

# Energy Conference and Exhibition 2012

Hosted by **DTE Energy** and **The Engineering Society of Detroit**

ENERGY EFFICIENCY

**SUBURBAN COLLECTION**  
**SHOWPLACE**

May 2, 2012

46100 Grand River • Novi, Michigan

Dear Exhibitor:

Would you like to:

- Meet potential customers—the people who make energy purchasing decisions for their companies or influence those decisions?
- Network with more than 1,000 people from industries ranging from automotive manufacturing and supply to health care, education and food processing?

If you answered yes, then you need to exhibit at the 2012 Energy Conference and Exhibition hosted by DTE Energy and The Engineering Society of Detroit. This 15th annual event will be held May 2, 2012, at the Rock Financial Showplace in Novi, Michigan.

If you have a product or service that will help companies and small businesses be more efficient with their energy dollars, then this conference and exhibition is the place to be. Known as the premier event for “advancing energy efficiency and productivity,” every exhibitor from last year said they found it so valuable that they will come back again.

Exhibit at this one-day event and take advantage of the opportunity to meet decision makers and tomorrow’s customers.

Attendees include:

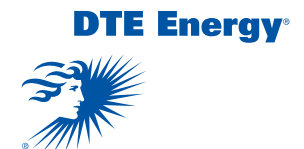
- |                                     |                                    |
|-------------------------------------|------------------------------------|
| ■ Building Owners/Property Managers | ■ Maintenance Engineers & Managers |
| ■ Chief Engineers                   | ■ Operations Managers              |
| ■ Directors of Facilities           | ■ Plant Engineers & Managers       |
| ■ Electrical & HVAC Engineers       | ■ Purchasing Managers              |
| ■ Energy Managers                   | ■ Safety/Environmental Managers    |
| ■ Facilities Engineers & Managers   | ■ Small Business Owners            |
|                                     | ■ Warehouse Managers               |

Join us and meet people looking for solutions to their energy consumption problems. Fill out the enclosed exhibit application and return it by April 27, 2012 or contact Tim Walker, 248-353-0735, ext. 115, [twalker@esd.org](mailto:twalker@esd.org) for more information.

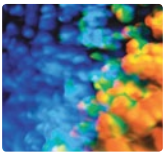
Sincerely,

Terry J. Woychowski  
*ESD President*  
*Vice President of Global Quality & Vehicle Launches*  
*General Motors Corporation*

Trevor F. Lauer  
*Vice President, Retail Marketing*  
*DTE Energy*



20700 Civic Center Dr.  
Suite 450  
Southfield, MI 48076  
t: 248-353-0735  
f: 248-353-0736  
[esd@esd.org](mailto:esd@esd.org)  
[www.esd.org](http://www.esd.org)



# Energy Conference and Exhibition 2012

Hosted by **DTE Energy** and **The Engineering Society of Detroit**

ENERGY EFFICIENCY

 SUBURBAN COLLECTION  
**SHOWPLACE**

**May 2, 2012**  
46100 Grand River  
Novi, Michigan

**DTE Energy**



**THE ENGINEERING SOCIETY OF DETROIT**  
FOUNDED IN 1895

## Exhibit Opportunity

### Event Summary

One-day conference and exhibition to learn about the latest innovations in energy technology and meet providers of energy efficiency products and services. The conference will include tracks of sessions on topics ranging from on-site power generation and designing energy efficient buildings to industry case studies and how to fund energy saving projects. The conference sessions are set up so there will be ample time for attendees to visit with exhibitors.

### Top 3 Reasons to Exhibiting

- Meet more than 1,000 energy purchasing decision makers.
- Network with attendees from industries ranging from automotive manufacturers and suppliers to health services, education, food processing and others.
- Take advantage of dedicated exhibit time so you get attendees' undivided attention.

### Attendees

Facility managers and building planners from automotive manufacturing and major (Tier 1 and 2) suppliers, industrial and commercial building owners and managers, municipalities, health care facilities, colleges and universities, and food processing, delivery plants and other industries.

### Exhibitor Fees

\$600 for each 10 ft. x 10 ft. booth package, which includes: blue and white draped backdrop, white side rails, one 8 ft. skirted table, two chairs, wastebasket, one line booth identification sign and two conference registrations. Additional conference registrations can be purchased for \$65. Additional booth items can be purchased through NEC Decorating Company. Exhibitors will also receive one free job posting in ESD's Job Bank.

