



APPLICATION FOR EXHIBIT SPACE, MEDIA, MEETING ROOMS AND SPONSORSHIPS

During May 15-18, 2016 Symposium at the Gaylord Palms Resort & Convention Center, Orlando, FL
(Trade Show is May 16-18, 2016)

PLEASE INITIAL ALL PAGES, APPLICATIONS WITHOUT INITIALS AND SIGNATURE WILL NOT BE ACCEPTED

CONTACT INFORMATION

Applicant _____
(Legal Name of Company or Organization)

Display Name _____
(Please list organization name exactly as you want it to appear on the floor plan and website, if different from legal entity name)

URL _____

Primary Point of Contact _____
(This is the person who will receive updates and planning information regarding GEOINT 2016)

Job Title _____

Address _____

City _____ State _____ ZIP _____

Phone _____

Email _____ Date _____

Authorized Signature _____
The individual signing this Application represents and warrants that he/she is duly authorized to execute binding contracts on behalf of the above listed Applicant and such organization agrees to be bound by this Application and the attached Terms and Conditions.

EXHIBIT SPACE

Prices are per 10x10 booth space. Prices based on date payment is submitted.

	Member	Non-Member
Industry – September 14, 2015 - December 11, 2015	\$4,000	\$4,500
Industry – December 11, 2015	\$4,500	\$5,000
Academia and National Laboratories	\$2,500	\$2,500
Government/Military	\$2,500	\$2,500
Small Business Table Top	\$1,250	\$2,250

If selecting a Small Business Table Top, please provide your NAICS Code which designates your organization as a small business: _____ AND your number of employees: _____ or revenue: _____ (whichever applies to your NAICS Code).

We require _____ booth unit(s). My location selections (in order of preference) are as follows:

1st Choice _____ 2nd Choice _____ 3rd Choice _____

PAYMENT CALCULATION

_____ (# of 10' x 10' booths) x \$ _____ (cost per 10' x 10' booth) = \$ _____ (fee for Exhibit Space)

_____ (# of table tops) x \$ _____ (cost per table top) = \$ _____ (fee for Exhibit Space)

NOTE: Prices are based on payment submission date, not on date booth is reserved.

EXHIBIT SPACE TOTAL	\$
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_____ **INITIAL**

MEDIA OPPORTUNITIES

EVENT GUIDE						
	Available	USGIF Member		Non-USGIF Member		Total
		Cost	Points	Cost	Points	
Inside Front Cover - MEMBERS ONLY	1	\$3,675	1.84	N/A	N/A	\$
Full Page (Prime Position) - MEMBERS ONLY	Limited	\$1,840	0.92	N/A	N/A	\$
Full Page (Regular Position)	Limited	\$1,310	0.66	\$1,840	0.92	\$
1/2 Page Horizontal	Limited	\$840	0.42	\$1,365	0.69	\$
Mini Cube	Limited	\$500	0.25	\$1,050	0.53	\$
Upgraded Listing	Limited	\$250	0.13	\$525	0.27	\$
USGIF MEMBER CREDIT (\$1,000 Strategic Partner or \$500 Associate Partner)						(\$)
EVENT GUIDE TOTAL						\$

POCKET GUIDE						
Advertisement in Pocket Guide - MEMBERS ONLY [SOLD]	1	\$3,500	1.75	N/A	N/A	\$
Exhibitor Logo on Floor Plan in Pocket Guide	12	\$1,000	0.5	\$1,150	0.58	\$

TRAJECTORY ON LOCATION						
Gold Level	10	\$10,000	5	\$11,500	5.75	\$
Silver Level	10	\$7,500	3.75	\$8,625	4.3	\$
Keynote Presentations	1	\$10,000	5	\$11,500	5.75	\$
The Buzz	4	\$5,000	2.50	\$5,750	2.88	\$
Plasma Viewing Station	5	\$2,500	1.25	\$2,875	1.44	\$
Commercial	Limited	TBD	TBD	TBD	TBD	\$
Tickertape	5	\$750	0.38	\$865	0.44	\$
TRAJECTORY ON LOCATION TOTAL						\$

MEDIA TOTAL						\$
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MEETING ROOMS

USGIF has made a limited number of meeting rooms available at the Gaylord Palms and Convention Center. Meeting Rooms will be available from Sunday, May 15 through Wednesday, May 18. Please see floor plan on page 26 of the prospectus for room locations.

*Please note that furniture, a/v, electrical, floral, and any other show services are at the expense of the exhibitor and should be contracted directly with the appropriate vendor for that particular service.

