

2nd International Swine Flu Conference

Conference: August 18-19, 2010

Workshop: August 20, 2010

Washington, DC

Show you care. Meet your planning deadlines. Engage staff & suppliers and learn how to work with community, state & federal agencies to survive & recover from a pandemic.

Know How To Respond

Recognize problems earlier. Make the right decision faster.

Plan To Continue

Maintain cash flow and work flow. Keep the learning process alive.

Top leaders and key decision-makers of major companies representing a broad range of industries will meet with distinguished scientists, public health officials, law enforcers, first responders, and other experts to discuss pandemic prevention, preparedness, response and recovery at the 1st International Swine Flu Summit.

At the summit, attendees will be able to draw on first-hand best practices to create the solid business continuity plans that their companies and organizations need in order to prepare for, respond to, and survive a pandemic.

The summit draws on the success of the seven previous Bird Flu summits which featured as speakers several distinguished personalities such as Dr. David Nabarro, the United Nations Coordinator for Avian and Human Influenza, Alex Thiermann of the World Organization for Animal Health (OIE) and Dr. Wenqing Zhang of the WHO Epidemic and Pandemic Alert and Response.

Well-known emergency responders, heads of hospitals from around the world, and hog/swine industry leaders will speak in this summit.

Topics Include

- Mass Fatality Management Planning
- Country Report & Situations Update
- Surveillance and Data Management
- Preparing Communities Strategies; Local Partnership and Participation
- Delivery of Vaccine and Antiviral Medication
- National Pandemic Influenza Medical Counter measure
- Socio-Economic Impact on Hog/Swine Industry
- Benefit-Risk Assessment: Public Health, Industry and Regulatory Perspectives
- Prevention Education Efforts and Risk Communication
- Command, Control and Management
- Emergency Response Management
- Business-Based Planning
- School-Based Planning
- Community-Based Planning

“Very high quality papers & presentations.
A very good overview of different kinds
of information - a lot of knowledge.”

Koos van der Velden
Chairman
European Influenza Surveillance Scheme

How to Plan

Make everyone a stakeholder. Spell out roles and responsibilities

Protect Your Community

Know your resources. Test them against your toughest scenarios.

Concurrent Break-out Session #1

Mass Fatality Management Planning

- Develop and maintain plans, procedures, programs, and systems
- Develop and implement training and exercise programs
- Direct fatality management tactical operations
- Activate fatality management operations
- Conduct morgue operations
- Manage ante-mortem data
- Conduct final disposition

Concurrent Break-out Session #2

Psychological Issues

- Public's distress of exposure and safety
- Breakdown of public services, utilities
- Medical supplies shortage
- Unwillingness to follow government orders

Concurrent Break-out Session #3

Business Continuity Planning

- Allocate resources to protect your employees & customers during a pandemic
- Find out which business risks are insured
- Ensure safe travel during the pandemic
- Identify when to reduce or even close operations

Concurrent Break-out Session #4

Continuity of Operations (COOP) and Continuity of Government Planning

- When 50% or more of employees are out sick or taking care of their sick ones
- When H1N1 flu pandemic unfold in two or three successive waves in a calendar year
- Disruptions to public, private and critical infrastructure undermining your essentials functions

Concurrent Break-out Session #5

Emergency Management Services

- Prioritize antivirals & personal protective equipment for essential workforce
- Overcome reduced response capacity caused by mechanical failure & a possible 30-40 percent drop in staff, to maintain continuous operations

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- Protect the emergency management response operations center
- Manage interruptions in food, fuel & essentials supply chains & establish stockpiles
- Manage panic caused by sudden disruption of services & interruptions in essential goods & services

Concurrent Breakout Sessions to choose from...

Breakout 1: **Mass Fatality Management Planning**

Breakout 2: **Psychological Issues**

Breakout 3: **Business Continuity Planning**

Breakout 4: **Continuity of Operations (COOP) and Continuity of Government Planning**

Breakout 5: **Emergency Management Services**

Breakout 6: **Law Enforcement Agencies**

Breakout 7: **First Responders: Fire Department**

Breakout 8: **First Responders: Public Works**

Breakout 9: **911 Call Center Services**

Breakout 10: **Hospital and Emergency Medical Services**

Breakout 11: **Workplace Planning**

Breakout 12: **School/University Pandemic Planning**

Breakout 13: **Airlines, Travel, Airport, Quarantine and**

Border Health Services

Breakout 14: **Infectious Medical Waste**

Breakout 15: **Swine Flu: Agriculture Perspective & Interventions**
and many more....

For more info please visit

New-Fields.com/ISFC



Dr. Jon Kim Andrus, Chief Immunization Unit
Pan American Health Organization
International Swine Flu Conference, August 19-20, 2009, Washington, DC

Concurrent Break-out Session #6 **Law Enforcement Agencies**

- Protect police forces from falling ill & from being hurt in civil disturbances
- Protect the delivery of vaccines & essential goods & services.
- Manage a surge in crime & meet routine requests at the same time
- Control & diffuse social unrest & public disorder
- Isolate prisons & other facilities

Concurrent Break-out Session #7

First Responders: Fire Department

- Protect fire department first responders from falling ill & from being hurt in civil disturbances
- Continue to respond to routine fire outbreaks while responding to pandemic-related calls
- Effectively transition into All-Hazards Incident Management Responders
- Effectively undertake mass vaccinations
- Enforce quarantines

Concurrent Break-out Session #8

First Responders: Public Works

- Protect public works first responders from falling ill or being hurt in civil disturbances
- Control traffic, evacuation & mass transportation
- Ensure the minimal delivery of clean water & sanitation services
- Ensure the stability of vital communications networks
- Overcome an overwhelmed telecommunications network caused by a surge in telework employees, homebound calls, & the increased search for public services

Concurrent Break-out Session #9

911 Call Center Services

- Effectively manage the 911 call center during the crisis
- Develop call center surge capacity
- Secure call center operations
- Anticipate technical problems
- Ensure that frequent, honest & reliable information is released to the public

Concurrent Break-out Session #10

Hospital and Emergency Medical Services

- Prioritize the use of antivirals for the essential workforce
- Anticipate interruptions in food, fuel and essentials supply chains & establish stockpiles
- Plan for reduced response capacity due to mechanical failure & lack of personnel
- Maintain continuous operations during a pandemic
- Plan for 30-40 percent drop in labor force
- Protect the emergency operations center

Concurrent Break-out Session #11

Workplace Planning

- Effectively work with 30-40 percent less employees. Account for your employees.
- Establish remote offices & flexible work plans; identify the business functions that can be outsourced.
- Secure your workplaces.
- Train your workers to screen for symptoms & know what to do when workers fall ill.

