

Exhibitor Prospectus

2010 International Bridge Conference

June 6-9
Pittsburgh, Pa.



Presented by



ARTBA American Road &
Transportation Builders
Association

www.internationalbridgeconference.org

The World's Most Influential Bridge Conference

"Really, this is serious business, altogether professional and highly technical. What happens at the 'biggest International Bridge Conference (IBC) ever' affects all of us" is how the "Pittsburgh Post-Gazette" describes the world's most influential trade show that connects all sectors of the bridge industry under one roof.

Created almost 30 years ago by the Engineers' Society of Western Pennsylvania (ESWP), the IBC annually attracts thousands of bridge owners and engineers, senior policy makers, government officials, bridge designers, construction executives, and suppliers from all 50 states and 20 countries in North America, Europe and Asia.

In 2010, the nation's oldest and most respected transportation construction-related group—the American Road & Transportation Builders Association (ARTBA)—is coming aboard as a strategic partner of ESWP and is helping develop new curriculum aimed at boosting attendance by highway/bridge contractors, engineers and public officials, among others.



New Player: Bridge Policy & Promotion Council

Created in 2008 and now filled with top bridge sector leaders, the ARTBA Bridge Policy & Promotion Council (BPPC) is focused on growing public and private investment in the bridge market and ensuring a strong private sector voice in federal bridge policy and regulatory matters. The BPPC is helping fill a void.

While there are a number of organizations and committees with an interest in bridge issues, most revolve around specific bridge products or types. No group has been advancing a unified, national bridge-specific market development agenda or providing a home and a networking platform for owners, designers, researchers, builders and suppliers.

The BPPC will be holding a meeting in conjunction with the 2010 IBC. We invite you to attend, learn more about the benefits of BPPC and discover new business development opportunities for your firm.



15% Exhibit Space Discount for ARTBA Members!

Here's some really good news for 2010 IBC exhibitors. By joining ARTBA and becoming involved in the BPPC, your company will **receive a 15 percent discount on exhibit space!** For some, this discount alone will save more than half off your ARTBA-BPPC membership dues! ARTBA-BPPC membership will provide the best return on investment in your 2010 marketing budget.

If you are already an ARTBA member, but have not exhibited at IBC in the past three years, you are also eligible to receive a 15 percent discount on exhibit space in 2010!

Make IBC Exhibiting Part of Your 2010 Business Strategy

“Baker has been exhibiting at the IBC since day one. The network of contractors, manufacturers and consultants that we have built and maintained throughout the years at the IBC has been invaluable to our success.”

Jeffrey J. Campbell, P.E.
Vice President, Transportation
Michael Baker Jr., Inc.

In today's challenging times and tight budgets, your company is no doubt looking carefully for the right opportunities to market its products and strengthen its brand. For 2010, you should look no further than the IBC show, which returns for its 27th year, June 6-9, at the David L. Lawrence Convention Center in Pittsburgh, Pennsylvania.

One of the main reasons IBC exists is quite simple: **to help service providers and manufacturers sell products and services to customers in a growing national and international bridge market.**

Here are four things the 2010 IBC offers you:

- 1. Expanded Space & Central Location:** Additional space has been added in the Exhibit Hall to ensure one central location for all exhibitors and accommodate more meal events, networking breaks, and general/technical sessions on the main floor. The expanded space will also accommodate larger and heavy equipment displays.
- 2. Unmatched Educational Content = Right Attendees:** Post-show evaluations consistently find that the more than 100 technical sessions, workshop and seminars covering the latest trends and technologies in the bridge marketplace are what keep bringing leading industry executives back to the conference year after year.
- 3. Dedicated Exhibit Hall-Only Time:** IBC educational sessions have been timed to prevent scheduling conflicts and ensure attendees ample time to devote to the exhibit floor.
- 4. New Advertising Options:** For the first time ever, exhibitors will be able to run print ads in the official “Program of Events” to highlight their products and direct attendees to their booth location on the exhibit floor.

Who Should Exhibit?

More than 175 exhibitors showcased their products and services at the 2009 IBC. If your company is involved in any aspect of bridge design, construction and maintenance, it's essential for you to consider exhibiting at the 2010 IBC. By making the right choice and choosing to exhibit at the 2010 IBC, you'll be exposing your brand to an ever-expanding cross-section of IBC attendees:

Contractors	Sealants
Design Firms	Galvanizers
Education & Training	Fabricators
Career & Recruiting Firms	Inspection Firms
Information Technology	Software Companies
Structural Health Monitoring	Traffic Control Firms
Software Development	Safety Products
Coatings & Adhesives	Equipment Manufacturers
Material Suppliers	Equipment Dealers
Consulting Firms	Insurance & Surety Firms
Expansion Joints	Law Firms

Becoming an Exhibitor

Each interested company must submit a completed contract for exhibit space. This contract (the IBC Exhibit Space & Advertising Contract) is available on the IBC website. A check for the total cost of the requested exhibit space must be attached in order for the Exhibitor to receive space assignment. (See the floor plan of the David L. Lawrence Convention Center on page 5.)