Please number the rooms in order of preference. Requested number of rooms _____

Meeting Room	Sq. Feet	\$ Member	Priority Pionts	\$ Non-Member	Priority Pionts	Order of Preference
Captiva 1	676	\$7,200	3.60	\$8,300	4.15	
Captiva 2	688	\$7,200	3.60	\$8,300	4.15	
Daytona 1	592	\$6,700	3.35	\$7,725	3.86	
Daytona 2	602	\$7,200	3.60	\$8,300	4.15	
Miami 1	881	\$8,200	4.10	\$9,450	4.73	
Miami 2	858	\$8,200	4.10	\$9,450	4.73	
Miami 3	887	\$8,200	4.10	\$9,450	4.73	
Sanibel 1	700	\$7,700	3.85	\$8,875	4.44	
Sanibel 2	642	\$7,200	3.60	\$8,300	4.15	
Sanibel 3	681	\$7,200	3.60	\$8,300	4.15	
Tallahassee 1	777	\$7,700	3.85	\$8,875	4.44	
Tallahassee 2	699	\$7,200	3.60	\$8,300	4.15	
Tallahassee 3	797	\$7,700	3.85	\$8,875	4.44	
Sun Breakout 1	767	\$7,700	3.85	8,875	4.44	
Sun Breakout 2	762	\$7,700	3.85	8,875	4.44	
Sun Breakout 3	663	\$7,200	3.60	8,300	4.15	
Sun Breakout 4	667	\$7,200	3.60	8,300	4.15	
Sun Breakout 5	768	\$7,700	3.85	8,875	4.44	
Sun Breakout 6	809	\$8,200	4.10	9,450	4.73	
St. George 102	752	\$7,700	3.85	\$8,875	4.44	
St. George 104	1,231	\$10,200	5.10	\$11,750	5.88	
St. George 106	834	\$8,200	4.10	\$9,450	4.73	
St. George 108	1,269	\$10,200	5.10	\$11,750	5.88	
St. George 112	950	\$8,700	4.35	\$10,025	5.01	
St. George 114	1,320	\$10,200	5.10	\$11,750	5.88	
Emerald 1	636	\$7,200	3.60	\$8,300	4.15	
Emerald 2	1,021	\$9,200	4.60	\$10,600	5.30	
Emerald 3	574	\$6,700	3.35	\$7,725	3.86	
Emerald 4	1,059	\$9,200	4.60	\$10,600	5.30	
Emerald 5	573	\$6,700	3.35	\$7,725	3.86	
Emerald 6	1,061	\$9,200	4.60	10,600	5.30	
Emerald 7	566	\$6,700	3.35	7,725	3.86	
Emerald 8	1,034	\$9,200	4.60	10,600	5.30	

To see room setup details please visit <http://www.marriott.com/hotels/event-planning/business-meeting/mcogp-gaylord-palms-resort-and-convention-center>

SPONSORSHIPS

ALLDER GOLF CLASSIC OPPORTUNITIES						
Description	Available	USGIF Member		Non-Member		Total
		Cost	Points	Cost	Points	
Title Sponsorship	1	\$35,000	17.5	\$40,250	20.13	\$
Beverage Cart <input type="checkbox"/> Front 9 <input type="checkbox"/> Back 9	2	\$3,500	1.75	\$4,025	2.02	\$
Range Finder	1	\$2,750	1.38	\$3,165	1.59	\$
Golf Towel [SOLD]	1	\$2,500	1.25	\$2,875	1.44	\$
Golf Umbrella [SOLD]	1	\$2,500	1.25	\$2,875	1.44	\$
Divot Repair Tool	1	\$2,000	1	\$2,300	1.15	\$
Golf Tool Kit	1	\$2,000	1	\$2,300	1.15	\$
Sleeve of Golf Balls	3	\$1,750	0.88	\$2,015	1.01	\$
Hole Co-Sponsorship	28	\$1,500	0.75	\$1,725	0.87	\$
Golf Tees in Pouch	1	\$1,000	0.5	\$1,150	0.58	\$
ALLDER GOLF CLASSIC TOTAL						\$

WELCOME AND CLOSING RECEPTIONS						
Description	Available	USGIF Member		Non-Member		Total
		Cost	Points	Cost	Points	
Monday Welcome Reception (Exclusive) - MEMBERS ONLY	1	\$65,000	32.5	NA	NA	\$
Wednesday Closing Reception (Exclusive) - MEMBERS ONLY	1	\$65,000	32.5	NA	NA	\$
Monday Welcome Reception Co-Sponsorship	Limited	\$15,000	7.5	\$17,250	8.63	\$
Wednesday Closing Reception Co-Sponsorship	Limited	\$15,000	7.5	\$17,250	8.63	\$
RECEPTIONS TOTAL						\$