2nd International Swine Flu Conference

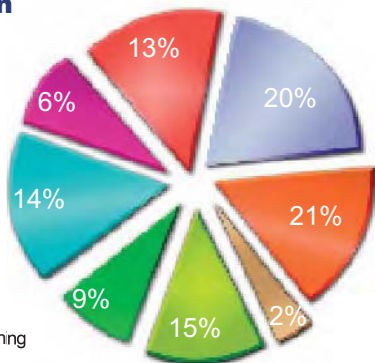
Conference: August 18-19, 2010

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Participants By Job Function

- CEO/VP/COO/R&D Director
- Chief Epidemiology/Medical Officer/Doctor
- Commanding Officer/Rescue Services
- Emergency Management Services Director/Chief Risk Officer/Senior Pandemic Officer
- Global Flu/Marketing Manager/Food Safety
- Health Minister & Hospital Heads/ Public Health Director
- Senior Government Officials
- Senior Manager/Director of Business Continuity Planning



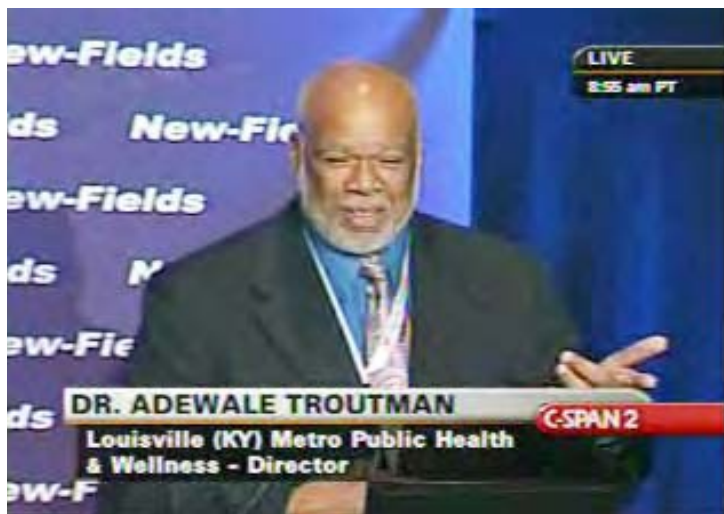
Decision Making Authority*

- 30%** Of attendees make the **Final Decision**
- 35%** Of attendees make the **Recommendations** to the final decision maker

2nd ISFC Focuses on latest prevention, preparedness, response and recovery measures being developed to address the deadly human-to-human transmission of swine flu H1N1. The speakers and exhibitors are selected to represent the widest possible range of perspectives, including not only human factors, but also physical, environmental and socio-cultural factors.

Team Discount > Register three people from your organization, and the 4th person attends for FREE!

FACT This is the place where you can ask the tough questions to doctors who have treated some of the fatal human cases of swine flu.



Dr. Adewale Troutman, Louisville (KY) Metro Public Health & Wellness Director International Swine Flu Conference, August 19-20, 2009, Washington, DC

Top Five Reasons to Attend the Summit

- Gain a broad bird's eye view of the global swine flu situation.
- Get the freshest updates from hard-to-reach country experts.
- Learn how your company / organization can prepare for a pandemic.
- Establish contacts with key local, federal and international agencies involved in the fight against swine flu.
- Draw on first hand best practices from top companies to create solid business continuity plans.

* Based on the 7th Bird Flu Conference

- > Real Cases
- > Panel Discussions
- > Break-out Sessions
- > Role Playing Sessions
- > Best Practices
- > Saving Lives



Dr. Samuel Bogoch, Replikins Disease Forecasting & Vaccine Chairman International Swine Flu Conference, August 19-20, 2009, Washington, DC

Job-Alike Table Top Exercise Workshops
Organization-Alike Role Playing Break-out Sessions

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Concurrent Break-out Session #12

School / University Pandemic Planning

- Train teachers to screen for symptoms & know what to do when students / teachers fall ill
- Transport ill students
- Identify when to reduce or close down your school
- Effectively transform school facilities into shelters
- Continue learning through alternative routes like the web telephone, mail, radio and TV
- Communicate effectively with staff, parents and students

Four-Stage Incident Management Process is Provided and Discussed.

Learn How To Plan

Make everyone a stakeholder.
Spell out roles and responsibilities.

Protect Your Community

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Test them against your toughest scenarios.

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Plan To Continue

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Concurrent Break-out Session #13

Airlines, Travel, Airport, Quarantine and Border Health Services

- International & Federal guidelines
- Measures to prevent the spread of communicable diseases
- Apprehension, examination and release
- Aviation & Transportation Security Act, 2002 (49 U.S.C. 114)
- Are tools available to ensure patient does not pose risk to fellow travelers?

Concurrent Break-out Session #14

Infectious Medical Waste

- Infectious waste management
- Packaging disposable infectious waste
- Engineering controls
- Pathological waste management
- Exposure control plan

ISFC 09

Will feature comprehensive agenda packed with breakout sessions- more than 15 in all.

2 Workshops to choose from...

Workshop 1: Learn How To Plan

Make everyone a stakeholder. Spell out roles and responsibilities.

Protect Your Community

Know your resources. Test them against your toughest scenarios.

Workshop 2: Know How To Respond

Recognize problem earlier. Make the right decisions faster.

Plan To Continue

Maintain cash flow and work flow. Keep the work process alive.