### For more information

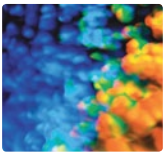
Complete the attached Exhibit Space & Sponsorship Reservation Form or contact Tim Walker at 248-353-0735, ext. 115, or [twalker@esd.org](mailto:twalker@esd.org).

### Partial List of Past Exhibitors

- |                                                         |                                                                                         |
|---------------------------------------------------------|-----------------------------------------------------------------------------------------|
| Air Power USA, Inc.                                     | INLAND Energy Services                                                                  |
| A.B. Myr Industries                                     | ITW BGK Finishing Systems                                                               |
| Accent Reduction Institute, LLC                         | King Instruments                                                                        |
| AIST                                                    | Linc Services                                                                           |
| American Environmental Group                            | The Macomb Group                                                                        |
| American Instrumentation, Inc.                          | Menova Energy, Inc.                                                                     |
| Aquatrol Division of Momar                              | Metrol Company                                                                          |
| Automation Alley                                        | Michigan CAT                                                                            |
| Bay Controls                                            | Michigan Mechanical Insulation,<br>Inc. / American Mechanical<br>Insulation Sales, Inc. |
| BHP Energy Solutions                                    | MIS Corporation - Michigan                                                              |
| Brooks Utility Products Group                           | Mobile Air                                                                              |
| DTE Energy/Cable I Wise                                 | Monroe Rubber & Plastic Supply                                                          |
| CFS - Corporate Fleet Services, Inc.<br>Michigan        | Nextek Power Systems, Inc.                                                              |
| Clayton Steam Generators                                | Noble Environmental Power                                                               |
| Climate Technologies Corp./STM Power                    | Omniverter Inc.                                                                         |
| Cochrane Supply & Engineering                           | Performance Engineering<br>Group, Inc.                                                  |
| Coritech Services, Inc                                  | Power Gleaner                                                                           |
| Crains Detroit Business                                 | Precision Air                                                                           |
| Cummins Bridgeway, LLC                                  | Prof. Engineering Services, Inc                                                         |
| DanWin Associates                                       | Rosemont Analytical                                                                     |
| Detroit Metro Convention and Visitors<br>Bureau         | Rumford Industrial Group                                                                |
| DTE Energy - Business Energy Services                   | SDT North America                                                                       |
| DTE Energy Partnership and Services                     | South East Michigan Power Plant<br>Eng. Soc (SEMPPEs)                                   |
| Durr Systems, Inc                                       | Siemens Building Technologies                                                           |
| Eclipse, Inc                                            | Smith Instrument/Merlo Energy                                                           |
| Emerson Process Management                              | Soft Switching Technologies                                                             |
| Energy ICT                                              | Square D Company - Schneider<br>Electric                                                |
| Engineered Comfort Systems, Inc.                        | Performance Films                                                                       |
| Engineering Society of Detroit (ESD)/<br>Safety Council | Technical Consumer Products, Inc<br>Chuck Woods                                         |
| Ferguson                                                | TEMP-AIR                                                                                |
| Flexi Display Marketing                                 | The Benham Companies, LLC                                                               |
| GE Consumer & Industrial                                | The Electrochemical Society                                                             |
| George R Peters Associates                              | The Energy Concern. LLC                                                                 |
| Harley Ellis Devereaux                                  | Thermal Energy                                                                          |
| Harris Manufacturing                                    | Trane                                                                                   |
| Hartland Insurance                                      | UE Systems Inc                                                                          |
| Honeywell ACS Combustion Safety<br>Products Group       | Venture Technology Groups                                                               |
| Horizon Engineering Assoc., LLP                         | Wayne State University - School of<br>Business Administration                           |
| Hydro Design                                            |                                                                                         |
| LTI Information Technology                              |                                                                                         |