BRANDING OPPORTUNITIES						
Description	Available	USGIF Member		Non-Member		Total
		Cost	Points	Cost	Points	
Exhibit Hall [SOLD]	1	\$65,000	32.5	\$74,750	37.38	\$
Conference Bag	1	\$40,000	20	\$46,000	23	\$
Conference Padfolio [SOLD]	1	\$35,000	17.5	\$40,250	20.13	\$
Hotel Keycards	1	\$30,000	15	\$34,500	17.25	\$
Lanyards/Badgeholders [SOLD]	1	\$30,000	15	\$34,500	17.25	\$
Wireless Internet in Exhibit Hall for Attendees [SOLD]	1	\$30,000	15	\$34,500	17.25	\$
GEOINT Foreword Meals/Refreshments	1	\$17,500	8.75	\$20,125	10.07	\$
Official GEOINT 2016 Mobile App	1	\$17,500	8.75	\$20,125	10.07	\$
Exhibit Hall Networking Receptions <input type="checkbox"/> Monday <input type="checkbox"/> Tuesday <input type="checkbox"/> Wednesday	3	\$15,000	7.5	\$17,250	8.63	\$
Floor Clings Around Gaylord Palms Resort <input type="checkbox"/> Grand Ave. - LL102 <input type="checkbox"/> Key West Way - LL101	2	\$15,000	7.5	\$17,250	8.63	\$
Lamp Post Banners Gaylord Palms Resort	2	\$15,000	7.5	\$17,250	8.63	\$
Lunch in Exhibit Hall <input type="checkbox"/> Monday <input type="checkbox"/> Tuesday <input type="checkbox"/> Wednesday	3	\$15,000	7.5	\$17,250	8.63	\$
Massage Garden	1	\$15,000	7.5	\$17,250	8.63	\$
Official GEOINT 2016 Pen	1	\$15,000	7.5	\$17,250	8.63	\$
Window Clings on Bridge to Convention Center	2	\$13,500	6.75	\$15,525	7.77	\$
Breakfast <input type="checkbox"/> Monday <input type="checkbox"/> Tuesday <input type="checkbox"/> Wednesday	3	\$12,500	6.25	\$14,375	7.19	\$
Escalator [SOLD]	1	\$12,500	6.25	\$14,375	7.19	\$
Emerald Plaza Banners [SOLD] <input type="checkbox"/> LL103 <input type="checkbox"/> LL104	2	\$10,000	5	\$11,500	5.75	\$
Water Stations in Exhibit Hall (Exclusive)	1	\$10,000	5	\$11,500	5.75	\$
Arch Banner in Entrance to Convention Center [SOLD] <input type="checkbox"/> OL107 <input type="checkbox"/> OL108	2	\$7,500	3.75	\$8,625	4.34	\$
Footprints at Registration [SOLD]	1	\$7,500	3.75	\$8,625	4.34	\$
Spinning Kiosks <input type="checkbox"/> Bridge LL107 <input type="checkbox"/> Bridge LL108 <input type="checkbox"/> Hotel Lobby LL109 <input type="checkbox"/> Hotel Lobby LL110 <input type="checkbox"/> Osceola OL109 <input type="checkbox"/> Osceola OL110 <input type="checkbox"/> Osceola OL111 <input type="checkbox"/> Osceola OL112 <input type="checkbox"/> Osceola OL113	9	\$6,000	3	\$6,900	3.45	\$
Fountain Wrap [SOLD]	1	\$5,000	2.5	\$5,750	2.88	\$
Banner Wall Outside General Session <input type="checkbox"/> OL126 <input type="checkbox"/> OL127 <input type="checkbox"/> OL128 <input type="checkbox"/> OL129 <input type="checkbox"/> OL130	3	\$5,000	2.5	\$5,750	2.88	\$
Hotel Door Drop Gaylord Palms Resort <input type="checkbox"/> Sunday <input type="checkbox"/> Monday <input type="checkbox"/> Tuesday	3	\$5,000	2.5	\$5,750	2.88	\$
Hotel Door Hanger Gaylord Palms Resort <input type="checkbox"/> Sunday <input type="checkbox"/> Monday <input type="checkbox"/> Tuesday	3	\$5,000	2.5	\$5,750	2.88	\$
Literature in Chairs of General Session <input type="checkbox"/> Monday <input type="checkbox"/> Tuesday <input type="checkbox"/> Wednesday	3	\$5,000	2.5	\$5,750	2.88	\$
Lobby Table Wrap [SOLD]	1	\$5,000	2.5	\$5,750	2.88	\$