Pricing:

10'x10' booth:	\$2,250
10'x10' corner booth:	\$2,350
10'x20' booth:	\$4,700
20'x20' booth:	\$9,400

"Rivet"-ing Facts

It would cost an estimated \$253 billion to fix all the bridges in the United States that have identified some type of needed repair.

These rates are for exhibit space only and do not include costs for exhibit construction materials, furniture, carpet, electrical, shipping, etc.

Exhibit Days & Hours

Installation Dates:

Sunday, June 6	1:00 p.m. – 6:00 p.m.
Monday, June 7	8:00 a.m. – 3:30 p.m.

Show Dates:

Monday, June 7	4:00 p.m. – 7:00 p.m.
Tuesday, June 8	8:00 a.m. – 5:00 p.m.
Wednesday, June 9	8:00 a.m. – 1:30 p.m.

Dismantling Date:

Wednesday, June 9	1:30 p.m. – 9:00 p.m.
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Please note: Times are subject to change.

Exhibit Sales Contacts

ARTBA

Jim Colleton
The ARTBA Building
1219 28th Street, N.W.
Washington, D.C. 20007
Phone: 202.289.4434, x301
Fax: 202.289.4435
jcolleton@artba.org

ARTBA

Rob Pallace
The ARTBA Building
1219 28th Street, N.W.
Washington, D.C. 20007
Phone: 202.289.4434, x501
Fax: 202.289.4435
rpallace@artba.org

IBC “Odds & Ends”

“The City of Bridges”

With more than 450 bridges and its proximity to three major rivers and countless hills and ravines, Pittsburgh is known as “The City of Bridges.” It is the world record holder for bridges with piers and stands contained entirely within city limits, beating out Venice, Italy, the previous record holder by eight bridges. But, Pittsburgh is so much more! Long a center for the production of steel, iron and glass, Pittsburgh is now driven by technology, pioneering health systems, higher education, finance and tourism. Only two miles in diameter, Pittsburgh’s size makes it easy to walk to hotels, retail stores, theaters and restaurants. Nights come alive in the Cultural District, home to five theaters within walking distance of the hotel and the convention center. In short, the city offers a wonderful combination of big-city amenities and small-town feel. It’s no wonder why Pittsburgh has earned the reputation as one of America’s “most livable” cities.



Convention Center

A sweeping addition as welcoming as it is spectacular; the **David L. Lawrence Convention Center** is a remarkable building, boasting a swooping roofline that embraces the riverfront setting. The three “sister bridges” form the backdrop for the beautiful concourse area. With an abundance of fresh air and natural light, the main exhibit area offers more than 235,000 square feet of column-free space. Add over 50 meeting rooms, two 250-seat auditoriums and a huge ballroom, and you’re sure to find something to love in this beautiful building.



Hotel Information

The Westin Convention Center, Pittsburgh

1000 Penn Avenue
Pittsburgh, Pennsylvania 15222
Phone: 412.281.3700
Fax: 412.227.4500
westin.01370@westin.com



“Rivet”-ing Facts

Of the nearly 599,500 bridges in the United States, 25% are considered structurally deficient or functionally obsolete.

RULES AND REGULATIONS

2010 International Bridge Conference®
June 6-9
Pittsburgh, Pa.



1. **CONTRACT** – These Rules and Regulations have been expressly incorporated in the “2010 International Bridge Conference Exhibit Space & Advertising Contract” by that Agreement for the 2010 International Bridge Conference® to be held at the David L. Lawrence Convention Center, June 6-9, 2010.

Installation Dates:

Sunday, June 6, 2010	1:00 p.m. – 6:00 p.m.
Monday, June 7, 2010	8:00 a.m. – 3:30 p.m.

Show Dates:

Monday, June 7, 2010	4:00 p.m. – 7:00 p.m.
Tuesday, June 8, 2010	8:00 a.m. – 5:00 p.m.
Wednesday, June 9, 2010	8:00 a.m. – 1:30 p.m.

Dismantling Date:

Wednesday, June 9, 2010	1:30 p.m. – 9:00 p.m.
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Please note: Times are subject to change.

