

Rocket City Geospatial Conference 2008
Exhibitor Registration Agreement must be received by November 1, 2008
November 18-20 – Huntsville Marriott, Huntsville Alabama

Exhibitor Contact and Sponsorship Information
Contract, Regulations & Agreement

PLEASE COMPLETE ALL INFORMATION BELOW – THIS FORM MAY SUBSTITUTE FOR THE EXHIBIT ORDER FORM

Company: _____

Address: _____

City: _____ State: _____ Zip _____

Country: _____

Primary Contact: _____

Title: _____

Phone: _____

Fax: _____

Email: _____

Billing Contact (if different from above):

Phone: _____

Fax: _____

Email: _____

Sponsorship Level (SEE FOLLOWING PAGES FOR DETAILS THEN CHECK ONE, IF APPLICABLE):

DIAMOND (\$10000)

PLATINUM (\$5595) GOLD (\$2500) SILVER (\$1795)

Other Premium (see below)

INDICATE PREFERRED BOOTH LOCATION (see page 7): _____

Tentative Agenda for 2008 RCG Conference

Tuesday, November 18

- **Morning and Afternoon Workshops beginning at 9:00 a.m.**
- **Free evening; discounted tickets to U.S. Space and Rocket Center (TBD) (sponsored needed)**

Wednesday, November 19th (GIS Day)

- **Morning Keynote Speaker**
- **Morning Plenary sessions following keynoter**
- **Exhibit Hall Opens at 8:00 a.m. with all meals in exhibit area**
- **Afternoon Breakout sessions**
- **Student Poster Session**
- **Local Students to visit conference with GIS Day activity sponsored by vendors**
- **Evening Social in Exhibit Hall (Sponsor needed)**

Thursday, November 20th

- ***Morning Keynote Speaker***
- ***Morning Breakout sessions***
- ***Separate Track dedicated to Alabama GIS Symposium (TBD) co-located for 2008 with Rocket City Geospatial Conference***
- ***Afternoon Breakout Sessions***
- ***Closing Plenary in Afternoon w/awards for student poster session; cash prizes and other merchandise give-aways.***

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Directions Media invites all prospective exhibitors of the Rocket City Geospatial Conference to review the information below and to secure exhibit space and other sponsorship opportunities for this event.

Diamond Sponsorship - \$10,000		
Sponsor Benefits	Directions Media To Supply	Exhibitor to Supply
Recognition as a Diamond Level Rocket City Geospatial (RCG) conference & registration/reception sponsor through signage	Design, layout, and production of on-site banners	Company logo artwork
Seated Luncheon Sponsor (Wednesday - first come first serve)	Design, layout, and production of on-site banners & signage	Company logo artwork; Keynote Speaker
Full page ad in final program	4-color ad	Graphic design in PDF or EPS format
Plenary Panel Participation	N/A	Keynote speaker to provide as moderator for one plenary session
Literature distribution to be handed out with registration packets	Distribution with registration packets	Company collateral (not to exceed 8.5" X 11")
Company logo & profile in printed conference program guide/agenda	Design, layout and production of on-site signage	Company bio (100 words or less), and company logo
Posting of company logo & URL on conference website on official website	Posting of sponsor logo and URL on Conference website	Company logo & URL
10x20 booth with two 6' round tables (premium booth location) - Seating for 10-12 people - choice of booth (#1-10) - includes complimentary refreshments		Booth and staff
Workshop Sponsor (included) - sponsor of one of the conference workshops	Room & AV equipment; appropriate signage	Exhibitor to supply a 3 hour session with educational material – topic to be approved by conference chairman
Top banner advertisement in Directions Magazine & All Points Blog for 1 month	Banner Space	Artwork and URL
4 full registrations plus 2 booth/exhibit only registrations	N/A	N/A

Contact Jane Elliott for Contract and other information
Jane.Elliott@DirectionsMag.com, 847-242-0412
www.RocketCityGeospatial.com or info@rocketcitygeospatial.com