BRANDING OPPORTUNITIES (cont.)							
Description	Available	USGIF Member		Non-Member		Total	
		Cost	Points	Cost	Points		
Title Sponsor of Pre/Post Event Email - MEMBERS ONLY <input type="checkbox"/> Pre <input type="checkbox"/> Post	2	\$5,000	2.5	NA	NA	\$	
Turn Down Service Gaylord Palms Resort <input type="checkbox"/> Sunday <input type="checkbox"/> Monday <input type="checkbox"/> Tuesday	3	\$5,000	2.5	\$5,750	2.88	\$	
Advertisement in Pocket Guide - MEMBERS ONLY	1	\$3,500	1.75	NA	NA	\$	
Afternoon Refreshments <input type="checkbox"/> Monday <input type="checkbox"/> Tuesday	2	\$3,500	1.75	\$4,025	2.02	\$	
Care Package <input type="checkbox"/> Monday <input type="checkbox"/> Tuesday <input type="checkbox"/> Wednesday	3	\$3,500	1.75	\$4,025	2.02	\$	
Morning Refreshments <input type="checkbox"/> Monday <input type="checkbox"/> Tuesday <input type="checkbox"/> Wednesday	3	\$3,500	1.75	\$4,025	2.02	\$	
Railing Banner in Fountain Area of Convention Center <input type="checkbox"/> OL100 <input type="checkbox"/> OL101 <input type="checkbox"/> OL102 <input type="checkbox"/> OL103 <input type="checkbox"/> OL104 <input type="checkbox"/> OL105 <input type="checkbox"/> OL106	7	\$3,500	1.75	\$4,025	2.02	\$	
Water Stations in Exhibit Hall <input type="checkbox"/> Monday <input type="checkbox"/> Tuesday <input type="checkbox"/> Wednesday	3	\$3,500	1.75	\$4,025	2.02	\$	
Hotel Door Drop Caribe Royale Orlando <input type="checkbox"/> Sunday <input type="checkbox"/> Monday <input type="checkbox"/> Tuesday	3	\$2,500	1.25	\$2,875	1.44	\$	
Hotel Door Hanger Caribe Royale Orlando <input type="checkbox"/> Sunday <input type="checkbox"/> Monday <input type="checkbox"/> Tuesday	3	\$2,500	1.25	\$2,875	1.44	\$	
Market Square Column Cling <input type="checkbox"/> LL112 <input type="checkbox"/> LL113 <input type="checkbox"/> LL114 <input type="checkbox"/> LL115 <input type="checkbox"/> LL116 <input type="checkbox"/> LL117 <input type="checkbox"/> LL118 <input type="checkbox"/> LL119 <input type="checkbox"/> LL120 <input type="checkbox"/> LL121	10	\$1,500	0.75	\$1,725	0.87	\$	
Banner Stands <input type="checkbox"/> EL100 <input type="checkbox"/> EL101 <input type="checkbox"/> EL102 <input type="checkbox"/> EL103 <input type="checkbox"/> EL104 <input type="checkbox"/> EL105 <input type="checkbox"/> EL106 <input type="checkbox"/> EL107 <input type="checkbox"/> EL108 <input type="checkbox"/> EL109 <input type="checkbox"/> EL110 <input type="checkbox"/> EL111 <input type="checkbox"/> EL112 <input type="checkbox"/> EL113 <input type="checkbox"/> EL114 <input type="checkbox"/> EL115 <input type="checkbox"/> EL116 <input type="checkbox"/> EL117 <input type="checkbox"/> EL118 <input type="checkbox"/> EL119 <input type="checkbox"/> OL114 <input type="checkbox"/> OL115 <input type="checkbox"/> OL116 <input type="checkbox"/> OL117 <input type="checkbox"/> OL118 <input type="checkbox"/> OL119 <input type="checkbox"/> OL120 <input type="checkbox"/> OL121 <input type="checkbox"/> OL122 <input type="checkbox"/> OL123	30	\$1,500	0.75	\$1,725	0.87	\$	
Collateral in Conference Bag	10	\$1,000	0.5	\$1,150	0.58	\$	
Exhibitor Logo on Floor Plan in Pocket Guide	12	\$1,000	0.5	\$1,150	0.58	\$	
Exhibit Hall Column Clings - List location number(s) from page 22 here:	41	\$1,000	0.5	\$1,150	0.58	\$	
Logo Recognition	Limited	\$1,000	0.5	\$1,150	0.58	\$	
Carpet Logo for Booth	10	\$750	0.38	\$865	0.44	\$	
Pre-Event Email - MEMBERS ONLY	20	\$750	0.38	NA	NA	\$	
Post-Event Email - MEMBERS ONLY	20	\$750	0.38	NA	NA	\$	
BRANDING TOTAL						\$	