2. **EXHIBIT SPACE ASSIGNMENT** – Exhibit Space is assigned by the International Bridge Conference/Show Management. Every effort is made to take into account the Exhibitor's preferences in the assignment of exhibit space. The International Bridge Conference/Show Management, however, cannot and does not guarantee that the Exhibitor's preferences in the assignment of exhibit space will be honored. All exhibit space assignments are determined by the sole subjective judgment of the International Bridge Conference/Show Management. The International Bridge Conference/Show Management shall not be liable to the Exhibitor in the event that the Exhibitor's preferences in the assignment of exhibit space are not honored and/or the Exhibitor is not satisfied with its assignment of exhibit space.

3. SCHEDULE OF PAYMENTS

Please make check payable to The Engineers' Society of Western PA.

A \$500 deposit for every 10'x10' Exhibit Space is due upon submission of signed contracts. Exhibit space rented prior to January 15, 2010 will be assigned first on booth size and then on seniority. Exhibit space rented after January 15, 2010 will be assigned on a first come, first served basis.

The remaining cost of the exhibit space rental is due by January 31, 2010.

Contracts submitted after January 31, 2010 must be accompanied by a payment in the amount of one hundred percent (100%) of the total exhibit space rental fee.

Contracts received without receipt of payment in accordance with the terms set forth above may be cancelled by the International Bridge Conference/Show Management at any time.

4. CANCELLATION POLICY/DOWNSIZING

A. CANCELLATION BY EXHIBITOR – In the event the Exhibitor cancels all or part of the exhibit space contracted hereunder, the following provisions shall apply:

1. If written notice of the cancellation is received by International Bridge Conference/Show Management by January 31, 2010, the Exhibitor shall pay a cancellation fee equal to \$500 for every 100 square feet of booth space rented.

2. If written notice of cancellation is received by International Bridge Conference/Show Management on or after January 31, 2010, there will be no refunds.

Exhibit space assigned shall be deemed acceptable by the Exhibitor unless reflected in writing within four months (120 days) from the date of the International Bridge Conference/Show Management's confirmation (date shown on official confirmation letter). After space has been confirmed and accepted, a reduction in space will be subject to an administrative fee equivalent to 50% of the total cost of the exhibit space originally reserved. Reduction in space may result in relocation of exhibit space at the discretion of the International Bridge Conference/Show Management.

B. TERMINATION OF CONTRACT/APPLICATION – In the event the Exhibitor does not make full payment when due under terms of this contract or fails to comply with the International Bridge Conference/Show Management regulations outlined in this contract, the International Bridge Conference/Show Management may terminate this contract and the Exhibitor shall be responsible for payment to the International Bridge Conference/Show Management of all amounts which would have been due the International Bridge Conference/Show Management under the terms of this agreement. The International Bridge Conference/Show Management may reassign such cancelled space to another Exhibitor at its discretion. Subsequent reassignment of cancelled space does not relieve the cancelling exhibitor of the obligation to pay the cancellation assessment.

5. CHANGES IN SPACE ASSIGNMENT – All requests for changes in exhibit space must be submitted in writing and will be accommodated on a space availability basis in the order received and by size of space. A request for a change in exhibit space assignment does not alter the contract payment schedule as outlined in section 3 of this contract. Exhibit space changes will be confirmed in writing.

6. DEFAULTS – If the Exhibitor is a party to other contracts with the International Bridge Conference/Show Management or including but not limited to contracts for exhibit space, advertising space or direct marketing services, and the Exhibitor fails to make any payment when due under this or any such other contracts (hereinafter the "defaulted contract"), the International Bridge Conference/Show Management may, in its sole discretion and without prior notice to the Exhibitor, reapply any or all funds paid by the Exhibitor of such application. In the event that such reapplication shall create a default under a contract other than the defaulted contract, which default is not cured within 10 days after notice to the Exhibitor, then the contract may be terminated by the International Bridge Conference/Show Management in which event all the provisions set forth above under the heading "Cancellation Policy" shall apply. If the Exhibitor fails to comply with the terms herein, in addition to any and all other remedies available to the International Bridge Conference/Show Management in law or in equity, the International Bridge Conference/Show Management shall be entitled to retain any and all payments received from the Exhibitor as additional liquidated damages.

7. BOOTH SHARING/PROGRAM LISTING – The company named on this contract is considered an official Exhibitor. Companies not submitting an application/contract for exhibit space will not be recognized by the Inter-

national Bridge Conference/Show Management as official Exhibitors, nor will they receive any of the benefits and services made available to official Exhibitors. It is further agreed that the Exhibitor shall not assign, share or sublet any part of its exhibit and space without having each additional sharing company complete an application/contract and pay the \$1,000 share fee. The International Bridge Conference/Show Management maintains the exclusive right to publish and distribute the list of exhibitors; however, a publisher may include the list of Exhibitors as part of an ongoing publication. As a service to Exhibitors, the International Bridge Conference/Show Management will identify each Exhibitor (who completes the necessary directory form by the stated deadline) in the official show directory; however, the International Bridge Conference/Show Management will incur no liability for any errors, omissions or format changes in the directory. If the directory form is not returned, the company information listed will be taken from this contract. All terms of the contract apply to assigns, shares or sublets.

