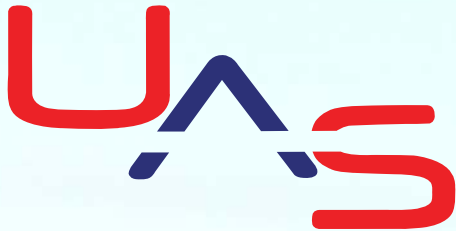


Military, Civilian and Commercial UAV

Sponsor & Exhibitor
Prospectus



Unmanned Aircraft Systems Defense and Tactics Conference & Expo

July 29-30, 2010 Washington, D.C

Sponsorship
Opportunities



Photo credit: US DoD

25⁺

Countries

40⁺

Procurement Agencies

100⁺

High-Ranking Officers

300⁺

Participants

40⁺

Coast Guard Agencies

20⁺

Border Control Agencies

++

Offshore Platforms, Oil & Gas Installations Protection Operators
& Commercial Users

Technologies & Solutions

+ Immediate Operational Needs + Long-Standing Challenges + Long-Term Required Key Capabilities

Sponsorship Opportunities

Conference Audience

The conference is aimed at a high profile audience of senior figures from military, federal and local governments, academia and industry including R&D Engineers, Scientist, UAS Program Managers, Defense Procurement Specialist, analysts, acquisition executives, influential leaders and decision-makers.

- + Senior executives responsible for, and who influence, strategy within the UAS programs
- + Scientist, and Researchers who are working on near-term solutions to immediate operational needs
- + Program Managers who are working on long term required key capabilities
- + Engineers who will update you on the progress and solutions in progress to resolve long-standing challenges.
- + Policy and procurement officials from more than 20 countries
- + Senior executives from private sector who are looking for solutions and partners
- + US as well as international companies who are having UAS programs
- + Journalists and press from trade and industry publications.



Chair UASDTC on the day of your choice

UASDTC 2010

Position
Your Organization as an Industry Leader

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 20 minutes presentation in the main conference program, or you may moderate a panel of your choice

You will be allocated two (2) premium demonstration tables, 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 corporate logo will be on all of the following: Conference Pens, Conference Pads and Conference Handbags (subject to availability)

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 name of 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 acknowledge 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 give away 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)

Your company banners (six banners) will be strategically displayed in the main conference auditorium for two days.
(Banners to be provided by you)

You will receive a copy of the confidential delegates list with full contact details to assist your company in new business generation

You have the opportunity to host any of the following: Conference Refreshment Break or Conference Breakfast

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!



IRIDIUM SPONSOR

Investment : \$14,995

You will have the opportunity to present a corporate case study and you will be allocated a 10 minute presentation in the main conference program, or you may moderate a panel of your choice

We will work very closely with you to mould the 2 day conference giving you a platform to introduce, launch, or further broadcast your expertise

You will be allocated two (2) premium demonstration tables, 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

You will co host the Cocktail Reception at the end of day one

Three (3) personnel from your organization may attend the Cocktail party (extra to your ticketed delegates and speakers). This allows for strong corporate presence at your event to ensure adequate saturation and networking

Your corporate logo will be on one of the following: Conference Pens, Conference Pads, and Conference Handbags (subject to availability)

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 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)

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.) You will receive a copy of the confidential delegate list with full contact details to assist your company in new business generation



Unmanned Aircraft Systems Defense and Tactics Conference & Expo

July 29-30, 2010 Washington, D.C

Would you like more
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Conference Sponsor? Contact us at:
or e-mail us at: sales@new-fields.com

You have the opportunity to host any of the following:
Conference Refreshment Breakfast
Conference Breakfast

Your company banners (two banners) will be strategically displayed



PLATINUM SPONSOR

Investment : \$9,995

We will work very closely with you to mould the 2 day conference giving you a platform to introduce, launch, or further broadcast your expertise

You will be allocated a 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

You will co host all of the following on the first day of the conference:

- Conference Lunch
- The Official Cocktail Reception

Two (2) personnel from your organization may attend the Cocktail party (extra to your ticketed delegates and speakers). This allows for strong corporate presence at your event to ensure adequate saturation and networking

Your corporate logo will be on all of the following: Conference Pads, and Conference Handbags(subject to availability)

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 to 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 documentation, highlighting the products and services offered by your organization as well as contact details of your key people. (Maximum of three A4 pages – inserts to be provided by you)

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.)