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Platinum Sponsorship - \$5,595		
Sponsor Benefits	Directions Media To Supply	Exhibitor to Supply
Recognition as a Platinum Level Rocket City Geospatial (RCG) conference & registration/reception sponsor through signage (only 4 sponsorships available at this level)	Design, layout, and production of on-site banners	Company logo artwork
Lunch or Breakfast Sponsor (first come first serve)	Design, layout, and production of on-site banners & signage	Company logo artwork
½ page ad in final program	4-color ad	Graphic design in PDF or EPS format
Plenary Panel Participation	N/A	Key Executive will preside as moderator for one plenary session
Literature distribution to be handed out with registration packets	Distribution with registration packets	Company collateral (not to exceed 8.5" X 11")
Company logo & profile in printed conference program guide/agenda	Design, layout, and production of program guide	Written company profile (100 words or less), and company logo
Posting of company logo & link to sponsors website on official RCG website	Posting of sponsors logo and link on Conference site	Company logo & URL
10x20 booth with two 6' dressed tables (premium booth location) - See exhibitor floor layout for choice of booth (#1-#4) (internet and electricity not included)	N/A	Booth and staff
Workshop Sponsor (included) - sponsor one of the conference workshops	Room & AV equipment; appropriate signage	Exhibitor to supply a 3 hour session with educational material – topic to be approved by conference chairman
Top banner advertisement on Directions Magazine & All Points Blog for 1 month	Banner Space	Artwork and URL
3 full registrations plus 2 booth/exhibit only registrations	N/A	N/A

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Gold Sponsorship - \$2,500		
Sponsor Benefits	Directions Media To Supply	Exhibitor to Supply
Recognition as a Gold Level Rocket City Geospatial (RCG) conference	Design, layout, and production of on-site banners	Company logo artwork
¼ page ad in final program	4-color ad	Graphic design in PDF or EPS format
Company logo & profile in printed conference program guide/agenda	Design, layout, and production of program guide	Written company profile (100 words or less), and company logo
Posting of company logo & link to sponsors website on official RCG website	Posting of sponsors logo and link on Conference site	Company logo & URL
10x10 booth w/6' dressed table (premium booth location) - See exhibitor floor layout for choice of booth (internet and electricity not included)	N/A	Booth and staff
2 full registrations plus 1 booth/exhibit only registrations	N/A	N/A

Silver Sponsorship - \$1,795		
Sponsor Benefits	Directions Media To Supply	Exhibitor to Supply
Recognition as a Silver Level Rocket City Geospatial (RCG) conference	Design, layout, and production of on-site banners	Company logo artwork
Company logo & profile in printed conference program guide/agenda	Design, layout, and production of program guide	Written company profile (100 words or less), and company logo
Posting of company logo & link to sponsors website on official RCG website	Posting of sponsors logo and link on Conference site	Company logo & URL
10x10 booth w/6' dressed table - See exhibitor floor layout for choice of booth (internet and electricity not included)	N/A	Booth and staff
2 full registrations	N/A	N/A

Workshop Only Sponsorship - \$2995		
Sponsor Benefits	Directions Media To Supply	Exhibitor to Supply
Reach a targeted audience of key geospatial prospects in the Southeast Region	AV, Room and promotional information	Topic and presenter