ENGAGEMENT OPPORTUNITIES							
Description	Available	USGIF Member		Non-Member		Total	
		Cost	Points	Cost	Points		
Government Pavilion (Exclusive) - MEMBERS ONLY [SOLD]	1	\$50,000	25	NA	NA	\$	
Golf Swing Analysis	1	\$27,500	13.75	\$31,625	15.82	\$	
Government Pavilion	3	\$20,000	10	\$23,000	11.5	\$	
Device Charging GEOLounges <input type="checkbox"/> EL123 <input type="checkbox"/> EL124 <input type="checkbox"/> EL125 <input type="checkbox"/> EL126	4	\$15,000	7.5	\$17,250	8.63	\$	
Shoe Shine Stand	1	\$10,000	5	\$11,500	5.75	\$	
Charging Locker/Tower	1	\$8,500	4.25	\$9,775	4.89	\$	
Media / Press Center	1	\$5,000	2.5	\$5,750	2.88	\$	
ENGAGEMENT OPPORTUNITIES TOTAL						\$	

SPONSORSHIP TOTAL						\$
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APPLICATION PROCESS

Please complete, sign, initial each page, and return this application to jeff.ley@usgif.org or ashley.jones@usgif.org or via fax at 703.793.9069

Due to limited space availability, USGIF cannot guarantee that this Application will be accepted. If this Application is not accepted for any reason, USGIF will return the payment enclosed with this Application. If this Application is accepted, USGIF will return a counter signed copy of this Application. Acceptance of an Application does not imply endorsement by USGIF of Applicant's products or services, nor does rejection imply lack of approval of Applicant's products or services.

Once USGIF has received this Application, and the Application is signed by both Applicant and USGIF, the Application together with the attached Terms and Conditions, the applicable Exhibitor Service Manual, and any Addendum Application (collectively, the "Contract") will become a legally binding contract between the Applicant and USGIF.

USGIF, in its sole discretion, has the right to determine eligibility of any organization, service or product for inclusion in the Event and has the right to rescind the Contract at any time if USGIF, in its sole discretion, deems the Applicant to be contrary to the best interests of the Event. If USGIF rescinds the Contract for the aforementioned reason, USGIF's sole obligation (and Applicant's sole remedy) is to refund the fees paid by Applicant for exhibit space, media, meeting rooms and/or sponsorships.

_____ **INITIAL**

CANCELLATION POLICY

Cancellations must be made in writing. In the event that an Exhibitor cancels all or part of the Exhibit Space between September 14, 2015 and December 11, 2015, 50% of the total fee paid for the canceled Exhibit Space will be refunded, less a \$100 administrative fee. After December 11, 2015, no refunds will be given. Please note, if you have submitted an application, but have yet to pay and cancel the reservation, you are still 100% liable for the booth, sponsorship, advertising/media, or meeting room.

FINANCIALS

(To be completed by Applicant)

Exhibit Space	\$
Media	\$
Meeting Room(s)	\$
Sponsorship(s)	\$
TOTAL DUE	\$

PAYMENT INFORMATION

Please select your preferred payment method below. As part of the confirmation process, USGIF will send an invoice via email to the email address provided. If a PO is issued, please list it below and USGIF can include it on the invoice. If paying by credit card, a receipt will be generated and emailed to the email address listed below. If a PO is issued, the standard, pre-printed terms and conditions, if any, on the PO will have no legal effects and will not be binding by USGIF.

Check (Please make all payments payable to USGIF in U.S. Funds.)

EFT

PO # _____

Credit Card (see below)

VISA MasterCard AMEX Credit Card # _____ Exp _____

Print Name (as it appears on card) _____

Billing Address (where statement is sent) _____

City _____ State _____ ZIP _____

Phone _____ Email _____

Card Holder's Signature _____ Date _____

The card holder's signature indicates that (1) the issuer of the card identified above is authorized by the cardholder to pay the total due as shown on this application, (2) that the card holder promises to pay such amount subject to and in accordance with the agreement governing the use of such card, and (3) the United States Geospatial Intelligence Foundation is authorized to charge the credit card number listed above for the listed amount.