### 2011 List of Endorsing Sponsors:

- |                                                                                 |                                                         |
|---------------------------------------------------------------------------------|---------------------------------------------------------|
| American Institute of Chemical<br>Engineers                                     | Facilities Expo                                         |
| American Society of Heating,<br>Refrigerating and Air-Conditioning<br>Engineers | Institute of Electrical and Electronics<br>Engineers    |
| American Society of Mechanical<br>Engineers—Detroit                             | International District Energy<br>Association            |
| Air and Waste Management Association                                            | International Facility Management<br>Association        |
| Construction Association of Michigan                                            | Safety Council for Southeast<br>Michigan                |
| Eastern Michigan Association of Energy<br>Engineers                             | Society of Manufacturing Engineers                      |
| Eastern Michigan University                                                     | U.S. Green Building Council—Detroit<br>Regional Chapter |



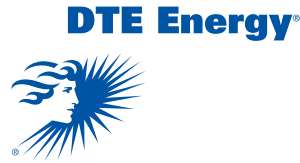
# Energy Conference and Exhibition 2012

Hosted by **DTE Energy** and **The Engineering Society of Detroit**

ENERGY EFFICIENCY

 SUBURBAN COLLECTION  
SHOWPLACE

May 2, 2012  
46100 Grand River  
Novi, Michigan



## Sponsorship

The 2012 Energy Conference & Exhibition hosted by DTE Energy and The Engineering Society of Detroit is the largest event of its kind in metropolitan Detroit. More than 1,000 attendees will be there representing facility managers and building planners from automotive, manufacturing, government, and major (tier 1 and 2) suppliers, industrial and commercial building owners and managers, health care facilities, colleges and universities, small businesses, and food processing and delivery plants.

### Diamond Sponsorship – \$5,000

All Diamond Sponsors will receive recognition as sponsors of the following events:

- Morning Break
- Luncheon
- Afternoon General Session

All Diamond Sponsors will receive the following:

1. Sponsor's logo on the signage for the events listed above
2. Sponsor's logo on the conference Web site with a link to sponsor's Web site
3. Full-page ad in the Program Book
4. One complimentary 10 ft. × 10 ft. exhibit booth
5. Visibility and acknowledgement (i.e. logo, signage and verbal acknowledgement from the podium at the event)
6. Recognition in ESD's Upcoming Events E-newsletter and *Technology Century*, the official publication of The Engineering Society of Detroit.
7. Full-page ad in two issues of *Technology Century* that reach more than 12,000 decision makers and influencers from a variety of industries in southeast Michigan
8. Ten complimentary tickets to the event
9. Banner ad in one issue of the electronic newsletter

### Gold Sponsorship – \$2,500

All Gold Sponsors will receive recognition as sponsors of the following events:

- Breakfast
- General Session

All Gold Sponsors will receive the following:

1. Sponsor's logo on the signage for the events listed above
2. Sponsor's logo on the conference Web site with a link to sponsor's Web site
3. Half-page ad in the Program Book
4. One complimentary 10 ft. × 10 ft. exhibit booth
5. Visibility and acknowledgement (i.e. logo, signage and verbal acknowledgement from the podium at the event)
6. Recognition in ESD's Upcoming Events E-newsletter and *Technology Century* magazine
7. Half-page ad in one issue of *Technology Century* magazine, published bimonthly by The Engineering Society of Detroit
8. Five complimentary tickets to the event

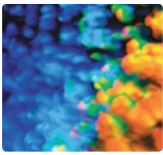
### Silver Sponsorship – \$1,500

All Silver Sponsors will receive recognition as sponsors of the following event:

- General Session

All Silver Sponsors will receive the following:

1. Sponsor's logo on the signage for the event listed above
2. Sponsor's logo on the conference Web site
3. One complimentary 10 ft × 10 ft exhibit booth
4. Visibility and acknowledgement (i.e. logo, signage and verbal acknowledgement from the podium at the event)
5. Quarter-page ad in the Program Book
6. Two complimentary tickets to the event



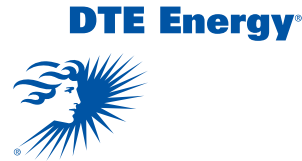
## Energy Conference and Exhibition 2012

Hosted by **DTE Energy** and **The Engineering Society of Detroit**

ENERGY EFFICIENCY

 SUBURBAN COLLECTION  
SHOWPLACE

May 2, 2012  
46100 Grand River  
Novi, Michigan



# General Information for Exhibitors

### Event Summary

One-day conference and exhibition to learn about the latest innovations in energy technology and meet providers of energy efficiency products and services. Conference will include sessions on topics ranging from on-site power generation and designing energy efficient buildings to industry case studies and how to fund energy saving projects. The conference sessions are arranged to allow ample time for attendees to visit with exhibitors.