Concurrent Break-out Session #15

Swine Flu: Agriculture Perspective & Interventions

- H1N1 sources and transmission
- How do animal pathogens evolve?
- How to protect the public from exposure to zoonotic pathogens
- Analytical methods to detect, quantify, identify, monitor and control processes
- Sources & human exposure control management

“Great event, very informative.”

Dr. Brit Ojulfstad
Los Angeles County
Department of Health Services

Register Now!

SPACE is LIMITED



Darrell Darnell, Washington, DC Homeland Security & Emergency Management Director
International Swine Flu Conference, August 19-20, 2009, Washington, DC

Strategies & Solutions Prevention. Preparedness. Response & Recovery

Register Now! Call: 202-536-5000 Email: online@new-fields.net Website: New-Fields.com/2ndISFC

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Exhibiting at the 2nd ISFC will maximize your exposure and position your organization as an industry leader. The exhibits represent an invaluable opportunity to network and to demonstrate your products and services to the conference delegates. Whether you are launching new products or building brand awareness, there's a sponsorship package that fits your needs. Learn how the different versions compare.

Sponsorship	Exhibitor \$3,995	Silver Sponsor \$5,995	Gold Sponsor \$7,995	Platinum Sponsor \$9,995	Iridium Sponsor \$14,995	Presidential Sponsor \$19,995
Chair the conference on the day of your choice						✓
Opportunity to present either client case study or a presentation in the main conference program					10 Minutes	20 Minutes
Exhibit space						
Demonstration table	1	1	1	1	2	2
Complimentary passess to the conference	1	2	3	4	5	6
Co-host the cocktail reception						✓
Complimentary pass(es) to the cocktail reception		1	1	2	3	4
Corporate logo in all of the conference pens (subject to availability)				✓	✓	✓
Corporate logo in all of the conference handbags (subject to availability)				✓	✓	✓
Corporate logo in all of the conference pad folio or bag (subject to availability)				✓	✓	✓
Corporate logo on the conference e-marketing material used in the extensive marketing campaign to approximately 40-50,000 named senior executives	✓	✓	✓	✓	✓	✓
Corporate logo on the conference facsimile brochure sent to 8-10,000 senior executives	✓	✓	✓	✓	✓	✓
Corporate logo on the conference website and a hyperlink to the company site. On the average, we have more than 2,000 visitors a day	✓	✓	✓	✓	✓	✓
Acknowledgement in the conference documentation folder. The logo, company profile and web site will appear on a separate sponsor acknowledgement page.	✓	✓	✓	✓	✓	✓
Insertion of a company profile into the conference documentation (A4 pages)		1	2	3	3	4
Company banners strategically dispalyed in the main conference auditorium for the two days (Banners to be provided by you)	1	2	3	4	5	6
A copy of the confidential delegate list full contact details	✓	✓	✓	✓	✓	✓
Opportunity to host any of the following: Conference Refreshment Break Conference Breakfast Lunch Cocktail Reception, on the 1st day					✓	✓

ISFC 2009 Sponsors and Exhibitors included:



- ECOLAB



- DUPONT COMPANY



- MED PROTECT, INC



- PAUL BOYE Inc.



- 3M



- FLIR SYSTEM



- HONEYWELL SAFETY PRODUCTS



- San-I-Pak



- ARAMSCO



- FLUKE THERMOGRAPHY



- PALMER WAHL



- SANYO NORTH AMERICAN

and many more...

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To help you maximize your investment in the 2nd ISFC, we are making available a wide array of marketing tools, sponsorship opportunities, and advertising vehicles. These opportunities are designed to help you capture the attention of the delegates before they reach the exhibit floor.

As a hospitality sponsor, you will receive the following substantial benefits and recognition:

Prior to event

Press release announcing your sponsorship

Prior to and after event

Logo on the event's website

Company acknowledgement in the the conference documentation and workbook (if applicable)

On-Site during the event

Logo and company name acknowledgement in 2nd ISFC official publications

Sponsorship acknowledgement on slides during plenary session

Wednesday 08.18.10

TIME	EVENT	AMOUNT	OPPORTUNITY
8:00 AM to 9:00 AM	Breakfast	\$1,995	Features the opportunity for brief remarks during the breakfast and also for 10 minutes during the General Session or any of the Panel Discussions.
10:00 AM to 10:30 AM	Morning Coffee Break	\$1,995	Features the opportunity to promote among conference delegates. Sponsor will be recognized at the Plenary session.
12:00 PM to 1:30 PM	Luncheon	\$1,995	Features the opportunity for brief remarks and recognition at the luncheon event.
3:00 PM to 3:30 PM	Afternoon Coffee Break	\$1,995	Features the opportunity to promote networking among conference delegates. Sponsor will be recognized at the Plenary session.

RESERVE YOUR EXHIBIT SPACE TODAY!

Call 202.536.5000

All pre-paid exhibitors receive a \$75 discount on additional Conference registrations purchased above and beyond the registrations included in each package.

Bring your whole office!

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Thursday 08.19.10

TIME	EVENT	AMOUNT	OPPORTUNITY
8:00 AM to 9:00 AM	Breakfast	\$1,995	Features the opportunity for brief remarks during the breakfast and also for 10 minutes during the General Session or any of the Discussions.
10:00 AM to 10:30 AM	Morning Coffee Break	\$1,995	Features the opportunity to promote networking among conference delegates. Sponsor will be recognized at the Plenary session.
12:00 PM to 1:30 PM	Luncheon	\$1,995	Features the opportunity for brief remarks and recognition at the luncheon event.
3:00 PM to 3:30 PM	Afternoon Coffee Break	\$1,995	Features the opportunity to promote networking among conference delegates. Sponsor will be recognized at the Plenary session.

Register Now!
SPACE is LIMITED

Would you like more information on becoming an 2nd ISFC Sponsor?
Contact us at 202.536.5000 or e-mail us at online@new-fields.net

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The Merchandise Sponsorship opportunities have been developed to allow you to maximize your exposure at the ISFC. Opportunities are limited and offered on first-come, first-served basis.

