor of the Exhibit Space is a material obligation of Exhibitor and is of the essence of this Application. If the Exhibit Space is not occupied by the time set for completion of installation of displays and continues occupied during Exhibit hours, the Exhibit Space may be re-possessed by Management for any purpose it may see fit without in any way releasing Exhibitor from any liability heretofore.

DISPLAY WEEK APPLICATION and AGREEMENT: GENERAL TERMS and CONDITIONS
22. Safety and Fire Laws; Electrical Safety; No Smoking. Exhibitor must strictly observe all applicable fire and safety laws and regulations. Drapes and all other drapery decorations must be flameproof. Wiring must comply with local fire department, governmental agency fire inspection ordinances and underwriters' rules. Smoking (including electronic cigarettes) in the Venue is limited to designated areas. The Venue shall be secured 180 minutes prior to opening time and no smoking is allowed to be visibly observed during the Event. Vending areas shall be restricted, and aisles and fire exits must be blocked at no time. Products for display, signage, banners and decorations must not violate applicable fire codes. No storage behind exhibits is provided or permitted, however, storage within non-public booth areas is permitted with Show Management permission. Display wiring must exhibit all applicable seals of official approving agencies as may be required by the Venue. All displays must meet the building codes of the city in which the Exhibition takes place.

23. Exhibition Booth. If Exhibitor breaches any of its obligations under this Application, Management (1) may immediately, without notice, prohibit Exhibitor from exhibiting at the Exhibition and all future exhibitions run by Management and (2) shall terminate this Application, and Exhibitor shall immediately cease exhibiting at the Exhibition and its actions or decisions concerning the dispute or disagreement and its resolution shall be binding on Exhibitor.