8. WAITLIST – By accepting an application/contract for exhibit space, the International Bridge Conference/Show Management is in no way guaranteeing space will be available. If an Exhibitor is placed on a waitlist for exhibit space, said Exhibitor may cancel off the waitlist at any time with no penalty. However, if a space becomes available and is accepted, all terms of this contract apply.

9. AMENDMENTS TO REGULATIONS – It is agreed that the International Bridge Conference/Show Management shall have free and exclusive power in the matter of interpretation, amendment and enforcement of all regulations that appear on this contract. This agreement is subject to and subordinate to the agreement between the David L. Lawrence Convention Center the International Bridge Conference/Show Management covering the International Bridge Conference exhibit areas at this property (and other facilities which may be used) for the period of the International Bridge Conference show, move-in through move-out. All rules are subject to change in accordance with Fire Marshal regulations. Exhibitors must comply with all the laws, regulations and ordinances in force in the exhibit facility, City of Pittsburgh, the State of Pennsylvania and the United States.

10. LIABILITY – The International Bridge Conference/Show Management shall not be liable for failure to perform its obligations under this contract as a result of strikes, riots, acts of nature, Government intervention, or any other causes that shall make it impossible or inadvisable to hold the Show or portion thereof at the time and place herein provided. Then and thereupon this agreement shall terminate and said Exhibitor shall and does hereby waive any claim for property or other damages or compensation except the pro rata refund on the amount paid after deduction of actual expenses incurred in connection with the show and there shall be no further liability on the part of either party.

Anyone visiting, viewing or otherwise participating in the exhibits is deemed to be the invitee or licensee of the Exhibitor; rather than the invitee or licensee of the International Bridge Conference/Show Management. The International Bridge Conference/Show Management shall not be liable for any injury whatsoever to property of the Exhibitor or to persons conducting or otherwise participating in the conduct of the exhibit or to invitees or guests of the Exhibitor. The Exhibitor agrees to abide by existing agreement and regulations covering the use of services or labor in the conference and exhibit facility. The Exhibitor assumes full responsibility and liability for the acts or omissions of its agents, employees or independent contractors, whether acting within or without the scope of their authority and agrees to hold harmless the International Bridge Conference/Show Management and the exhibit hall from responsibility or liability resulting directly or indirectly from any such acts or omissions. It is understood and agreed that the International Bridge Conference/Show Management is not the owner of the premises and is not responsible for providing any services to the Exhibitor.

The International Bridge Conference/Show Management shall not be liable to the Exhibitor if any services are not provided and the Exhibitor agrees to hold harmless and indemnify the International Bridge Conference/Show Management against any claim with respect thereto. It is understood and agreed that this agreement shall not be in

any way construed so as to create a landlord-tenant relationship between parties hereto. There is no other agreement or warranty between the Exhibitor and the International Bridge Conference/Show Management except as set forth in this document and the Exhibitor Service Manual which are made part of the Application/Contract for Exhibit Space.

11. INSURANCE – The Exhibitor agrees to obtain, and bear the expense of adequate personal and property damage liability and worker's compensation insurance. All Exhibitor Appointed Contractors must obtain the same. Such insurances shall name the International Bridge Conference and the David L. Lawrence Convention Center and their officers, agents, directors and employees as additionally insured. The insurance is to cover the full period of occupancy in the premises by the Exhibitor, its agents, servants, employees, guests and/or invitees.