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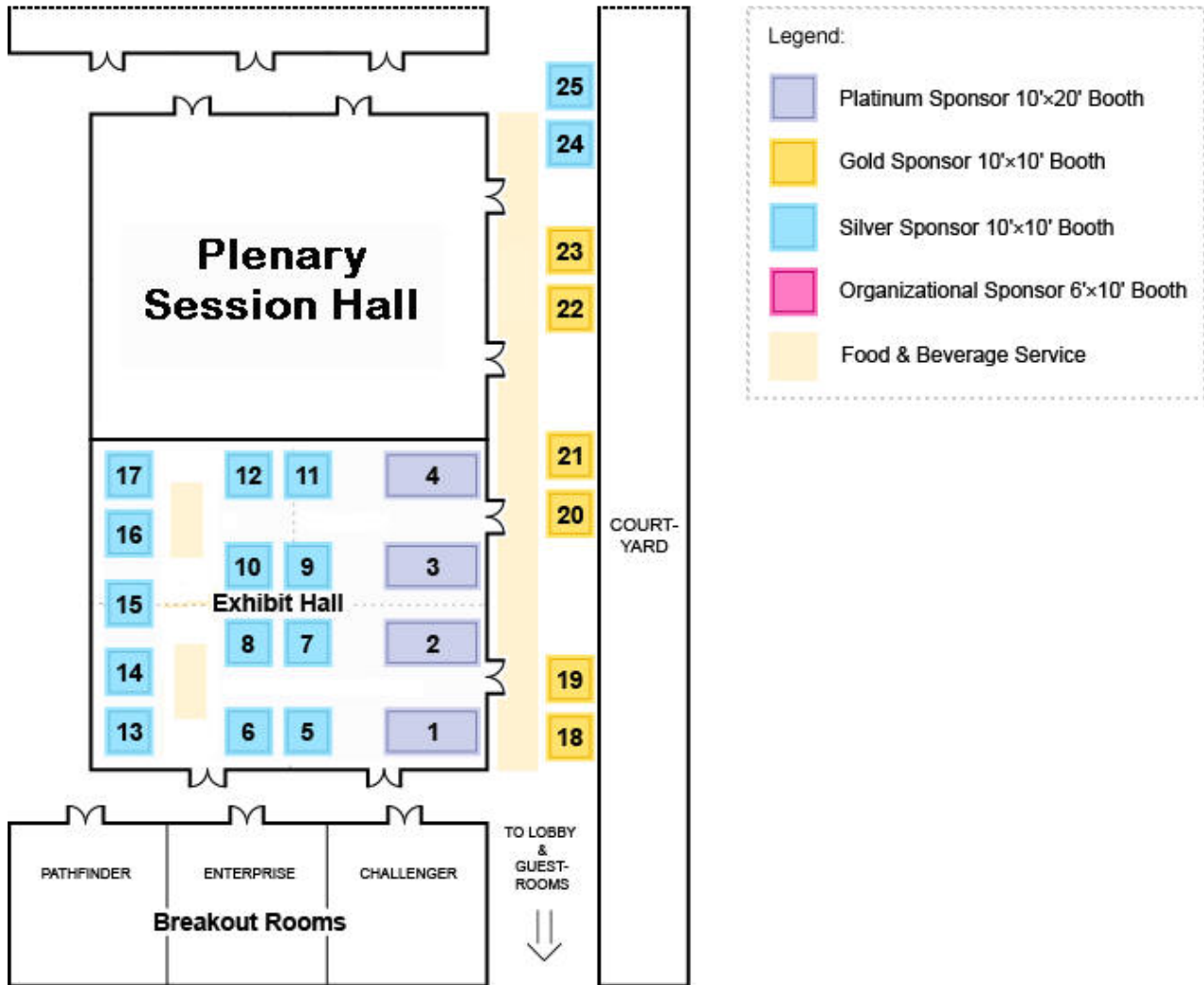
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Addition Exposure Opportunities		
Sponsor Opportunities	Cost	Description
Conference Social Event	\$7995	The event social is the gathering place for all attendees. Hot hors d' Oeuvres, beer and wine will be served in the main exhibit area. Signage in the hall, back cover page advertisement of the final program, and the opportunity to be recognized as a primary sponsor is included.
Attendee "Padfolios"	\$3895	The conference draws an executive audience that will appreciate a padded portfolio and notepad to use throughout the conference and beyond. An embossed logo will appear on the cover of this 6.5"x9.5" "padfolio".
Conference Lanyards	\$1995	Everybody looks at the lanyards. Display your logo prominently.
Conference Tote Bags	\$3495	Each attendee will receive a conference bag with your logo that will be carried during the entire event
Conference Pens	\$750	Pens distributed to all attendees
Break Sponsors (four available)	\$1595	Coffee keeps everyone going so make sure our attendees recognize who is taking care of them! Breaks include beverages and snacks for attendees; Signage will be place at all beverage areas and notices in the final program will provide logo and company description.
Registration Area Sponsor	\$1295	Become the exclusive sponsor of the registration area. Everyone needs to come there sooner or later. Signage and literature will be prominently displayed as all attendees come to register for the event.
Mouse Pad	\$1995	Everybody needs a new one!
Discount Tickets to Space and Rocket Center	TBD Call for Details	Defer the cost of discount tickets to the U.S. Space & Rocket Center for attendees for our Tuesday evening social event; signage placed inside the Center at recognized throughout the Rocket City Conference