### Top 3 Reasons to Exhibit

- Meet more than 1,000 energy purchasing decision makers
- Network with attendees from industries ranging from automotive manufacturers and suppliers to health services, education, food processing and others
- Take advantage of dedicated exhibit time so you get attendees' undivided attention

### Attendees

Building Owners/Property Managers, Maintenance Engineers & Managers, Chief Engineers, Operations Managers, Directors of Facilities, Plant Engineers & Managers, Electrical & HVAC Engineers, Purchasing Managers, Energy Managers, Safety/Environmental Managers, Facilities Engineers & Managers, Warehouse Managers, and Small Business Owners.

### Exhibitor Fees

\$600 for each 10 ft. x 10 ft. booth package, which includes: blue and white draped backdrop, white side rails, one 8 ft. skirted table, two chairs, wastebasket, one line booth identification sign and two conference registrations. Additional conference registrations can be purchased for \$65—a 25% savings. Additional booth items can be purchased through NEC Decorating Company.

### Booth Size and Rates

The cost of one booth is \$600, which includes:

- A 10 ft. x 10 ft. booth
- Rental, installation and removal of exhibit booth, which consist of an 8-ft. high background drape and 3-ft. high side divider drape (blue and white)
- One booth identification sign
- Your company name listed in the program book
- Two exhibitor badges (per booth purchased)
- Discounted conference registration available to your customers (*See below*)

### Discounted Conference & Exhibition Registrations

Participating exhibitors can purchase registrations at a discounted rate of \$65 each (an \$85 value) in order to provide them for your customers. These registrations will provide entry to all presentations, food functions and the exhibit hall. They must be purchased by organization purchasing the booth.

### Program Book

The program book provides attendees with information on who is participating in the conference and exhibition. Participating exhibitors may submit company descriptions and information on intended products and/or services planned for the exhibit. Also, you have an opportunity to include details on special promotions that you may conduct to help draw customers to your booth. Please complete the enclosed program book submission form and return it with your application for exhibit space.

### How to Contract For Space

Mail or fax your completed Registration for Exhibit Space form along with payment, payable to The Engineering Society of Detroit to this address:

The Engineering Society of Detroit  
Attn: Tim Walker  
20700 Civic Center Drive  
Suite 450  
Southfield, MI 48075

Fax: 248-353-0736

### Accommodations

A list of area accommodations and a map to the Suburban Collection Showplace will be provided with your exhibitor confirmation.

### More Information

If you have questions or if you would like more information, please contact Tim Walker at 248-353-0735, ext. 115, or [twalker@esd.org](mailto:twalker@esd.org).

## IMPORTANT INFORMATION:

Any additional booth equipment will require an additional charge by NEC Expo Services. All additional equipment that is not listed on the Exhibit Space Agreement Form will need to be ordered directly through NEC Expo Services. The forms will be provided with your Exhibitor Packet and Confirmation.

All enclosed forms must be completed and sent directly to:

Tim Walker  
20700 Civic Center Drive  
Suite 450  
Southfield, MI 48076

## Additional Opportunities for Exhibitors

### Become an Event Sponsor

A great way to enhance your prominence and visibility at the show is to sponsor a conference reception, meal event or coffee break. We have packaged several great sponsorship opportunities to choose from. Please see the enclosed Sponsorship Form.

### Become a Member of ESD—Save Money and Discover New Business Opportunities

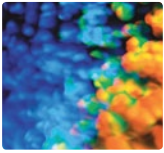
ESD is a 115-year-old multi-disciplinary society uniting the engineering, scientific and allied professions. All exhibitors at the 2010 Energy Conference and Exhibition will receive one complimentary individual membership (for one new, first-time member)—a \$114 value. If you would like to upgrade your involvement with ESD we will take 30% off of a first-time, new corporate membership.