12. USE OF SPACE/PROHIBITIONS/EXHIBIT STANDARDS – Exhibitors' distribution of promotional materials shall remain confined to their Exhibit Space and may not extend to Common Spaces. Exhibits must be staffed during exhibit hours. Exhibitors with booth personnel under 16 years of age must obtain written permission from the International Bridge Conference/Show Management prior to show opening. All demonstrations or other promotional activities must be confined to the limits of their exhibit space. Sufficient space must be provided within the exhibit space for the comfort and safety of persons watching the demonstrations and other promotional activities. Refer to the Exhibitor Service Manual for specifications. Each Exhibitor is responsible for keeping the aisles near its exhibit space free from congestion caused by demonstrations or other promotions. The International Bridge Conference/Show Management reserves the right to restrict exhibits which, because of noise, method of operations, distribution or display of sexually explicit materials or conduct, or any materials or for any other reason become objectionable, including but not limited to those exhibits which violate the intellectual property rights of others, and also to prohibit or to remove any exhibit which, in its opinion, may detract from the general character of the Show as a whole, or consists of products or services inconsistent with the purpose of the Show, including but not limited to those exhibits which violate the intellectual property rights of others. This reservation includes persons, things, conduct, printed matter, and anything of character which the International Bridge Conference/Show Management determines is objectionable. In the event the International Bridge Conference/Show Management exercises this right, the International Bridge Conference/Show Management shall not be liable for any refunds or other exhibit expenses. The Exhibitor agrees to waive and release the International Bridge Conference/Show Management from all claims of any character against the International Bridge Conference/Show Management by reason of its exercise of its rights under this provision, and further agrees to waive any and all rights which may arise under this license. No animals may be offered or displayed as a part of the exhibit. In addition, no stickers or noisemaking objects (poppers, clicking devices, etc.) may be distributed for promotional purposes. Helium filled balloons are prohibited inside the convention center. If found in violation, the Exhibitor will be responsible for any costs related to the removal of such items from convention center property.

13. HEIGHT LIMITATIONS

In-line Booths (10'x10' increments):

There is an 8' limitation for booth construction and logos/company identification. Nothing shall be hung or suspended from the ceiling. Height restrictions include not only booth construction but also the height of equipment, furnishings, personnel or guests may not exceed the height restriction. Unfinished portions of the booth will be draped at the Exhibitor's expense. No exceptions!

Island Exhibits (20'x20' minimum):

There is a 16' limitation for booth construction and logos/company identification (when attached to and/or part of the booth construction), except where limited by facility ceiling height. Height restrictions include not only booth construction but also the height of equipment, furnishings, personnel or guests may not exceed the height restriction.

No display or exhibit structure shall exceed 16' in height for booth construction at any point except:

(A) Equipment and/or products that are germane to the exhibit may be considered for a waiver by the International Bridge Conference/Show Management. Requests for waiver must be accompanied with a floor plan depicting the exception and must be submitted with the original space request. When equipment and/or products are used in an exhibit, they may not be raised or suspended in any fashion to exceed the 16' height limitation (including personnel or guests) or in any fashion extend the minimum height of the equipment and/or product being displayed.

(B) Where a waiver to the 16' height restriction has been granted and where the Exhibitor's equipment and/or product itself exceeds 16', the said equipment and/or product must not block any other exhibit and must therefore be displayed either (1) only within an island booth (placement of the exhibit subject to the International Bridge Conference/Show Management approval and decision of the International Bridge Conference/Show Management is final), or (2) in a booth located against a wall of the exhibit facility.

(C) Where, in the judgment of the International Bridge Conference/Show Management, an exhibit height in excess of 16' serves a functional purpose necessary to the proper display of the equipment and/or product.

The above restrictions will be strictly enforced and adhered to by the International Bridge Conference/Show Management. Any portion of any exhibit exceeding 16' in height or not in compliance with the above restrictions or not having been granted a waiver will be ordered dismantled immediately, whether noted before or during the Exposition. Any company whose exhibit is dismantled will not be entitled to any refund or compensation for lost income opportunity.

14. EXHIBIT STANDARDS – The Exhibitor understands and agrees that this contract is a revocable license and the International Bridge Conference/Show Management reserves the right to terminate and revoke the license granted by this agreement for good cause. In the event the International Bridge Conference/Show Management exercises this right, the International Bridge Conference/Show Management shall not be liable for any refunds or other exhibit expenses. The Exhibitor agrees to waive and release the International Bridge Conference/Show Management from all claims of any character against the International Bridge Conference/Show Management by reason of such termination, and further agrees to waive any and all rights which might arise under this license. The International Bridge Conference/Show Management further reserves the right to reallocate space in the interest of a better showing of exhibits or for any other reason.

15. SECURITY AND LIABILITY – Neither the International Bridge Conference/Show Management, nor its agents or representatives, will be held responsible for any injury, loss or damage that may occur to the Exhibitor, the Exhibitor's employees or the Exhibitor's property. Exhibitors should insure their property from the time it leaves their warehouse until it returns. Under no circumstances will the International Bridge Conference/Show Management be liable for lost profits or other incidental or consequential damages. The Exhibitor hereby agrees to indemnify and hold harmless the International Bridge Conference/Show Management, its partners, agents and representatives from any claim, loss, liability or damage suffered as a result of the operation of the exhibit.