As a merchandise sponsor, you will receive the following substantial benefits and recognition:

Prior to event

Press release announcing your sponsorship

Prior to and after event

Logo on the event's website

Company acknowledgement in the conference documentation and workbook (if applicable)

On-Site during the event

Logo and company name acknowledgement in 2nd ISFC official publications

Sponsorship acknowledgement on slides during plenary session

Your corporate logo on the merchandise carried by conference delegates

**Official
Conference
Briefcases**
\$2,995

Gain maximum visibility through sponsorship of the Official Conference Briefcase. All registered attendees will receive a professional briefcase that will be used to collect exhibition-floor and conference materials. Your company name and logo will be prominently displayed on the briefcases for all attendees to see. Your key customers will use these high-quality, multipurpose briefcases long after the event. Sponsorship of the Official Conference Briefcase also provides you with an opportunity to participate in the Briefcase Insertion Program, through which we will distribute your company's product literature to every attendee. Simply provide us with your corporate or product literature and we will insert it into your sponsored briefcases for distribution.

**Executive
Portfolios**
\$3,995

The Executive Portfolio Sponsorship is an excellent way to put your company name in front of all conference attendees. These attractive black leatherette portfolios house writing tablets, corporate-sponsored pens, and important information. Your sponsorship also provides you with an opportunity to distribute your company or product literature to every attendee. Simply provide us with your promotional or corporate information page and we will insert it into your portfolios for distribution.

Corporate Pens
\$1,995

Place your company's name and logo directly into the hands of all attendees. The Executive Portfolios distributed at the conference have a slot reserved for a company-sponsored writing instrument. This exclusive opportunity is available to only one organization, so don't miss your chance to make your mark!

**Name Badge
Lanyards**
\$3,995

To make a positive impression early on, sponsor the Name Badge Lanyards, which will be given to all attendees with their conference badge at the registration desk. Your company logo will be featured prominently on this item, which attendees will wear each day of the conference.

**Conference
On CD ROM**
\$1,995

With this premier sponsorship, your company will have year-round exposure with your logo prominently featured on the CD-ROM proceedings. Additionally, your logo will appear on the table of contents page contained within the CD-ROM. Attendees will refer to the proceedings time and again following the conference.

**Conference
Briefcase Insertion**
\$4,995

Five organizations will have the opportunity to participate in the Briefcase Insertion Program. This exciting target-marketing opportunity allows exhibitors to distribute promotional literature to the conference participants

**2nd ISFC
Souvenir Mug**
\$2,000

Become part of attendee's daily routine by sponsoring a 2nd ISFC take-home souvenir coffee mug. We plan to produce 700 mugs, one per summit participant. Minimum sponsorship required for your logo to be placed on each mug is \$2,000. Exclusive sponsorship (only your organization's logo will appear on the mugs) is available for \$9,000 and includes two meeting registrations and a ½ page ad in the Conference Program. Only five logos will fit on each mug, so be sure to sign up for this opportunity soon!

Would you like more
Information on becoming a 2nd ISFC
Conference Sponsor? Contact us at: 202.536.5000
or e-mail us at: online@new-fields.net

Shaping the Debate

Chief Diagnostics & Therapeutics
Head of National Center of Disease Control
Head, Department of Epidemiology
Director General for Public Health & CMO
Director Business Continuity Planning
Director Immune Biology
Director of Emergency Planning
Director of Health and Safety
Director of Infectious Disease
Director, Global Microbiology & Food Safety
Disaster Preparedness Coordinator
Division Chief, Contingency

Emergency Preparedness Officer
EMS Chief
Environmental Health Program Manager
Epidemiologist
Global Product Director, Influenza Vaccines
Head, Clinical Reviews & Investigation
Health Disaster Coordinator
Medical Director, Flu Respiratory
Medical Epidemiologist
Pediatrician - Infectious Diseases Specialist
Wildlife Biologist
Regional Pandemic Flu Coordinator

PRESIDENTIAL SPONSOR

Investment: \$19,995

- You will have the privilege of **chairing the conference** on the **day of your choice**.
- You will have the opportunity to present a corporate case study and you will be allocated a **30 minutes presentation** in the **main conference program**, or you may moderate a panel of your choice.
- You will be allocated **premium demonstration table**, where you may set up an exhibit for the entire length of the conference. This space will enable you to **centralize your networking** and **demonstrate your products and services** to the conference delegates.
- You will receive six **(6) complimentary passes** to the conference.
- You will co-host the **Cocktail Reception** at the end of day one.
- Four **(4) personnel** from your organization may attend the Cocktail Party (extra to your ticketed delegates and speakers). This allows for a **strong corporate presence** at **your event** to ensure adequate saturation and networking.
- Your **company banners (six banners)** will be strategically displayed in the **main conference** auditorium, giving you a constant profile for the two days (Banners to be provided by you.)
- Your **corporate logo** will be on all of the following: Conference Pens, Conference Pads and Conference Handbags.
- Your **corporate logo** will be highlighted in the prime position on the conference e marketing material which is used in our extensive marketing campaign directed approximately **40– 50,000 senior executives** who form a defined target audience within this market.
- Your **corporate logo** will also be highlighted in the prime position on the conference facsimile brochure. Our dedicated sales teams will directly contact around **8–10,000 parties** in all relevant sectors of the market sending the facsimile brochure to all **senior executives**.
- Your **corporate logo** will be highlighted on the conference **website**, and a **hyperlink** to your company site will be created. In the average, we have more than 2,000 visitors a day.
- Your **sponsorship** will be acknowledged in the **conference** documentation folder. Your logo, company profile and website will appear on a separate sponsor acknowledgement page restricted to your company.
- You may also insert a **company profile** into the conference giveaway bags and/or **conference documentation**, highlighting the products and services offered by your organization as well as contact details of your key people. (Maximum of four **(4) A4 pages** – inserts to be provided by you)
- You will receive a copy of the **confidential delegate list** with full contact details to assist your company in new business generation.