**This section must be filled out
only if paying by credit card**

Total Due (from above): \$ _____

Please add the 3% Administrative Fee (if paying by credit card and amount is \$1,000 or higher): \$ _____

Total amount to be charged to card: \$ _____

FOR USGIF USE ONLY

Exhibit Space assigned _____

Media Assigned _____

Meeting Room(s) Assigned _____

Sponsorship(s) Assigned _____

Date Received _____ Date Accepted _____

Accepted on behalf of USGIF by _____

INITIAL



TERMS AND CONDITIONS FOR EXHIBIT SPACE, MEDIA, MEETING ROOMS AND SPONSORSHIPS

During May 15-18, 2016 Symposium at the Gaylord Palms Resort & Convention Center, Orlando, FL
(Trade Show is May 16-18, 2016)

- 1. Definitions.** Capitalized terms not defined herein shall have the meanings set forth in the Application. "Application" means the application for the Event that has been signed by the Applicant; "Applicant" means the organization listed on the first page of the Application; "Event" means the Trade Show and Symposium and other events scheduled, such as receptions, networking opportunities, and outings, to be held on the dates listed on the top of the Application; "Trade Show" means the exhibit hall trade show to be held during the Event; "Symposium" means the speeches, panel discussions, and breakout sessions held outside of the exhibit hall during the Event; and "Location" means the hotel, resort or conference center listed on the top of the Application where the Trade Show will be held.
- 2. Permitted Use.** The Applicant may only use the exhibit spaces, media opportunities, sponsorships, and meeting rooms listed and described in the Application and chosen and paid for by the Applicant (the "Opportunities") to inform and educate Event attendees regarding the Applicant's products or services. The Applicant may not sublet, assign, or apportion any part of such Opportunities. The Applicant may not represent, advertise, or distribute literature for the products or services of any other organization or individual without the prior express written approval of USGIF. All of the Applicant's activities must be confined to the space assigned by USGIF. The Applicant acknowledges and agrees that its representatives are admitted to, and will remain at, the Event solely in strict compliance with the Contract.
- 3. Protection of Facilities and the Public.** Applicant shall not use the Location or permit it to be used by any employee, patron, contractor, or invitee: (a) for any illegal purpose; (b) in conflict with any applicable Law (as defined below); (c) in any manner that could violate the insurance or increase the rate of insurance on the Location; (d) in any manner that constitutes any waste or nuisance; (e) in any manner that causes any injury to the Location; or (f) in violation of any applicable rule or regulation issued by management of the Location.
- 4. Floor Load.** Under no circumstances shall the weight of any equipment or exhibit material exceed the Location's floor load specifications set forth in the Exhibitor Service Manual or as otherwise specified by USGIF or the Location.
- 5. Lotteries; Contests.** No drawings or sweepstakes that require the purchase of raffle or lottery tickets are permitted without USGIF's advance written authorization and must be operated in accordance with applicable Law. Approved drawings must be available to all Event attendees (except persons under 18 years of age, exhibitors and USGIF staff). Registration for drawings must be done within the confines of the rented exhibit space(s) and may not distract from other exhibitor displays. A description of the drawing process (including, without limitation, time of drawing and where winner names will be posted or announced) should be clearly visible to all Event attendees. USGIF reserves the right to endorse or be affiliated with Applicant drawings, or make announcements on behalf of Applicant as it sees fit.
- 6. USGIF's Right of Control.** USGIF, in its sole discretion and at any time, has the right to, at the Applicant's sole cost and expense and without any obligation for USGIF to compensate or reimburse the Applicant, (a) move the Applicant's location in the exhibit hall for any reason, (b) prohibit or remove any material that in USGIF's opinion is objectionable in design, operation, or otherwise, (c) request changes to or remove any materials that in USGIF's opinion is contrary to the best interests of the Event or out of keeping with the character of the Event, (d) upon any breach of the Contract, immediately remove the Applicant's materials or the Applicant (or its representative) from the Event, (e) prohibit or remove any materials that differ substantially from the information stated in the Application or provided to USGIF, (f) shut-down, halt, or remove any demonstration of services or equipment, audio or visual activities, interviews, or other activities that in USGIF's opinion inconveniences or interferes with other exhibitors' or attendees' enjoyment of the Event, (g) control Event admission prices and policies, and (h) limit the number of "EXHIBITOR" badges issued to the Applicant. In the event of the removal of the Applicant's materials, in whole or part, or the removal of the Applicant or any of its representatives from the Event in accordance with (b) or (c) above, USGIF's sole liability for such removal will be to refund the fee paid by the Applicant as specified on the Application on a pro-rata basis for the period of the Event remaining at the time of removal; in all other cases, the Applicant will not be entitled to any refund of fees paid.
- 7. Installation and Removal.** Exhibit spaces must remain intact and staffed during all Event hours. The Applicant shall remove all materials from the Location by the time set forth in the Exhibitor Service Manual. The Applicant shall reimburse USGIF for any expenses, including, without limitation, cleaning, repair, storage, disposal, or handling charges, incurred with respect to the Applicant's materials remaining after such date or any other violation of the Exhibitor Service Manual.
- 8. Representatives.** The Applicant's representatives must be employees of the Applicant. At all times during Trade Show hours, the Applicant's booth representatives must (a) wear the "EXHIBITOR" badge identification furnished by USGIF, (b) actually work in the exhibit space assigned to the Applicant, and (c) have a manner, appearance, and dress that is appropriate, conservative, and professional.
- 9. Copyrighted Materials.** If the Applicant intends to use, display, or distribute any music or other copyrighted materials or third-party trademarks during the Event, the Applicant must have permission to do the same and must provide USGIF with a copy of license or other agreement prior to the opening of the Event.
- 10. Americans with Disabilities Act.** All exhibits at the Trade Show must be accessible to handicapped persons in accordance with the Americans with Disabilities Act.
- 11. Laws and Regulations.** The Applicant shall fully comply with all federal, state, and local laws and regulations and all rules and regulations prescribed by the management of the Location (collectively, "Laws"). The Applicant shall meet the requirements of all local authorities and obtain, at their own expense, any necessary permits, licenses, or equipment should any be required for the particular individual displays or the particular exhibit of the Applicant. Potentially combustible or explosive materials and substances must be flameproof. Packing containers, excelsior, wrappings, and similar materials must be removed from the Trade Show and must not be stored under tables, behind displays or in the aisles. Alcoholic beverages are prohibited in the Trade Show except with USGIF's prior express written authorization. Hazardous or dangerous materials or equipment are prohibited from the Event.