### Benefits of ESD Corporate membership include:

- Additional individual ESD memberships based on the level of corporate membership
- Discounts on ESD programs and networking events
- Listing on the ESD Web site with a hyperlink back to your Web site to increase customer exposure
- Listing in the ESD E-News, our electronic newsletter and *Technology Century*, the official publication of ESD published six times a year
- Opportunity to speak at ESD events and provide articles for *Technology Century* magazine
- 25% discount on advertising in *Technology Century* magazine
- Complimentary subscriptions to *Crain's Detroit Business*

### Levels of ESD Corporate membership and corresponding dues:

- Level 1 (1-10 employees) — \$250 **\$175**
- Level 2 (11-40 employees) — \$600 **\$420**
- Level 3 (41-100 employees) — \$1,000 **\$700**
- Level 4 (101-1,000 employees) — \$1,500 **\$1050**
- Level 5 (Over 1,000 employees) — \$2,500 **\$1750**



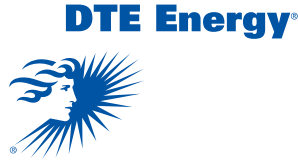
# Energy Conference and Exhibition 2012

Hosted by **DTE Energy** and **The Engineering Society of Detroit**

ENERGY EFFICIENCY



**May 2, 2012**  
46100 Grand River  
Novi, Michigan



## Additional Exhibitor Registration (To complete with Exhibitor Contract Form.)

Each participating exhibitor receives (2) complimentary registrations for each 10'x10' booth space purchased. These registrations will provide entry to all presentations, food functions, and the exhibit hall. Additional tickets can be purchased at a discounted rate of \$65 each (an \$85 value) in order to provide them to your customers. This special price is for exhibitors only. Tickets must be purchased on or before May 1, 2012. All exhibitors must pre-register any additional attendees from their organizations. Please complete this form for any additional attendees other than those listed on the contract.

Exhibiting Company
Address
City, State, ZIP

### Exhibitor Booth Attendees:

Name	Title
Phone	E-mail
Name	Title
Phone	E-mail
Name	Title
Phone	E-mail
Name	Title
Phone	E-mail

Complimentary Registration(s) (2 per 10' x 10' booth) \_\_\_\_\_ x \$0 = \$ \_\_\_\_\_

Discount Registration(s)\* \_\_\_\_\_ x \$65 = \$ \_\_\_\_\_

**Total amount** \_\_\_\_\_ = \$ \_\_\_\_\_

*\*Please list name, title, phone and e-mail for all complimentary and \$65 registrations.*

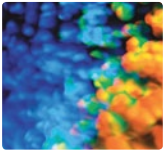
### PAYMENT

**Check or Money Order** (payable to ESD)

**Please bill my credit card** \$ \_\_\_\_\_

Visa  MC  Discover  American Express

Name (as appears on card)	
Card Number	Date
Signature	Date



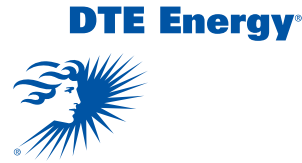
# Energy Conference and Exhibition 2012

Hosted by **DTE Energy** and **The Engineering Society of Detroit**

ENERGY EFFICIENCY

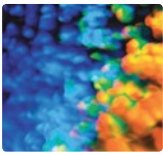
 SUBURBAN COLLECTION  
**SHOWPLACE**

**May 2, 2012**  
46100 Grand River  
Novi, Michigan



## Program Schedule

7:30 a.m.	Registration
8:00 a.m.–2:30 p.m.	<b>Exhibit Hall Open</b>
8:00 a.m.	<b>Continental Breakfast in Exhibit Hall</b>
9:00 a.m.	<b>Educational Sessions</b>
9:40 a.m.	<b>Educational Sessions</b>
10:10 a.m.	<b>Break / Exhibit Hall</b>
10:40 a.m.	<b>Education Sessions</b>
11:20 a.m.	<b>Education Sessions</b>
12:00 noon	<b>Lunch/Keynote</b> (All exhibitors are invited)
1:00 p.m.	<b>Dessert/Exhibitor Demonstrations in Exhibit Hall</b>
2:00 p.m.	<b>Exhibit Hall Closes/Exhibitor Move Out</b>
2:00 p.m.	<b>Executive Strategy Sessions</b>
3:30 p.m.	<b>Conference Closes</b>



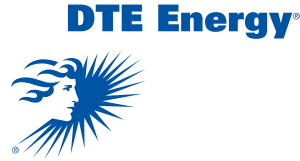
# Energy Conference and Exhibition 2012

Hosted by **DTE Energy** and **The Engineering Society of Detroit**

ENERGY EFFICIENCY



**May 2, 2012**  
46100 Grand River  
Novi, Michigan



## Exhibitor Contract

Exhibiting Company	
Address	
City, State, ZIP	
Contact Name	Contact Title
Phone	Fax
E-mail	Web site

For additional registrations, please complete the Discounted Exhibitor Registration Form.