- **Senior Executive Forum.**
- **2-day Conference.**
- **As a recognized vendor within the market, striving for dominance in your chosen sector, your organization can position itself as a major player in the fight against bird flu pandemic.**
- **Gain the competitive advantage.**
- **Premier Networking Opportunities.**
- **Generating New Business Leads.**
- **Building Brand Awareness.**
- **Raising Company Profile.**
- **Launching New Products.**
- **Market Exposure.**
- **Corporate Logo on Promotional Material.**
- **FREE Delegate Passes.**
- **Exhibition space at the event.**
- **Opportunity to giveaway items during sponsored events.**

IRIDIUM SPONSOR

Investment: \$14,995

- You will have the privilege of **chairing the conference** on the **day of your choice**.
- You will have the opportunity to present a corporate case study and you will be allocated a **15 minutes presentation** in the **main conference program**, or you may moderate a panel of your choice.
- You will be allocated **premium demonstration table**, where you may set up an exhibit for the entire length of the conference. This space will enable you to **centralize your networking** and **demonstrate your products and services** to the conference delegates.
- You will receive five (5) **complimentary passes** to the conference.
- Three (3) **personnel** from your organization may attend the Cocktail Party (extra to your ticketed delegates and speakers). This allows for a **strong corporate presence** at **your event** to ensure adequate saturation and networking.
- Your **company banners (five banners)** will be strategically displayed in the **main conference** auditorium, giving you a constant profile for the two days (Banners to be provided by you.)
- Your **corporate logo** will be on all of the following: Conference Pens, Conference Pads and Conference Handbags.
- Your **corporate logo** will be highlighted in the prime position on the conference e marketing material which is used in our extensive marketing campaign directed approximately **40– 50,000 named senior executives** who form a defined target audience within this market.
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- Your **corporate logo** will be highlighted on the conference **website**, and a **hyperlink** to your company site will be created. In the average, we have more than 2,000 visitors a day.
- Your **sponsorship** will be acknowledged in the **conference** documentation folder. Your logo, company profile and website will appear on a separate sponsor acknowledgement page restricted to your company.
- You may also insert a **company profile** into the conference giveaway bags and/or **conference documentation**, highlighting the products and services offered by your organization as well as contact details of your key people. (Maximum of three (3) **A4 pages** – inserts to be provided by you)
- You will receive a copy of the **confidential delegate list** with full contact details to assist your company in new business generation.

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- **2-day Conference.**
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- **Building Brand Awareness.**
- **Raising Company Profile.**
- **Launching New Products.**
- **Market Exposure.**
- **Corporate Logo on Promotional Material.**
- **FREE Delegate Passes.**
- **Exhibition space at the event.**
- **Opportunity to giveaway items during sponsored events.**

PLATINUM SPONSOR

Investment: \$9,995

- You will be allocated **premium demonstration table**, where you may set up an exhibit for the entire length of the conference. This space will enable you to **centralize your networking** and **demonstrate your products and services** to the conference delegates.
- You will receive five **(5) complimentary passes** to the conference.
- Two **(2) personnel** from your organization may attend the Cocktail Party (extra to your ticketed delegates and speakers). This allows for a **strong corporate presence at your event** to ensure adequate saturation and networking.
- Your **company banners (four banners)** will be strategically displayed in the **main conference** auditorium, giving you a constant profile for the two days (Banners to be provided by you.)
- Your **corporate logo** will be on all of the following: Conference Pens, Conference Pads and Conference Handbags.
- Your **corporate logo** will be highlighted in the prime position on the conference e marketing material which is used in our extensive marketing campaign directed approximately **40– 50,000 named senior executives** who form a defined target audience within this market.
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- Your **corporate logo** will be highlighted on the conference **website**, and a **hyperlink** to your company site will be created. In the average, we have more than 2,000 visitors a day.
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- You may also insert a **company profile** into the conference giveaway bags and/or **conference documentation**, highlighting the products and services offered by your organization as well as contact details of your key people. (Maximum of three **(3) A4 pages** – inserts to be provided by you)
- You will receive a copy of the **confidential delegate list** with full contact details to assist your company in new business generation.

- **Senior Executive Forum.**
- **2-day Conference.**
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- **Launching New Products.**
- **Market Exposure.**
- **Corporate Logo on Promotional Material.**
- **FREE Delegate Passes.**
- **Exhibition space at the event.**
- **Opportunity to giveaway items during sponsored events.**

GOLD SPONSOR

Investment: \$7,995

- You will be allocated **premium demonstration table**, where you may set up an exhibit for the entire length of the conference. This space will enable you to **centralize your networking** and **demonstrate your products and services** to the conference delegates.
- You will receive four **(4) complimentary passes** to the conference.
- One **(1) personnel** from your organization may attend the Cocktail Party (extra to your ticketed delegates and speakers). This allows for a **strong corporate presence at your event** to ensure adequate saturation and networking.
- Your **company banners (three banners)** will be strategically displayed in the **main conference** auditorium, giving you a constant profile for the two days (Banners to be provided by you.)
- Your **corporate logo** will be on all of the following: Conference Pens, Conference Pads and Conference Handbags.
- Your **corporate logo** will be highlighted in the prime position on the conference e marketing material which is used in our extensive marketing campaign directed approximately **40– 50,000 named senior executives** who form a defined target audience within this market.
- Your **corporate logo** will also be highlighted in the prime position on the conference facsimile brochure. Our dedicated sales teams will directly contact around **8–10,000 parties** in all relevant sectors of the market sending the facsimile brochure to all **senior executives**.
- Your **corporate logo** will be highlighted on the conference **website**, and a **hyperlink** to your company site will be created. In the average, we have more than 2,000 visitors a day.
- Your **sponsorship** will be acknowledged in the **conference** documentation folder. Your logo, company profile and website will appear on a separate sponsor acknowledgement page restricted to your company.
- You may also insert a **company profile** into the conference giveaway bags and/or **conference documentation**, highlighting the products and services offered by your organization as well as contact details of your key people. (Maximum of three **(3) A4 pages** – inserts to be provided by you)