12. Obstruction of Aisles or Booths. The Applicant's materials, representatives, or exhibit demonstrations or activities must not obstruct any aisles or prevent easy access to other exhibitors.

13. Security. The provision of any security service during the Event must not be construed as USGIF's assumption of an obligation or duty to the Applicant with respect to the Applicant's property or safety. The Applicant and its representatives and attendees participate in the Event at their own risk.

14. Advertising, Meetings and Social Activities. In the interest of the success of the Event as a whole, the Applicant agrees not to extend invitations, hold meetings, receptions, outings, social events or otherwise encourage the absence from the Event or Location during Event hours. Sponsorships, advertisements, displays, demonstrations, conferences, entertainment, symposium registration, or hospitality rooms, may be permitted only with the express advance written authorization of USGIF and the payment of additional fees.

15. Admittance During Non-Trade Show Hours. The Applicant's representatives will be permitted to enter the Trade Show one half (1/2) hour before the scheduled opening of the exhibit hall (except for purposes of set-up or dismantling, which time is specified in the Exhibitor Service Manual), unless otherwise agreed by USGIF prior to the start of the Event. Temporary badges will be required for the Applicant's representatives during set-up and dismantling.

16. Failure to Hold Event. If the Event (or any part thereof) is cancelled for any reason, including, without limitation, acts of God (including fire, tornado, hurricane, flood, earthquake, or other elements of nature including weather events), wars, riots, civil disorders, rebellions or revolutions, acts of terrorism, strikes, lockouts or labor disputes, direct government action/inaction or order, or catastrophic failures of telecommunication service, the Contract will automatically terminate, and the Applicant waives any claim for damages or compensation. Upon such termination, USGIF will refund to the Applicant the fees paid and specified in the Application, less a pro rata share of USGIF's actual expenses incurred in connection with the Event. Except as provided in the previous sentence, upon such termination, neither party will have any further obligation to the other.

17. No Warranty. USGIF PROVIDES THE OPPORTUNITIES AND THE ITEMS SPECIFIED IN THE EXHIBITOR SERVICE MANUAL "AS IS WHERE IS," WITHOUT WARRANTIES OF ANY KIND, EXPRESS OR IMPLIED, AND SPECIFICALLY WITHOUT WARRANTIES OF FITNESS FOR A PARTICULAR PURPOSE.