### EXHIBIT SPACE REQUEST

Minimum booth size is 10 ft wide by 10 ft deep and includes an 8-ft-high rear drape, a 3-ft-high side drape, one 8-ft table draped, 2 chairs and one identification sign. Shipping and ancillary costs (including, but not limited to electrical, extra tables and chairs, carpet, drayage, phone lines, etc.) are the responsibility of the exhibitor. Additional booth support needs will be supplied by NEC Expo Services, our exclusive show provider. Forms are provided in this packet and should be forwarded directly to NEC.

<b>Number of 10' x 10' booths needed:</b> (\$600 for one booth + \$600 each additional booth): _____ <input type="checkbox"/> Inline [Qty: _____] <input type="checkbox"/> Corner (\$50 charge) [Qty: _____]
<b>Booth numbers desired on order of preference:</b> 1st _____ 2nd _____ 3rd _____
<b>Description of Products / Services to be Displayed:</b>
<b>Companies we DO NOT wish to exhibit near:</b>
<b>Companies we WOULD LIKE to exhibit near:</b>

### FINANCIAL SUMMARY

<b>EXHIBITS</b>	First Booth (\$600)	\$
	Add'l Booths (\$600 ea.) Qty = _____	\$
	Corner Charge (\$50)	\$
<b>(A) TOTAL BOOTH COST</b>		\$
<b>SPONSORSHIPS</b>	Diamond (\$5,000) [includes one booth]	\$
	Gold (\$2,500) [includes one booth]	\$
	Silver (\$1,500) [includes one booth]	\$
	<b>(B) TOTAL SPONSORSHIP PACKAGE</b>	\$
<b>(C) TOTAL (A + B above)</b>		\$

**Total payment must be received no later than Friday, April 27, 2012.**

### AUTHORIZED SIGNATURE

By providing your fax number and e-mail on this contract, you agree to receive general show communications and advertisement from show management, from its representatives and from official show vendors about current and future events, and also about other media which may be of interest to individual participants in your industry.

These terms and conditions are an integral part of this agreement which, when accepted, represents a binding commitment for the applicant to exhibit at this trade show. Applicant agrees to abide by the terms and conditions on the front and the back of this agreement, as well as all other rules and regulations established, including but not limited to, those presented with your confirmation materials. If applicant fails to abide by any such terms and conditions, rules and regulations, ESD may suspend the applicant's right to exhibit and seek damages for breach of this agreement. All payments are non-refundable.

Authorized Signature	
Print Name	Date

### PAYMENT

- Check or Money Order (payable to ESD)  
 Please bill my credit card \$ \_\_\_\_\_  
 Visa  MasterCard  Discover  American Express

Name (as appears on card)	
Card Number	
Exp. Date	
Signature	Date

**Fax:** 248-353-0736  
**Mail:** The Engineering Society of Detroit  
20700 Civic Center Drive, Suite 450  
Southfield, MI 48076

# Terms and Conditions

The Engineering Society of Detroit (ESD) and DTE Energy herein are referred to as "Management".

## 1. Payment and Terms

Exhibit space cost and payment terms are stated in this contract, and all payments are non-refundable. In the event of total or partial cancellation (space size reduction) by Exhibitor, the Booth Fee will not be reduced or refunded, and the total amount will be due.

If Exhibitor fails to pay the entire Booth Fee at the times specified, or fails to comply with any of the terms and conditions or rules and regulations, Management may reassign the booth location reserved for Exhibitor and/or may resell that booth location to another party. The entire Booth Fee must be paid in full prior to move-in of the exposition.

If Exhibitor cancels or breaches this agreement for any reason whatsoever, in addition to whatever rights Management may have under applicable law, any payments made by Exhibitor prior to the date of termination shall be retained by Management as liquidated damages and not as a penalty. Management and Exhibitor agree that such amounts constitute a reasonable provision for liquidated damages. Exhibitor shall also be liable for any payments required to be paid but not paid as of the date of cancellation or breach of this agreement.