- **Senior Executive Forum.**
- **2-day Conference.**
- **As a recognized vendor within the market, striving for dominance in your chosen sector, your organization can position itself as a major player in the fight against bird flu pandemic.**
- **Gain the competitive advantage.**
- **Premier Networking Opportunities.**
- **Generating New Business Leads.**
- **Building Brand Awareness.**
- **Raising Company Profile.**
- **Launching New Products.**
- **Market Exposure.**
- **Corporate Logo on Promotional Material.**
- **FREE Delegate Passes.**
- **Exhibition space at the event.**
- **Opportunity to giveaway items during sponsored events.**

SILVER SPONSOR

Investment: \$5,995

- You will be allocated **premium demonstration table**, where you may set up an exhibit for the entire length of the conference. This space will enable you to **centralize your networking** and **demonstrate your products and services** to the conference delegates.
- You will receive three (3) **complimentary passes** to the conference.
- Your **company banners (two banners)** will be strategically displayed in the **main conference** auditorium, giving you a constant profile for the two days (Banners to be provided by you.)
- Your **corporate logo** will be on all of the following: Conference Pens, Conference Pads and Conference Handbags.
- Your **corporate logo** will be highlighted in the prime position on the conference e marketing material which is used in our extensive marketing campaign directed approximately **40– 50,000 named senior executives** who form a defined target audience within this market.
- Your **corporate logo** will also be highlighted in the prime position on the conference facsimile brochure. Our dedicated sales teams will directly contact around **8–10,000 parties** in all relevant sectors of the market sending the facsimile brochure to all **senior executives**.
- Your **corporate logo** will be highlighted on the conference **website**, and a **hyperlink** to your company site will be created. In the average, we have more than 2,000 visitors a day.
- Your **sponsorship** will be acknowledged in the **conference** documentation folder. Your logo, company profile and website will appear on a separate sponsor acknowledgement page restricted to your company.
- You may also insert a **company profile** into the conference giveaway bags and/or **conference documentation**, highlighting the products and services offered by your organization as well as contact details of your key people. (Maximum of two (2) **A4 pages** – inserts to be provided by you)

- **Senior Executive Forum.**
- **2-day Conference.**
- **As a recognized vendor within the market, striving for dominance in your chosen sector, your organization can position itself as a major player in the fight against bird flu pandemic.**
- **Gain the competitive advantage.**
- **Premier Networking Opportunities.**
- **Generating New Business Leads.**
- **Building Brand Awareness.**
- **Raising Company Profile.**
- **Launching New Products.**
- **Market Exposure.**
- **Corporate Logo on Promotional Material.**
- **FREE Delegate Passes.**
- **Exhibition space at the event.**
- **Opportunity to giveaway items during sponsored events.**

EXHIBITOR

Investment: \$3,995

- You will be allocated **premium demonstration table**, where you may set up an exhibit for the entire length of the conference. This space will enable you to **centralize your networking** and **demonstrate your products and services** to the conference delegates.
- You will receive two **(2) complimentary passes** to the conference.
- Your **company banners (one banner)** will be strategically displayed in the **main conference** auditorium, giving you a constant profile for the two days (Banners to be provided by you.)
- Your **corporate logo** will be on all of the following: Conference Pens, Conference Pads and Conference Handbags.
- Your **corporate logo** will be highlighted in the prime position on the conference e marketing material which is used in our extensive marketing campaign directed approximately **40– 50,000 named senior executives** who form a defined target audience within this market.
- Your **corporate logo** will also be highlighted in the prime position on the conference facsimile brochure. Our dedicated sales teams will directly contact around **8–10,000 parties** in all relevant sectors of the market sending the facsimile brochure to all **senior executives**.
- Your **corporate logo** will be highlighted on the conference **website**, and a **hyperlink** to your company site will be created. In the average, we have more than 2,000 visitors a day.
- Your **sponsorship** will be acknowledged in the **conference** documentation folder. Your logo, company profile and website will appear on a separate sponsor acknowledgement page restricted to your company.
- You may also insert a **company profile** into the conference giveaway bags and/or **conference documentation**, highlighting the products and services offered by your organization as well as contact details of your key people. (Maximum of two **(2) A4 pages** – inserts to be provided by you)

- **Senior Executive Forum.**
- **2-day Conference.**
- **As a recognized vendor within the market, striving for dominance in your chosen sector, your organization can position itself as a major player in the fight against bird flu pandemic.**
- **Gain the competitive advantage.**
- **Premier Networking Opportunities.**
- **Generating New Business Leads.**
- **Building Brand Awareness.**
- **Raising Company Profile.**
- **Launching New Products.**
- **Market Exposure.**
- **Corporate Logo on Promotional Material.**
- **FREE Delegate Passes.**
- **Exhibition space at the event.**
- **Opportunity to giveaway items during sponsored events.**

AGREEMENT TERMS AND CONDITIONS

1. Upon the Exhibiting Company's ("Exhibitor") execution, this Agreement becomes a binding contract between NEWFIELDS (NewFields means: New Fields Exhibitions, Inc. or New Fields Exhibitions Organizing) and the Exhibitor subject to the parties' respective rights described in the terms and conditions set forth below. No Exhibitor shall be permitted to exhibit at the event unless the Exhibitor has executed this agreement, paid all applicable fees and deposits by the deadlines set forth on the front side and otherwise complied with this agreement in all respects.

2. The execution of this agreement and the timely payment of all fees and deposits does not guarantee that an Exhibitor will be permitted to exhibit at the event or be assigned to a particular exhibit hall, section within the show or exhibit hall, or the space or number of booths desired by the Exhibitor or assigned by NEWFIELDS. NEWFIELDS reserves the right to select those Exhibitors who will be permitted to exhibit at the show, and the exhibit hall, area and number of booths in which the Exhibitor will be allowed to exhibit, in its sole and absolute discretion.

3. NEWFIELDS retains the absolute right to cancel, change or modify the exhibit space assignment of any Exhibitor, in its sole and absolute discretion, for any or no reason, with or without cause by mailing/faxing/emailing the Exhibitor a written "Notice of Cancellation or Change of Exhibit Space Assignment" provided such notice is postmarked at least ten (10) days before the applicable NEWFIELDS show. Exhibitor also recognizes and understands that circumstances may arise immediately prior to or during the event that may also make it necessary for NEWFIELDS to change or cancel an Exhibitor's space, or make the exhibit space available to the Exhibitor for fewer days and/or fewer hours than had previously been confirmed.