16. INSTALL/DISMANTLE OF EXHIBIT – All exhibits must be set up by 3:30 p.m., Monday, June 7, 2010. Booth space not occupied by Monday, June 7, 2010 at 3:30 p.m. may revert to the International Bridge Conference/Show Management with no refund offered. Exhibitors may not dismantle any part of their exhibits until the close of the show, Wednesday, June 9, 2010 at 1:30 p.m. All exhibits must be removed by 9:00 p.m. on Wednesday, June 9, 2010. Details will be provided in the Exhibitor Services Manual. Materials not removed by these times may be removed by the International Bridge Conference/Show Management and placed in storage at the Exhibitor's expense.

17. FIRE SAFETY/BOOTH DESIGN – The Exhibitor will abide by all regulations set forth by the International Bridge Conference/Show Management, the David L. Lawrence Convention Center and the Pittsburgh Fire Department. Refer to your Exhibitor Services Manual for detailed regulations. Such approval and/or compliance with the International Bridge Conference regulations do not constitute the International Bridge Conference/Show Management approval or opinion on the structural safety of construction. The Exhibitor and its display company remain solely liable for the safety of the exhibit. Exhibitors may choose a bona fide display company; however, the display company must also maintain insurance as detailed in section 11. Double-decker exhibits are strictly prohibited under all circumstances. Exhibits referred to as multi-story are also strictly prohibited. The Exhibitor hereby represents and warrants to the International Bridge Conference/Show Management that the Exhibitor has taken all precautions necessary to ensure the sound engineering and structural integrity of its exhibit design and the proper construction and safety of the exhibit itself, as erected, including obtaining the certification of a registered structural engineer if reasonably available. The Exhibitor accepts responsibility for any personal injury or property damage that may result directly or indirectly from the collapse of its exhibit or any portion thereof or the existence of any other unsafe condition at its exhibit. The Exhibitor hereby agrees to indemnify and hold harmless the International Bridge Conference/Show Management and its partners, agent and representatives, the exhibition facility and others lawfully on the exhibit floor, from and against any claim, loss, liability or damage suffered as a result of any claim made in connection with the exhibit construction of an unsafe exhibit. The Exhibitor will furnish the International Bridge Conference/Show Management with the engineering and/or insurance certificates referred to herein upon request prior to or during the International Bridge Conference.

18. FOOD SERVICE – The David L. Lawrence Convention Center will provide an exclusive caterer for all food and beverage services within the entire facility. Outside food and beverage along with any food or beverage sales or distribution are prohibited.

19. EXCLUSIVE SERVICES – For insurance, safety and security purposes, electrical, telephone, cleaning, catering, sign hanging, drayage, security, and other special service needed by individual Exhibitors are provided only when the Exhibitor orders and agrees to pay for these services from the exclusive suppliers authorized to provide such services. Exclusive suppliers are listed in the Exhibitor Services Manual.

20. TAXES AND LICENSES – The Exhibitor shall be responsible for obtaining any licenses, permits, or approvals under local or state law applicable to their activity at the International Bridge Conference. The Exhibitor shall be responsible for obtaining any tax identification numbers and paying all taxes, license fees or other charges that shall become due to any governmental authority in connection with their activities at the International Bridge Conference.

21. AMERICANS WITH DISABILITIES ACT (ADA) – Exhibitors must be in full compliance with the Americans with Disabilities Act (ADA) and are encouraged to be sensitive, and as reasonably accommodating as possible, to attendees with disabilities. Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information Line 800.514.0301 (US only) and from website www.usdoj.gov/ada/infoline.html. The Exhibitor hereby agrees to indemnify and hold harmless the International Bridge Conference/Show Management, its agents and representatives, from any claim or liability that may result from the Exhibitor's failure to comply fully with the ADA.

22. FEES, ROYALTIES AND FINES – The use of the exhibit space by the Exhibitor in any manner which infringes upon public performance or copyright laws is expressly prohibited and the Exhibitor acknowledges that the International Bridge Conference/Show Management does not exercise control over the selection of any work which may be used by the Exhibitor that is protected by public performance or copyright laws. Exhibitors are responsible for payment of all fees, royalties or fines for use of work that is protected by public performance or copyright laws. The Exhibitor hereby agrees to indemnify and hold harmless the International Bridge Conference/Show Management, its agents and representatives, from any claim or liability that may result from Exhibitor's failure to obtain appropriate licenses.

23. APPLICABLE JURISDICTION – Although the International Bridge Conference/Show Management and Exhibitors do business in various state jurisdictions, this contract shall be governed, constructed and enforced in accordance with the laws of the state of Pennsylvania and its courts. In the event that it shall be necessary the International Bridge Conference/Show Management to bring suit to enforce any of its rights hereunder, the International Bridge Conference/Show Management shall be entitled to recover all costs of such suits including attorneys' fees.