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Exhibit Floor Diagram (subject to change)



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Rocket City Geospatial Conference 2008
Exhibitor Regulations & Agreement

The following is a list of regulations set forth by Directions Media ("Show Management") for exhibitors at the Rocket City Geospatial Conference. The regulations are designed to ensure safety and fairness, to eliminate problems and control costs. Exhibitors are urged to study the regulations carefully to avoid any difficulties during their move in and out.

- 1.) **Booth Placement** – Booths will be assigned in accordance with the sponsorship level committed to by the exhibitor. The Show Management will assign booth space based on preferences of the exhibitors. However, the Show Management retains the exclusive rights to assign booth space, as it deems necessary. Most booths will be accommodated on a first come, first serve basis.
- 2.) **Arrangement of Exhibits** – Any portion of the exhibit that obstructs the view of other Exhibitors interferes with the privileges of other Exhibitors, beyond the designated booth space area, or for any reason becomes objectionable must be immediately modified upon notice to the Exhibitor. Show Management reserves the right to inspect all exhibits and request changes deemed necessary.
- 3.) **Booth Regulations** – All exhibits must adhere to the following regulations:
 - a. No background may be placed in any way that blocks the view from the aisle into an adjacent booth.
 - b. Booth displays exceeding 8 feet in height, including signs, must be approved in advance by the show management. The Show Management reserves the right to remove signs that it regards as objectionable.
 - c. Sidewalls, fixtures, and other display material may be erected to a maximum height of 8 feet only in the portion of the booth not more than 2 feet from the back wall.

The Show Management reserves the right to prohibit the installation of, or enforce the removal of any exhibit that, in the opinion of the show management may be detrimental to the exposition or to the interests of the show's management.

- 4.) **Exhibitor-only Passes** – The conference will allow a limited number of attendees to act as staff members for exhibitor booths. These attendees may not participate in either workshops or conference sessions. However, each exhibitor-only pass will have access to food and beverage. The schedule at the end of this Agreement sets forth the times that each Exhibitor will have access to the exhibit floor.
- 5.) **Electrical/Internet/Phone/Furniture** – The Exhibitor is responsible for all electrical, internet, furniture, and phone connections. Please see additional information provided regarding reservations for this service through the Hotel.
- 6.) **Freight and Installation** – Exhibitors are responsible for providing and arranging all necessary labor in transporting, uncrating, erecting, dismantling and re-crating their displays. The Show Management will designate the locations of the booths and provide an area coincident with the level of sponsorship to which they requested. Each area will include a 6-foot table where applicable.
- 7.) **Exhibit Care** – Exhibitors are responsible for keeping exhibits clean and orderly. The Marriott Hotel will provide cleaning staff to sweep and clean aisles and empty trash containers.
- 8.) **Conduct** – All activities within the exhibit area must be conducted in such a way as not to infringe upon the rights of other Exhibitors or offend visitors in the exhibit area.
- 9.) **Noise Control** – The use of any sound equipment is prohibited unless approved by the Show Management. Any electronic equipment or machinery that is determined to detract from other exhibits will not be permitted.
- 10.) **Liability** – Neither Directions Media or Marriott, Inc. (collectively "Hotel Parties"), nor their respective owners, management company, and their respective officers, directors, employees, agents, parents, subsidiaries, successors, insurers, or assigns shall be responsible for any injury, loss, or damage that may occur to any Exhibitor, their employees, agents, representatives, patrons, or exhibit materials from any cause whatsoever, prior to, during, or subsequent to the show ("Exhibit Related Claims") including installation, removal, maintenance, occupancy or use of the exhibition premises by the Exhibitor. Exhibitor agrees to indemnify, defend, and hold harmless Directions Media, the Hotel Parties, from and against all claims, actions, liabilities, causes of action, including reasonable attorney fees and costs from any action, claim, or demand in directly arising out of Exhibitors'

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gross negligence or willful misconduct. Exhibitor acknowledges that Directions Media, or the Hotel Parties does not maintain insurance covering such losses by the Exhibitor and that it is the sole responsibility of the Exhibitor to obtain such insurance.