You will receive a copy of the confidential delegate list with full contact details to assist your company in new business generation.

GOLD SPONSOR

Investment : \$6,995

We will work very closely with you to mould the 2 day conference giving you a platform to introduce, launch, or further broadcast your expertise

You will be allocated a 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

One (1) personnel from your organization may attend the Cocktail party (extra to your ticketed delegates and speakers). This allows for strong corporate presence at your event to ensure adequate saturation and networking

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 to 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

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.)

You may also insert a company profile into the 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.)

Would you like more
Information on becoming a UASDTC
Conference Sponsor? Contact us at: 202.536.5000
or e-mail us at: sales@new-fields.com

Centralize your networking and demonstrate your products and services to the conference delegates



SILVER SPONSOR

Investment : \$5,995

We will work very closely with you to mould the 2 day conference giving you a platform to introduce, launch, or further broadcast your expertise.

You will be allocated a premium demonstration table, where you may set up an exhibit for the entire length of the conference. This 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

One (1) personnel from your organization may attend the Cocktail party (extra to your ticketed delegates). This allows for a strong corporate presence at your event to ensure adequate saturation and networking

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 documentation, highlighting the products and services offered by your organization as well as contact details of your key people. (Maximum of one (1) A4 pages – inserts to be provided by you)

Your company banner (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.)

EXHIBITOR SPONSOR

Investment : \$3,995

We will work very closely with you to mould the 2 day conference giving you a platform to introduce, launch, or further broadcast your expertise.

You will be allocated an exhibit space in the vendors' lounge where you may set up an exhibit for the entire length of the conference on a dressed table or similar. This space will act as a focal point for your efforts, enabling you to centralize your networking and demonstrate your products and services to the conference delegates. Two chairs and a dressed table will be provided

You will receive one (1) complimentary pass to the conference

You will receive one (1) complimentary exhibit personnel pass

Your corporate logo will be highlighted 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. On 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.



Introduce, Launch, or further broadcast your expertise



The Merchandise Sponsorship opportunities have been developed to allow you to maximize your exposure at the UASDTC. Opportunities are limited and offered on the *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 UAS official publications.
- + Sponsorship acknowledgement on slides during plenary session.
- + Your corporate logo on the merchandise carried by conference delegates.

<p>Official Conference Briefcases \$4,500</p>	<p>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 briefcase for all attendees to see. Your key customers will use these high-quality, multipurpose briefcase long after the event.</p>
<p>Corporate Pens \$2,500 Exclusive</p>	<p>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 products literature to every attendee. Simply provide us with your corporate/product literature, and we will insert it into your sponsored briefcase for distribution. +logo placement on each bag. +one totebag insert of a letter flyer.</p>
<p>Executive Portfolios \$7,500</p>	<p>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!</p>
<p>Name Badge Lanyards \$7,500 Exclusive</p>	<p>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 provides us with your promotional or corporate information page, and we will insert it into your portfolios for distribution.</p>
<p>Conference Proceedings On CD Rom \$7,500 Exclusive</p>	<p>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.</p>
<p>Name Badge Insert \$5,000</p>	<p>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.</p>
<p>Conference Briefcase Insertion \$2,850</p>	<p>All attendees at this event will recognize your company name with the Name Badge Insert. This insert stands up above the badge, reminding every attendee of your new products offering. The Name Badge Insert are a sure-fire way to grab the attention of participants looking for the best new products and services.</p>
<p>UASDTC Souvenir Mug \$2,000</p>	<p>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.</p>
	<p>Become part of attendee's daily routine by sponsoring a 2010 Conference take-home souvenir coffee mug. We plan to produce 400 mugs, one per Conference participants. 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 1/4 page ad in the Conference program. Only five logos will fit on each mug, so be sure to sign up for this opportunity soon!</p>



Compare and find the Sponsorship package that is right for you

Whether you are Launching New Product or Building Brand Awareness, there's a sponsorship that fits your needs. Learn how the different versions compare.