24. EXHIBIT FACILITY REGULATIONS – Exhibitors or agents must not impair or deface the walls or floors of the building, the exhibit spaces, or the equipment of the exhibit spaces. When such damage appears, the Exhibitor is liable to the owner of the property so damaged. All materials used in a decoration must be flame proofed. Electric wiring must conform to the National Electric Code Safety rules and all other applicable rules, regulations, fire laws, electrical codes and other laws of the city in which the exposition is located, and any other government authority maintaining jurisdiction over the said exposition facility, which affect the installation, conduct and disassembly of its exhibit. Combustible materials or explosives are not permitted in the exhibit hall. The Exhibitor shall also comply with all reasonable requests of officials of the exhibit hall and the International Bridge Conference/Show Management with respect to the installation, conduct and disassembly of its exhibit.

25. MISCELLANEOUS – It is agreed by and between the International Bridge Conference/Show Management and the Exhibitor that no oral representation or promise of any nature not contained in this document has been made by either party to the other; and that any modification of the agreement must be made in writing and signed by both parties.

26. REPRESENTATIONS – This contract constitutes a revocable license by and between the International Bridge Conference/Show Management and the Exhibitor. The International Bridge Conference/Show Management hereby grants to the Exhibitor a license to enter onto the premises of the David L. Lawrence Convention Center and use it for the purpose of exhibiting at the International Bridge Conference as provided for and pursuant to the terms set forth herein. The Exhibitor represents and warrants that all information provided herein is correct and accurate as of the time of execution of this agreement, that it will promptly comply with all obligations incurred by it hereunder and abide by all terms set forth herein and indemnify and hold the International Bridge Conference/Show Management harmless if the Exhibitor does not meet their obligations under the agreement.

27. INTERPRETATION OF STATEMENT

(A) Waiver - The waiver or failure of either party to exercise in any respect any right provided for in this Agreement shall not be deemed a waiver of any further or future rights hereunder.

(B) Captions and Headings - The section captions and headings used in this Agreement are provided for convenience only and shall not be construed as limitations on the scope of this Agreement taken as a whole or on the particular sections to which the captions or headings refer.

(C) Words- Words of any gender used in this Agreement shall be held to include any other gender; and words in the singular number shall be held to include the plural where the sense requires.

28. SPECIFIC CHANGES TO REGULATIONS – Any and all matters and questions not specifically covered by the articles in this contract shall be subject to the decision of the International Bridge Conference/Show Management. The aforementioned items covered by this contract may be amended at any time by the International Bridge Conference/Show Management in the interest of the Exposition, and written notice thereof shall be binding on Exhibitors.



2010 INTERNATIONAL BRIDGE CONFERENCE® EXHIBIT SPACE & ADVERTISING CONTRACT

This is an application for exhibit space and advertising opportunities at the 2010 International Bridge Conference® (IBC). It will become a binding contract if the potential exhibitor/advertiser satisfies the IBC exhibitor/advertiser requirements and if such application is accepted by the IBC/Show Management.

The undersigned company (the "Exhibitor" or "Advertiser") does hereby apply to participate as an Exhibitor/Advertiser at the International Bridge Conference to be held at the David L. Lawrence Convention Center, Pittsburgh, PA, June 6-9, 2010. We request that the IBC/Show Management reserve exhibit/advertisement space for our use at this Exposition. We understand that specific booths/advertisements will be assigned, to the extent available, based on the order in which the contracts and payments are received.

2010 IBC Exhibitor & Advertising Opportunities

Exhibit Opportunities

A check for the total cost of the requested exhibit space must be attached in order for the Exhibitor to receive space assignment.

(Please review the attached floor plan of the David L. Lawrence Convention Center.)

Pricing

10'x10' booth:	\$2,250.00
10'x10' corner booth:	\$2,350.00
10'x20' booth:	\$4,700.00
20'x20' booth:	\$9,400.00

(Booth package includes one 7" x 44" Company ID sign, 8' draped backwall, 3' draped sidewall, company listing in onsite program (100 word maximum), 2 full conference registrations per 10'x10' ft space and 1 pre-show/1 post-show attendee list. The above rates are for exhibit space only and do not include costs for exhibit construction materials, furniture, carpet, electrical, shipping, etc.)

List your top 7 choices for preferred booth locations; you will be placed as close to your top choice as possible. Booth location will be assigned based on booth size and seniority. Booth numbers will be assigned on January 15, 2010.