- 11.) **Insurance** – The Show Management will take every reasonable precaution to prevent loss to Exhibitor's goods, but under no circumstances will the Show Management assume any responsibility for loss or damage that might ensue from any cause in connection with transfer, installation, maintenance, or removal of exhibits. The Show Management will not be responsible in any way for goods while on exhibit or in storage. Security personnel will be on duty, but the Show Management will not assume any responsibility for loss or damage caused to Exhibitor's property by fire, theft, damage, personal injury or otherwise. Exhibitors are advised to maintain normal precautionary measures to protect their display materials and equipment and to cover their property with suitable insurance.
- 12.) **Promotion** – All conference-related advertising and promotion are conducted at the discretion of the Show Management; provided, however, that written permission must be obtained before using Exhibitor's marks or logos in advertising or promotional materials. The Show Management represents and covenants that all of the communications with third parties described in this Agreement will at all times comply with all applicable laws, statutes, ordinances, and regulations that directly or indirectly apply to such communications.
- 13.) **Endorsement** – Directions Media or the Hotel Parties do not approve, endorse, or recommend the use of any specific commercial product or service. Therefore, the Exhibitor may not imply, either verbally or in print, that his or her products or services are approved, endorsed, or recommended by the Show Management by virtue of the Exhibitor's presence at the show.
- 14.) **Labor** – Rules and regulation of local labor unions and may change at any time. When union labor is required because of building or contractor requirements, it will be necessary for the Exhibitor to comply with these regulations.
- 15.) **Fire Department Regulations** – All Fire Department regulations set forth by the Huntsville Fire Department will be enforced. All aisles must be kept clear and all exits to fire stairs unobstructed. All drapes, table coverings, display materials, and paper used for decorating purposes must be flameproof and are subject to inspection. No flammable fluids or substances may be used or shown in booths.
- 16.) **Security** – Security will be provided on a 24-hour basis. Exhibitors and attendees must show appropriate badges to enter the Exhibit Area. The Show Management makes no warranty, expressed, or implied, that the services it furnishes will avert or prevent occurrences that may result in loss or damage.
- 17.) **Safety** – The Exhibitor agrees to comply with local fire and safety regulations and furnish any permits as requested by local authorities. Every Exhibitor is responsible for the protection of the public as it relates to any hazard that exists within his or her exhibition. Show Management reserves the right to declare any exhibits unsafe and order its correction or removal.
- 18.) **Compliance** - The Exhibitor accepts and agrees to fully comply with the terms of the Exhibitor Regulations governing the conduct and participation at the Rocket City Geospatial Conference.
- 19.) **Non-guarantee** – The Show Management shall remain free of harm from product sales, attendance, exclusive privileges, or Exhibitor successes.
- 20.) **Commitment of Services** - The Show Management states that it will provide all services and benefits listed beginning on page 2 of this Agreement according to the level of sponsorship selected by the exhibitor. If the Show Management cancels the conference for any reason, Exhibitor, and other promotional sponsors are entitled to a full refund of fees paid pursuant to this Agreement.
- 21.) **Impossibility/Force Majeure**: The performance of the Agreement is subject to termination without liability upon the occurrence of any circumstance beyond the control of either party – such as acts of God, war, terrorism, government regulations, disaster, strikes (except those involving the employees or agents of the party seeking the protection of this clause), civil disorder, or curtailment of transportation facilities – to the extent that such circumstance makes it illegal or impossible to provide or use or travel to the Hotel Facilities. The ability to terminate this Agreement without liability pursuant to this paragraph is conditioned upon delivery of written notice to the other party setting forth the basis for such termination as soon as reasonably practical – but in no event longer than ten (10) days – after learning of such basis.

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Exhibitor Prospectus**

Exhibitor Agreement

The signatures below indicate that each party has reviewed and agreed to the terms set forth herein.