If the exposition is cancelled or is not held for any reason whatsoever, then this agreement shall be cancelled. Exhibitor's sole and exclusive remedy shall be to receive a refund for all amounts Exhibitor has actually paid on account of this contract.

If for any reason beyond Management's reasonable control (e.g. an act of God, fire, labor, disturbance, etc.) the exposition is materially curtailed, Exhibitor's sole and exclusive remedy shall be to receive a refund of the Booth Fee.

## 2. Booth Assignment

Management will endeavor to make booth assignments in keeping with Exhibitor's requests set forth on the front of this contract. HOWEVER, MANAGEMENT RESERVES THE RIGHT TO MAKE FINAL DETERMINATION OF ALL SPACE ASSIGNMENTS. MANAGEMENT SHALL HAVE NO LIABILITY FOR ITS FAILURE OR INABILITY TO COMPLY WITH EXHIBITOR'S REQUESTS, AND EXHIBITOR SHALL HAVE NO RIGHT TO CANCEL THIS CONTRACT BECAUSE OF MANAGEMENT'S FAILURE TO COMPLY WITH EXHIBITOR'S REQUESTS.

## 3. Exhibit Content

The exposition is designed to provide a showcase for goods and services either specifically designed for or customarily used by the industry the exposition serves. Exhibitor may not, under any circumstance, display or promote any goods or services other than its own goods and services of the kind described on the front of this contract.

Management reserves the right to refuse rental of display space to any company whose display goods or services is not, in the opinion of Management, compatible with the general character and objectives of the exposition.

## 4. No Assignment or "Subletting" of Space

Exhibitor may not assign this contract and may not permit or "sublet" all or any part of its assigned booth space to be used by any other business or firm, unless Management has given prior written approval. Any such assignment, permission or "sublease" without Management's prior written approval shall be null and void.

## 5. Exhibitor's Authorized Representative

Exhibitor must designate one person as its representative in connection with installation, operation and removal, of its exhibit. The designated representative shall be authorized to enter into exhibition service contracts and for which Exhibitor shall be responsible. The designated representative must be in attendance throughout all exposition periods; and repre-

sentative shall be responsible for keeping the exhibit neat, staffed and orderly at all times.

## 6. Fire, Safety and Health

Exhibitor assumes all responsibility for compliance with local, city and state ordinances and regulations covering fire, safety and health.

## 7. Exhibit Rules and Regulations

Exhibitor will be provided with an Exhibitor Kit included with this form. The Exhibitor Kit and all rules and regulations included herein will become part of this contract. The Exhibitor Kit describes the type and arrangement of exhibit space, the standard equipment provided by Management and rules governing the construction of displays. All booth space must be arranged and constructed in accordance with the guidelines, provisions and limitations contained in the Exhibit Kit. If, in the sole opinion of Management, any exhibit fails to conform to the guidelines, or the provisions set forth herein, such exhibit will be prohibited from functioning at any time during the exposition.

Any questions concerning the rules and regulations should be directed to Tim Walker or Ramona Spencer at The Engineering Society of Detroit (ESD).

Management reserves the right to require and exhibitor to alter the exhibit before or during the show, as Management deems to be in the best interests of the show. Such changes shall be made at Exhibitor's expense and are subject to the approval of Management.

## 8. License/Permits

Exhibitor shall be responsible for obtaining any licenses, permits or approvals required under local state law applicable to their activity at the exposition. Exhibitor shall be responsible for paying all taxes, license fees or other charges that shall become due to the government authority in connection with their activities at the exposition. EXHIBITOR IS NOT PERMITTED TO MAKE SALES AT ITS BOOTH SPACE UNLESS IT HAS OBTAINED AND DISPLAYS A SALES TAX AUTHORIZATION AS REQUIRED BY LOCAL LAW.

## 9. Recorded or Live Music

Exhibitor acknowledges that the use or performance of recorded or live music at the exposition must be licensed from the copyright owner or its agent. Exhibitor will take full responsibility for obtaining any necessary licenses to play or perform such music and agrees to defend, indemnify and hold harmless Management from any damages or expenses (including reasonable attorneys fees) incurred by Management due to Exhibitor's use or performance of recorded live music.