18. Release and Limitation of Liability. THE APPLICANT RELEASES USGIF, THE LOCATION AND ALL EVENT CONTRACTORS AND THEIR RESPECTIVE AGENTS, PARENTS, AFFILIATES, EMPLOYEES, DIRECTORS, OFFICERS, SPONSORS, MEMBERS, MORTGAGORS, AND CONTRACTORS (COLLECTIVELY, THE "INDEMNITEES") FROM ANY AND ALL ACTIONS, SUITS, CLAIMS OR DEMANDS (COLLECTIVELY, "CLAIMS") AND ANY AND ALL LIABILITIES, LOSSES, DAMAGES, SETTLEMENTS, FINES, PENALTIES, EXPENSES OR COSTS (INCLUDING, WITHOUT LIMITATION, REASONABLE ATTORNEYS' FEES) (COLLECTIVELY, "LOSSES") THAT MAY ARISE FROM OR BE ASSERTED AS A RESULT OF THE CONTRACT OR THE EVENT. IN NO CIRCUMSTANCE WILL USGIF BE LIABLE TO THE APPLICANT FOR ANY CONSEQUENTIAL, INCIDENTAL, SPECIAL, PUNITIVE, OR INDIRECT LOSSES OR DAMAGES, WHETHER SUCH LOSSES, DAMAGES, OR CLAIMS ARISE IN CONTRACT, TORT (INCLUDING NEGLIGENCE), STRICT LIABILITY, WARRANTY, STATUTE OR OTHERWISE, INCLUDING, WITHOUT LIMITATION, LOSS OF GOOD WILL, USE, OR PROFIT. THE APPLICANT MUST NOT TAKE ANY ACTION OR CONDUCT ITSELF IN SUCH A MANNER AS TO BRING PUBLIC RIDICULE, CONTEMPT, CENSURE, OR DISPARAGEMENT UPON ANY OTHER EVENT PARTICIPANT, THE EVENT, OR USGIF. USGIF'S TOTAL LIABILITY TO THE APPLICANT HEREUNDER FOR ALL CLAIMS IS STRICTLY LIMITED TO THE TOTAL AMOUNT PAID BY THE APPLICANT TO USGIF AS SPECIFIED IN THE APPLICATION.

19. Indemnification. The Applicant shall indemnify and hold harmless the Indemnitees from any and all Losses, and defend the Indemnitees against any and all Claims, arising out of, related to or resulting from (a) the Applicant's, or its agents', contractors', licensees', invitees', employees' or representatives' participation or presence at the Event (b) the Contract, including, without limitation, those Claims arising out of, relating to or resulting from any labor dispute, any alleged or actual infringement or misappropriation, any breach of the Contract, any failure by Applicant, or its agents, contractors, licensees, invitees, or employees to comply with any Law or with USGIF's instructions, fraud, theft, or intentional misconduct, or any loss, damage, theft, or destruction of the Applicant's property or that of any other Event participant, or (c) the injury or death of any person (including, without limitation, Applicant's employees), damage to personal or real property, and damages (except as expressly provided otherwise in the Contract) to Applicant's business, whether or not resulting in whole or in part by the negligence of any person (except when solely caused by the gross negligence of USGIF).

20. Insurance and Liability. The Applicant must obtain and maintain in full force and effect throughout the performance of the Contract, at its sole cost and expense, general liability and fire insurance coverage with a limit of at least \$1,000,000 (combined single limit). Prior to the start of the Event, the Applicant will furnish to USGIF a certificate of insurance evidencing that the above insurance is in effect and naming the Indemnitees as additional insureds.

21. Interpretation and Enforcement. The Contract is governed by the laws of the Commonwealth of Virginia excluding any choice-of-law provision or rule (whether of Virginia or any other jurisdiction) that would cause the application of the laws of any other jurisdiction. The Applicant consents to the exclusive jurisdiction of any state or federal court empowered to enforce the Contract located in the County of Fairfax or City of Alexandria in Virginia and waives any objection thereto.

22. Union Restrictions. The Applicant must observe the provisions of all union contracts in effect, as communicated to the Applicant. USGIF will not be not responsible for any interferences with the Event caused by disputes involving union personnel and the Applicant.

23. Use of the USGIF Logo. The Applicant acknowledges and agrees that the "United States Geospatial Intelligence Foundation" and "USGIF" names, and the logos, and trademarks of USGIF are the exclusive property of USGIF and cannot be used by the Applicant, except to the extent expressly provided for in a separate written agreement with USGIF. Nothing contained in the Contract grants the Applicant any right to use USGIF's name, logos or trademarks including, without limitation, in connection with the Applicant's participation in the Event. USGIF reserves all rights not expressly granted herein.

24. Violations. If Applicant defaults in the performance of any term of the Contract (including, without limitation, the payment of fees, maintenance of insurance, and compliance with any and all rules and requirements concerning the use of the Location), USGIF, at its option, may immediately terminate the Contract. Upon such termination, Applicant's rights and privileges under the Contract shall terminate, and USGIF shall have the right to take possession of the Opportunity(ies) or space occupied by the Applicant and to remove all persons and goods, without any liability whatsoever to the Applicant.

25. Remedies. The remedies under the Contract shall be cumulative and are not exclusive. Election of one remedy shall not preclude pursuit of other remedies.