This constitutes an order by Exhibitor (Company Name)._____

Payment is due 30 days net upon receipt of invoice. Send all payments payable to: Directions Media, 194 Green Bay Road, Glencoe, IL 60022

Purchase Order Number for this Exhibit Order: _____ (if any)

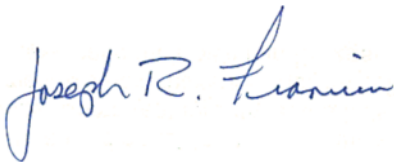
Please authorize by signing and dating below. Cancellation allowed 30 days before event. No refunds for Exhibitor cancellation thereafter. Send completed forms by fax or email as soon as possible and not later than September 15th, 2008, to:

Jane Elliott, Publisher, Directions Media
Fax: 240-250-7257
Phone: 847-242-0412
Jane.Elliott@Directionsmag.com

An invoice will be sent via email or mail to the billing contact listed on the first page of this Agreement.

Signature: _____ Date: _____

Directions Media



By: _____
Title: Editor-in-Chief & Vice Publisher
Date: April 22, 2008

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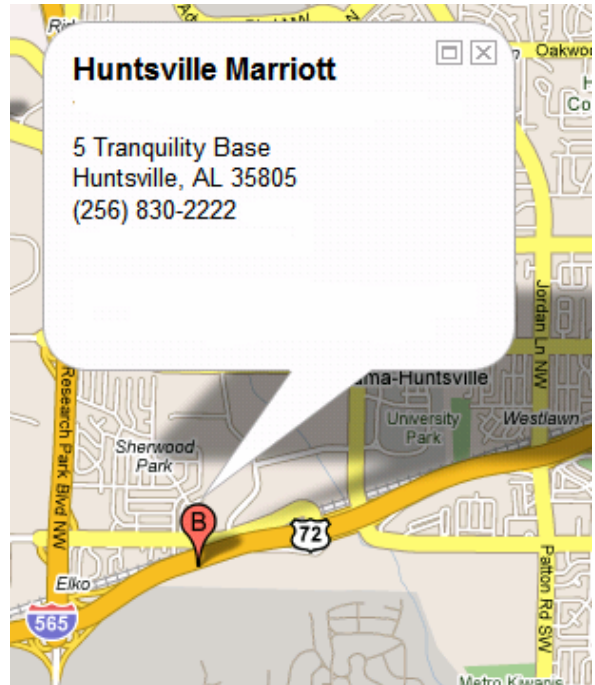
Rocket City Geospatial Conference 2008
Exhibitor Move-In Guidelines

Location:

Huntsville Marriott
 5 Tranquility Base
 Huntsville, AL 35805
 (256) 830-2222

Anticipated Exhibitor Showcase Dates & Times
(subject to change)

Other than dates and times noted, the exhibit area will be closed unless exhibitor requests that demonstrations be conducted for private audience. Please check with conference logistics manager, Jane Elliott (Jane.Elliott@DirectionsMag.com) to make this request.



Tuesday November 18, 2008

10:00 a.m. – 7:30 p.m.	Move in/Set up
7:30 p.m.	Close and lock down Exhibit Area

Wednesday November 19, 2008

7:00 a.m. – 8:00 a.m.	Breakfast in Exhibit Area
10:00 a.m. – 10:30 a.m.	Morning Coffee Break
12:00 p.m. – 1:00 p.m.	Lunch in Exhibit Area
3:00 p.m. – 3:30 p.m.	Afternoon Coffee Break
5:30 p.m. – 7:30 p.m.	Dedicated Exhibit Time & Evening Reception
8:00 p.m.	Close and lock down Exhibit Area

Thursday November 20, 2008

7:30 a.m. – 8:30 a.m.	Breakfast in Exhibit Area
9:45 a.m. – 10:00 a.m.	Morning Coffee Break
12:00 p.m. – 1:00 p.m.	Sponsored Seated Lunch by Diamond Exhibitor
3:00 p.m. – 3:30 p.m.	Afternoon Coffee Break
5:00 p.m. – 9:00 p.m.	Close and Move out

Move out Schedule:

Move out will begin at 5:00 p.m. on Thursday November 20, 2008. The move out will take place until 9:00 PM.

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