SPONSORSHIP	EXHIBITOR \$3,995	SILVER SPONSOR \$5,995	GOLD SPONSOR \$6,995	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 or/and Moderator	20 Minutes or/and Moderator
Exhibit Space						
Demonstration table and Chair	1	1	1	1	2	2
Complimentary passes to the conference.	1	2	3	4	5	6
Cohost 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 use in the extensive marketing campaign to approximately 40-50,000 named senior executives.	✓	✓	✓	✓	✓	✓
Corporate logo on the conference facsimile brochure. Send directly to around 8-10,000 parties in all relevant sectors of the market to all senior executives.	✓	✓	✓	✓	✓	✓
Corporate logo on the conference web site, and a hyperlink to the company site. In 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 displayed in the main conference auditorium for the two days. (Banners to be provided by you.)with		1	2	3	4	6
A copy of the confidential delegate list full contact details.				✓	✓	✓
Opportunity to host any of the following <input checked="" type="checkbox"/> Conference Refreshment Break <input checked="" type="checkbox"/> Conference Breakfast					✓	✓
Opportunity to co host all of the following: <input checked="" type="checkbox"/> Lunch <input checked="" type="checkbox"/> The Official Cocktail Reception, on the 1 st day.				✓	✓	✓



HOSPITALITY SPONSORSHIP OPPORTUNITIES

UASDTC 2010

The Merchandise Sponsorship opportunities have been developed to allow you to maximize your exposure at the UASDTC. Opportunities are limited and offered on the *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 UAS official publications.
- + Sponsorship acknowledgement on slides during plenary session.
- + Your corporate logo on the merchandise carried by conference delegates.

Thursday 7.29.10

TIME	EVENT	AMOUNT	OPPORTUNITY
8:00 AM to 9:00 AM	Breakfast in the Exhibit Hall	\$6,950	Features the opportunity for brief remarks during the breakfast and also for 10 minutes during the General Session or any of the Breakout Sessions.
10:00 AM to 10:30 AM	Morning Coffee Break	\$1,850	Features the opportunity to promote networking among conference delegates, sponsor will be recognized at the Thursday Plenary session.
12:00 PM to 01:30 PM	Luncheon	\$6,985	Features the opportunity for brief remarks at the luncheon event, Two reserved table seating for up to 16 guests, and recognition at the event.
	Break-out Session	\$1,985	Features the opportunity to promote networking among break-out session participants, sponsor will be recognized at the Thursday Plenary session.
3:00 PM to 3:30 PM	Afternoon Coffee Break	\$1,985	Features the opportunity to promote networking among conference delegates, sponsor will be recognized at the Thursday Plenary session.
5:00 PM to 6:30 PM	Cocktail Reception	\$6,985	Features the opportunity for brief remarks to all attendees during the reception and recognition at the Thursday Morning Plenary Session.

Would you like more
 Information on becoming a UASDTC
 Conference Sponsor? Contact us at: 202.536.5000
 or e-mail us at: sales@new-fields.com



HOSPITALITY SPONSORSHIP OPPORTUNITIES

UASDTG 2010

TIME	EVENT	AMOUNT	OPPORTUNITY
8:00 AM to 9:00 AM	Breakfast in the Exhibit Hall	\$6,950	Features the opportunity for brief remarks during the breakfast and also for 10 minutes during the General Session or any of the Breakout Sessions.
10:00 AM to 10:30 AM	Morning Coffee Break	\$1,985	Features the opportunity to promote networking among conference delegates, sponsor will be recognized at the Friday Plenary session.
12:00 PM to 01:30 PM	Luncheon	\$6,985	Features the opportunity for brief remarks at the luncheon event, Two reserved table seating for up to 16 guests, and recognition at the event.
	Break-out Session	\$1,985	Features the opportunity to promote networking among break-out session participants, sponsor will be recognized at the Friday Plenary session.
3:00 PM to 3:30 PM	Afternoon Coffee Break	\$1,985	Features the opportunity to promote networking among conference delegates, sponsor will be recognized at the Friday Plenary session.

Friday 7.30.10

Would you like more
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Conference Sponsor? Contact us at: 202.536.5000
or e-mail us at: sales@new-fields.com



Unmanned Aircraft Systems
Defense and Tactics
Conference & Expo

July 29-30, 2010 Washington, D.C



Fax this form to register now!