4. Use of Fees and Deposit. Exhibitor expressly acknowledges that NEWFIELDS reserves the right to apply any fees and deposit amounts paid pursuant to this Agreement (i) to remedy any default of Exhibitor under this Agreement including payment of required insurance under Section 12 of this Agreement; (ii) to remedy any default of Exhibitor from any previous agreement(s); (iii) for payment of any checks returned for NSF (including any bank fees related to the NSF check); and (iv) to pay any onsite violations of the Exhibitor. Exhibitor agrees to pay to NEWFIELDS the amount offset against a Past Due Amount. Exhibitor agrees to pay to NEWFIELDS the amount offset against a Past Due Amount within ten (10) days of the date of NewFields' notice or, if the deadline for the applicable payment is more than ten (10) days from the date of the notice, by the applicable deadline. If the Exhibitor fails to pay the offset amount within the required period, the Exhibitor shall be considered to be in default of its payment obligations under this agreement and NEWFIELDS shall have the right to cancel or change the Exhibitor's space assignment and exercise its other rights under this agreement.

5. NEWFIELDS reserves the right to increase or decrease show hours, days or location. New Fields reserves the right to Change the event's venue and/or event dates without any prior notice. These changes do not constitute grounds for the exhibitor to cancel or ask for refund.

6. Should the premises or any portion thereof, be rendered unusable for any reason or due to any cause whatsoever, including but not limited to fire, the elements, acts of God, mob, riot, war or civil commotion, NEW FIELDS shall in no way be liable for any personal or business loss or any other damage, consequential or otherwise, inconvenience or annoyance to the Exhibitor arising from any of said causes.

7. NEWFIELDS makes no representations or warranties, express or implied, to the Exhibitor regarding the condition of the premises or the success of the Exhibitor's efforts for which the exhibit space will be used. Under no circumstances shall NEWFIELDS be held responsible or liable for any costs, expenses, damages or any other sums whatsoever incurred by the Exhibitor or any other party as a result of the condition of the premises, the exhibit space, or the Exhibitor's efforts for which the exhibit space will be used, or the theft or destruction of the Exhibitor's products or property.

8. Exhibitor understands and acknowledges that all utilities including, but not limited to, electrical, water, heating, ventilation, and air conditioning are provided by the show facility and not by NEWFIELDS, and as such, NEWFIELDS assumes no responsibility for any disruption in service.

9. Exhibitor acknowledges and agrees that should (a) NEWFIELDS issue a Notice of Cancellation or Change or (b) change or cancel an Exhibitor's space or make exhibit space available for fewer days than had previously been confirmed, NEWFIELDS shall not be held responsible or liable for any costs, expenses, damages or any other sums whatsoever incurred by the Exhibitor or any other party as a result of any exhibit space cancellation, change or reduction in number of available days except as specifically set forth in this paragraph. The Exhibitor expressly acknowledges and agrees that NEWFIELDS' liability to the Exhibitor in any way relating to the Agreement and/or the use, cancellation, change or reduction in the number of available days of exhibit space shall be limited to the return to the Exhibitor of all or a prorated portion of any fees or deposits previously remitted to NEWFIELDS.

10. Exhibit Space Rules. NEWFIELDS shall have the right in its sole and absolute discretion to establish rules for the show and the use of exhibit space covered by this Agreement, including but not limited to the rules within the Exhibitor Manual. All Exhibitors are required to comply with all such rules which are deemed incorporated herein by this reference and shall be available to each Exhibitor prior to the show.

11. Any Exhibitor who seeks to withdraw from the show or to reduce the number of booths set forth on the front side of this agreement, for any reason, shall be charged an automatic processing fee of \$1,000 per 100 sq. ft. or for every 9 Sq. Meters Withdrawals and requests for space reduction must be made in writing and shall be deemed effective on the date such notice is received by NEWFIELDS. To receive a full refund of the booth deposit or other fees paid (less processing fee); the request to withdraw from the show or for a reduction in space must be received by NEWFIELDS at least one hundred eighty (180) days prior to the show opening. Any Exhibitor whose request is received less than one hundred eighty (180) days prior to the show opening shall forfeit their entire deposit and be obligated to pay NEWFIELDS all amounts due for the booth space/exhibit space and hard wall booth package originally ordered on the front side of this agreement. The parties agree that all amounts required to be paid by this section have been agreed upon because it would be impracticable or extremely difficult to determine the actual damages suffered by NEWFIELDS as a result of the Exhibitor's withdrawal or reduction in the number of booths. All refunds will be processed within ninety (90) days after the close of the show, and no interest will be paid on any amounts received by NEW-FIELDS. Any cancellation or failure of Exhibitor to actually occupy the exhibition space assigned to Exhibitor at the show may, in NEWFIELDS' sole discretion, result in partial or complete termination of Exhibitor's rights under any sponsorship agreements, packages or opportunities associated with the event.

12. Indemnification; Insurance. Exhibitor agrees to protect, indemnify, save and hold harmless, NEWFIELDS, its affiliates, its service contractors, and each facility at which its exhibit space is located as applicable and each of their respective agents and employees from any and all liability, damage or expense arising out of any injury to any person or property while in the Exhibitor's area or Exhibitor's use of any exhibition space or services. Exhibitor has full responsibility for their product, equipment and displays. Exhibitor releases NEW FIELDS from all responsibility for theft, damage to booths or products, and/or any special, incidental, indirect or consequential damage, of any kind, for any reason.