## 10. Exhibitor Functions During Exposition Hours

Exhibitor's booth will be open and fully staffed during all official exposition hours. Exhibitor expressly agrees that it will not, nor will its employees or representatives, conduct exhibitor functions in private rooms during official exposition hours.

## 11. Installation and Removal

Exhibitor must install its exhibit before the operation of the exposition. The exhibit must be dismantled and removed immediately after the exposition's close and in all events prior to the established dismantlement cutoff time announced in the Exhibitor Kit. Anything not removed by the dismantlement cutoff time will be discarded at Exhibitor's cost.

## 12. Property Damage

Management shall not be responsible for any loss of or damage to any property of Exhibitor or of its booth personnel, representatives, agents, servants, employees, contractors, patrons, guests, licensees or invitees. All of Exhibitor's property remains under its custody and control in transit to and from the exhibit hall and while it is in the confines of the exhibit hall. Neither Management nor its service contractors, nor the management of the exhibit hall nor any of the

officers, staff members or directors of any of the same are responsible for the loss of or damage to property of Exhibitor or of its booth personnel, representatives, agents, servants, employees, contractors, patrons, guests, licensees or invitees from theft, fire, accident, vandalism or any other cause, and Exhibitor expressly waives and releases any claim or demand against any of them by reason of any damage to or loss of any property.

Exhibitor shall be solely responsible for the loss of or damage to any property of Exhibitor's personnel, including but not limited to Exhibitor's booth personnel and representatives, models, demonstrators and actors.

## 13. Liability and Insurance

In addition to property insurance described above, Exhibitor shall obtain and keep in force during term of the installation and use of the exhibit premises, policies of comprehensive Commercial General Liability Insurance and Contractual Liability Insurance insuring and specifically referring to contractual liability in an amount not less than \$1,000,000 Combined Single Limit for personal injury and property damage. Exhibitor must provide Management with a certificate of insurance covering the show location for the period of the show and which names Management and the exhibition facility management as co-insured. MANAGEMENT RESERVES THE RIGHT TO PROHIBIT EXHIBITOR FROM SETTING UP OR OPERATING ITS BOOTH WITHOUT HAVING PROVIDED A CERTIFICATE OF INSURANCE.

## 14. Indemnification

Exhibitor agrees to defend, indemnify and hold harmless Management (and the exhibition facility management) from and against all claims, demands, actions, damages, loss, cost, liabilities expenses and judgments recovered from or asserted against Management (or the exhibition facility management) on account of injury or damage to person or property to the extent that any such damage or injury may be incident to, arise out of, or be caused, either proximately or remotely, wholly or in part, by an act, omission, negligence or misconduct on the part of the Exhibitor.

## 15. Labor

Exhibitor shall observe all contracts in effect between Management, service contractors, exposition facilities and the labor organizations involved.

## 16. Disputes with Contractors, Unions, Exhibitors, etc.

In the event of a dispute or disagreement between Exhibitor and an official contractor, labor union or union representative, or between two or more exhibitors, or concerning the interpretation of the rules and regulations, the actions or decisions concerning this dispute or disagreement by Management intended to resolve the dispute or disagreement shall be final and binding on Exhibitor.

## 17. Acceptance of Contract

This Exhibit Contract does not become a binding contract until Management has issued a written confirmation of acceptance. The receipt and Exhibitor's payment accompanying the application/contract does not constitute acceptance of a contract.

## 18. Integration

This Contract contains the entire agreement between Management and Exhibitor. It may not be orally modified. Only an agreement in writing signed by a duly authorized representative of the party against whom enforcement or waiver of modification is sought will be enforced.

## 19. Other Rules and Regulations

MANAGEMENT RESERVES THE RIGHT TO CHANGE THE RULES AND REGULATIONS, AND TO MAKE ADDITIONAL RULES AND REGULATIONS, AS IT DEEMS TO BE IN THE BEST INTEREST OF THE EXPOSITION. MANAGEMENT SHALL HAVE SOLE POWER TO INTERPRET, AMEND AND ENFORCE RULES AND REGULATIONS.

AUTHORIZED SIGNATURE: \_\_\_\_\_

Date: \_\_\_\_\_