1st Choice _____	5th Choice _____
2nd Choice _____	6th Choice _____
3rd Choice _____	7th Choice _____
4th Choice _____	

If possible, please do not place our booth near these companies:

Advertising Opportunities

In our continuing efforts to provide greater exposure and value for your company during the show we have established a new initiative. For the first time, print advertising opportunities will be available in the IBC Program of Events, which will be distributed to all attendees. It offers an excellent opportunity to highlight your firm's products and services, and steer attendees to your booth location on the exhibit floor.

Listed below are the Advertisement Opportunities & Prices:

- Back cover 4-color: \$2,200.00
- Inside back cover 4-color: \$2,000.00
- Inside front cover 4-color: \$2,200.00
- Opposite inside front cover 4-color: \$1,800.00
- Opposite Chairman's Welcome Message 4-color: \$1,500.00
- Full page 4-color: \$1,200.00
- Full-page B&W: \$900.00
- Half-page 4-color: \$700.00
- Half-page B&W: \$500.00

(Please circle your preferred advertising opportunity above. Ad specifications will be available at a later date.)

_____ NO, my organization is not interested in purchasing any advertising in the IBC Program of Events.

List information EXACTLY as you wish it to appear on all lists, mailings, promotional materials, etc.

Exhibitor/Advertiser Company Name: _____

Street Address: _____

City or Town: _____ State or Province: _____

Zip or Postal Code: _____ Country: _____

Contact Person: _____ Title: _____

Telephone: _____ Fax: _____

E-mail: _____ Website: _____

Brief Description of Exhibitor's Organization/Product (100 word maximum):

Payment Information

1. Exhibit Booth Selection(s):

Number of booth(s) selected (_____) @ Price of booth(s) selected (_____) = \$_____

(A) Total Exhibit Space Cost = \$_____

2. Advertisement Selection(s):

Name of Advertisement Selection(s): _____

Cost of Advertisement(s) Selected = \$_____

(B) Total Advertisement Cost = \$ _____

Total Cost (A + B) = \$_____

3. Check enclosed in the amount of \$ _____ payable to The Engineers' Society of Western PA

4. Credit Card - total amount to charge \$_____ VISA _____ MasterCard _____ AMEX _____

Credit Card #: _____

Expiration Date: _____ Name on Card: _____

Signature: _____ Date: _____

Please identify below which organization you dealt with during the sales process:

ESWP _____

ARTBA _____

Neither _____

NOTE: To qualify for exhibit space assignment, this application/contract and \$500.00 per 10'x10' booth(s) selected must be received by the IBC/Show Management with signed contract. No exceptions!

5. The Exhibitor must attach hereto the Exhibitor's check or provide credit card information (in U.S. dollars) made payable to *The Engineers' Society of Western PA* for \$500.00 per 10'x10' booth(s) selected; the remaining balance is to be paid no later than January 31, 2010. Should this application be made after January 31, 2010, a check for the total cost of the requested exhibit space must be attached in order for the Exhibitor to receive space assignment. If for some reason, the IBC/Show Management is unable to accept the Exhibitor's application, the IBC/Show Management will return the Exhibitor's check or equivalent funds.

6. The Individual signing this agreement warrants that he/she has the authority to bind contractually the organization applying for exhibit space. The individual signing this agreement also warrants that the product sought to be exhibited qualifies for the Exposition. If the IBC/Show Management later determines that such product(s) in fact does not qualify for the Exposition, the IBC/Show Management can cancel the space and contract without any refunds.

7. We, the participating entity, our employees, agents, contractors, representatives or guests (together "participants") and any person or entity occupying or sharing the contracted space (even if in violation of our Agreement with the IBC/Show Management or the Exposition Rules) having contracted with the IBC/Show Management for exhibit space, agree, by our contract and presence at the Exposition, to abide by the "Rules and Regulations," having knowledge of them or not, which govern the Exposition for which we have contracted to participate, and any additions and amendments thereto that may be established or put into effect by the IBC/Show Management in the interest of the Exposition.

8. I have read, understand and agree to all of the terms of this contract and to the 2010 IBC "Rules and Regulations" and the Exhibitor Services Manual which are hereby expressly incorporated as part of this contract. Upon acceptance by the IBC/Show Management, a written confirmation of the Exhibitor's offer and deposit/payment will be sent to the Exhibitor.

Make check payable to *The Engineers' Society of Western PA*, and mail to:

The 2010 International Bridge Conference/Show Management
c/o ESWP
337 Fourth Avenue
Pittsburgh, PA 15222
Ph: 412.261.0710, x11
Fax: 412.261.1606
Email: c.mcgarvey@eswp.com
www.eswp.com/bridge
Federal ID #25-1021784

2010 International Bridge Conference



ARTBA American Road &
Transportation Builders
Association

www.internationalbridgeconference.org