FAX 1.202.280.1239

29-30 July 2010
 Washington, DC

Company/Organization Name: _____

Contact _____

Address 1 _____

Address 2 _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____

Products or Services to be Exhibited _____

Please list the contact person for correspondence

Name _____ Position _____

Phone _____ Fax _____

E-mail _____

Sponsorship & Exhibit Opportunities

Type	Item	Qty	Amount	Total
Exhibit Packages	Presidential		\$19,995	
	Iridium		\$14,995	
	Platinum		\$9,995	
	Gold		\$6,995	
	Silver		\$5,995	
Hospitality Sponsorship	Exhibitor Breakfast		\$3,995	
	Morning Coffee Break		\$6,950	
	Luncheon		\$1,985	
	Afternoon Coffee Break		\$6,950	
	Cocktail Reception		\$1,985	
	Thursday July 29, 2008		\$6,950	
	Friday July 30, 2008		\$6,950	
	Morning Coffee Break		\$1,985	
	Luncheon		\$6,985	
	Break-Out Session		\$1,985	
Afternoon Coffee Break		\$1,985		
Merchandise sponsorship	Official conference Briefcases		\$4,500	
	Executive Portfolios		\$7,500	
	Corporate Pens		\$2,500	
	Name Badge Lanyards		\$7,500	
	Name Badge Inserts		\$5,000	
	Conference Proceedings on CD-ROM		\$7,500	
	Conference Briefcase Insertation		\$2,850	
UAS Souvenir Mug		\$2,000		
TOTAL				

Payment Options

Please find a check payable to New-Fields Exhibitions (checks must be drawn on a US bank in US dollars.)

Please Charge my: Visa Master Card Amex

Card Number _____ Exp Date _____ / _____

Card Holder Name _____

Date _____

Billing Address _____

Card holder's _____

Zip _____

State _____

Country _____

Signature _____

Confirmation Details: If you do not receive a letter confirming the conference details two weeks prior to the event, please contact the conference Coordinator at New-fields
 Please Note: This document when signed by an Exhibitor constitutes a binding legal agreement. The Exhibitor agrees that upon receiving this application and sales contract by New -Fields, with or without appropriate payment, this application and sales contract shall become legally binding contract, enforceable against the exhibitor in accordance with its terms. By the above signature, the individual signing this document represent and warrants that he/she is duly authorized to execute this binding contract on behalf of the exhibitor. The exhibitor agrees to be bound by the information and terms on both pages 1 and 2 herein. Fax copy is accepted and has the same power as an original copy.

For immediate assistance, please FAX this form NOW to 202.280.1239

Promotional Code **INQUAS**

AGREEMENT TERMS AND CONDITIONS

1. Upon the Exhibiting Company's ("Exhibitor") execution, this Agreement becomes a binding contract between NEW-FIELDS (New-Fields 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 NEW-FIELDS. NEW-FIELDS 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. NEW-FIELDS 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 NEW-FIELDS show. Exhibitor also recognizes and understands that circumstances may arise immediately prior to or during the event that may also make it necessary for NEW-FIELDS 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 NEW-FIELDS 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 NEW-FIELDS the amount offset against a Past Due Amount. Exhibitor agrees to pay to NEW-FIELDS the amount offset against a Past Due Amount within ten (10) days of the date of New-Fields' 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 NEW-FIELDS shall have the right to cancel or change the Exhibitor's space assignment and exercise its other rights under this agreement.

5. NEW-FIELDS 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. NEW-FIELDS 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 NEW-FIELDS 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 NEW-FIELDS, and as such, NEW-FIELDS assumes no responsibility for any disruption in service.

9. Exhibitor acknowledges and agrees that should (a) NEW-FIELDS 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, NEW-FIELDS 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 NEW-FIELDS' 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 NEW-FIELDS.

10. Exhibit Space Rules. NEW-FIELDS 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 NEW-FIELDS. 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 NEW-FIELDS 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 NEW-FIELDS 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 NEW-FIELDS 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 NEW-FIELDS' 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, NEW-FIELDS, 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 NEW-FIELDS and its affiliates, co-sponsors, 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 NEW-FIELDS as additional insured and be provided to NEW-FIELDS 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 NEW-FIELDS 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. NEW-FIELDS, 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 NEW-FIELDS defray the overall show and booth costs.

14. Arbitration. The Exhibitor and NEW-FIELDS 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 NEW-FIELDS and supersede all prior agreements, negotiations, and discussions between the parties hereto, and/or their representatives. No person at NEW-FIELDS 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) NEW-FIELDS 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. NEW-FIELDS shall not be held responsible for late installation or interruption of any services that may occur.

g) By signing this Agreement, Exhibitor authorizes NEW-FIELDS 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 NEW-FIELDS 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 set-up and break-down, wear a NEW-FIELDS exhibitor badge to enter the exhibition hall. PLEASE NOTE: Due to security regulations, Exhibitors may be asked to present photo ID to receive badges. All Exhibitors must identify all personnel who will be working in Exhibitors booth.