Exhibitor agrees to maintain adequate insurance to fully protect NEWFIELDS and its affiliates, cosponsors, service contractors and the exhibit venue from any and all claims, arising from Exhibitor's activities at the show, including, but not limited to, the installation, operation and dismantling of Exhibitor's booth. Exhibitor must maintain the following insurance coverage: (a) workers' compensation coverage not less than the statutory limits; and (b) commercial general liability, including products and completed operations, independent contractors personal injury and blanket contractual liability insurance limits of at least \$1,000,000 per occurrence, \$2,000,000 aggregate. This coverage must be evidenced by a Certificate of Insurance with a 30 day notice of cancellation provision to the holder. The Certificate must name NEWFIELDS as additional insured and be provided to NEWFIELDS at least 30 days before the proposed exhibition date, or a \$200 Certificate late fee will be automatically assessed against Exhibitor's security deposit. Exhibitor understands that neither NEWFIELDS nor the exhibit venue maintains insurance covering any of the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance. (12.a & 12.b applicable to events held in the US or wherever required by law)

13. Service Contractors. NEWFIELDS, through a bidding process, selects certain show and exhibitor service contractors who may each therefore identify themselves as an "authorized contractor" to the show. The use of "authorized contractors" at the show is highly recommended. NEW FIELDS may receive some economic benefit when Exhibitors utilize certain services of "authorized contractors" which may help NEWFIELDS defray the overall show and booth costs.

14. Arbitration. The Exhibitor and NEWFIELDS agree that any and all disputes in any way relating to, or arising out of this Agreement or the assignment, use, denial, change, or cancellation of exhibit space, shall be submitted to the American Arbitration Association (AAA) for arbitration before a single arbitrator in accordance with the rules of AAA then in force and effect as the sole and exclusive remedy for resolving such controversies. The parties agree that the decision of the arbitrator shall be final and binding and that a judgment may be entered on such arbitration award in any court of competent jurisdiction. The parties agree that any such arbitration shall take place in Washington, DC. The prevailing party in any such arbitration shall be entitled to recover its costs and expenses, including reasonable attorney's fees, incurred in connection with such arbitration. THE PARTIES ACKNOWLEDGE AND AGREE THAT BY SELECTING ARBITRATION AS THE SOLE AND EXCLUSIVE REMEDY FOR RESOLVING ALL DISPUTES AMONG THEM, THEY ARE WAIVING THEIR RIGHT TO A TRIAL BY JURY TO WHICH THEY MAY BE OTHERWISE ENTITLED. (Item 14 Applicable to events held in the United States)

15. Miscellaneous

a) The terms and conditions set forth above govern the rights and responsibilities of NEW-FIELDS and the Exhibitor. The Agreement and these terms and conditions represent the sole and entire agreement among the Exhibitor and NEWFIELDS and supersede all prior agreements, negotiations, and discussions between the parties hereto, and/or their representatives. No person at NEWFIELDS is authorized to make any changes, amendments or modifications to these terms and conditions except in a writing specifically referring to the Agreement and these terms and conditions and signed by a duly authorized representative of NEW FIELDS

b) The Agreement and these terms and conditions shall be construed as a whole in accordance with their fair meaning and the laws of the District of Columbia.

c) The provisions set forth above are severable. If any provision is held to be invalid or unenforceable, it shall not affect the validity or enforceability of any other provision.

d) No waiver of any term, provision or condition set forth above, in any one or more instances, shall be deemed to be or construed as a further waiver of any such term, provision or condition.

e) The person executing this Agreement on behalf of the Exhibitor represents and warrants that they have the authority and power to do so and bind the entity for whom they sign.

f) NEWFIELDS shall use reasonable care to have all power services installed in time for the opening of the Show. Proper and reasonable care shall also be taken to prevent interruption of power services during the exhibition. NEWFIELDS shall not be held responsible for late installation or interruption of any services that may occur.

g) By signing this Agreement, Exhibitor authorizes NEWFIELDS to use its name and any photographs and/or video recordings taken at the exhibition/event/conference/summit and associated events for commercial and/or promotional purposes.

h) VISA & VISITORS ENTRY PERMIT: NFE will lend every effort to assist the Exhibitor in obtaining a visa or a visitor permit for entrance into the country where the Exhibition is to be held. The fact that the Exhibitor is unsuccessful in obtaining these documents from the necessary government authorities will not constitute a basis, for cancellation of his/her contract / application and all terms of the contract, including cancellation policy, remain in effect upon such situation. It's clearly understood that no refund whatsoever, will be made. The Exhibitor however may substitute any party who meet the Government of the hosting country formalities necessary for entry. Such substitute shall be sole responsibility of the Contracting Exhibitor.

i) FREIGHT & SHIPMENT: NFE sponsors, Its Agents or Employees are not responsible for any loss, damages or delay incurred in freight shipments (transport, handling and clearing) into and out of the country or within the country in which the Exhibition is to be held. Exhibitors are urged to adequately insure all shipments, and make arrangements for early shipments, even if these arrangements were made by NFE or NFE appointed freight and clearance contractor.

j) REGISTRATION: Registration shall be deemed complete when the application has been received via fax or original copy. And fax copies have the same power as originals, except where specified otherwise. The executive of the application is deemed conclusive evidence of the applicant's agreement to pay the fees due to from that moment. The applicants non cancelable by Applicant who Acknowledges that NFE having incurred expenses as a result of the contract application are not required to refund any of the fees or payments agreed on page 1, for any reason what so ever and that include the advance payment except as outlined in the cancellation policy.

16. Payment Information. The remaining 80% or any remaining amount must be received no less than 60 days prior to the event. No surcharge is imposed by NEWFIELDS for payments made using credit cards.

17. American Disabilities Act. Exhibitor acknowledges and agrees that, in connection with the Show, it will be a public accommodation as defined under Title III of the Americans with Disabilities Act ("ADA"). As a public accommodation, Exhibitor agrees that in connection with the Show, Exhibitor will: (i) provide, at its expense, any auxiliary aids and services as may be necessary to ensure effective communication with Exhibitor by attendees of the Show; (ii) assure, at its expense that displays posted at or on Exhibitor's booth(s) are accessible to individuals with disabilities; and (iii) not discriminate or retaliate against any individual in violation of the ADA. (Applicable to events held in the United States)

18. Badges. Exhibitors must, at all times including but not limited to setup and breakdown, wear a NEWFIELDS exhibitor badge to enter the exhibition hall. PLEASE NOTE: Due to security regulations, Exhibitors must be asked to present photo ID to receive badges. All Exhibitors must identify all personnel who will be working in Exhibitors booth.