



Sponsored by:
Robotic Industries Association, Automated Imaging Association and Motion Control
Association

Phone: 1-734-994-6088 • Fax: 1-734-994-3338 • Email: kstraight@robotics.org

Exhibit Space Contract

EXHIBITOR COMPANY INFORMATION

Company Name _____ Division _____
Street _____ P.O. Box _____
City _____ State _____ Zip _____ Country _____
Contact Name _____ Title _____
Telephone _____ Fax _____ e-mail _____
Signature: _____ Title _____

The individual signing this contract represents and warrants that he/she is duly authorized to execute this binding contract, which includes the rules, and regulations appearing on the back.

SPACE REQUIREMENTS AND PRICES

Membership dues must be current (through the show) to receive the discounted rate

Non-Member Exhibit Space: \$32.00 per sq. ft.

RIA Membership Discount: Check your membership level:

Platinum: \$24.00 per sq. ft. Gold: \$25.50 per sq. ft. Silver: \$27.00 per sq. ft. Bronze: \$29.00 per sq. ft.

AIA Membership Discount: AIA Member: \$27.00 per sq. ft.

MCA Membership Discount: MCA Member: \$27.00 per sq. ft.

Please indicate your requested booth space: Dimensions of booth _____ X _____ TOTAL COST \$ _____

Booth # Preferences: 1st Choice _____ 2nd Choice _____ 3rd Choice _____ 4th Choice _____

Please list any companies you do not want to be near: _____

PAYMENT INFORMATION

See reverse side for payment terms and schedule.

We are enclosing \$ _____ which represents a non-refundable deposit of 25% toward the total booth rental.

Deposit Schedule

25% deposit due with contract to reserve space

50% of total payment due by September 1, 2010

100% with application if after December 1, 2010

PAYMENT METHOD

Check should be made payable to ATC. All funds should be drawn on a U.S. Bank in U.S. dollars and mailed to
ATC, 900 Victors Way, Suite 140, Ann Arbor, Michigan 48108 USA.

Payment Options: Credit Card Check Enclosed Send Invoice, PO # _____ Amount to be Charged \$ _____

Type of Credit Card: _____ Card # _____ Exp. Date: _____ CSC#: _____

Name on Card _____ Authorized Signature: _____

Please check here: Place all booth space payments (when due) on the credit card number indicated above.

Call: 1-734-994-6088 to receive information about wire transfers. There is an additional \$20 charge for this service.

Booth # _____ Dimensions: _____ Date: _____ Show Management: _____

I. Contract for Space: This application for space in Automate 2011, and the resulting assignment constitutes a contract for the Exhibitor's right to use of the space in accordance with show regulations. Membership discounts are available. You must be an RIA, AIA or MCA corporate member and your membership dues current to receive the member discount. **The payment schedule for all exhibitors is as follows:**

- 25% due with contract to reserve space
- 50% of total payment due by September 1, 2010
- 100% with application if after December 1, 2010

II. Cancellation of Exhibit Space: In the event that the Exhibitor cancels exhibit space contracted herein, the Exhibitor must do so in writing. Management will accept cancellation of this contract by Exhibitor subject to the following schedule:

- Cancellation prior to September 1, 2010 - refund of any payment over 25% of total booth cost.
- Cancellation between September 2, 2010 and December 1, 2010 - refund of any portion over 50% of payment.
- Cancellation after December 1, 2010 - no refund will be made and payment will be forfeited.

Please Note: Any refunds due will be made after the completion of the Show.

III. Reduction of Exhibit Space: At any time the Exhibitor may request a reduction of exhibit space, however, this may require a reassignment of booth location. Exhibit space reduction does not guarantee a refund. All reductions will follow the same schedule for original exhibit space as cancellations listed above.

IV. Liability Limitation and Indemnification:

- A. Insurance: All property of the Exhibitor is understood to remain under Exhibitor's custody and control in transit to, from and within the confines of the exhibit area and each Exhibitor shall maintain insurance covering such property. Exhibitor is responsible for general liability coverage of at least \$1,000,000.00. Appropriate Certificates of Insurance shall be furnished by Exhibitor and made available to Show Management upon request.
- B. Exhibitor waives all claims of every kind against the Automate 2011 show, its sponsors or management, their directors, officers, stockholders, agents, and employees including, without limitation, all claims for damages based on personal property damage, destruction, loss or theft, personal injury, cancellation of the Show, failure or refusal to provide space for any exhibit, preventing the display, operation, removal or dismantling of any exhibit, and other act or failure to act of Automate 2011 Show, its sponsors, and management or the sponsors and managers of the Show.
- C. Exhibitor agrees to indemnify and save Automate 2011 Show, its sponsors and management harmless from claims by Exhibitor's agents or employees or by any other person, arising out of any act or omission in any way related to Exhibitor's participation in the Show, whether negligent or not.
- D. In the event of cancellation or disruption of the Show for any cause, the Agreement shall be terminated and the Exhibitor waives any claim for damages or compensation, except that the Exhibitor shall be entitled to a refund of the amount paid for space for that portion of the Show that is either canceled or disrupted.
- E. Show management reserves the right to change the venue, show dates and pricing if it is determined to be to the benefit of the show. Any monies and booth space reserved will be applied to new venue or dates. Exhibitor has the right to decline the change and all monies will be refunded.

V. Failure to Occupy Rented Space and Subleasing: In the event that Exhibitor fails to use all or part of any space contracted for, no part of any payment made with respect to unused space will be returned to Exhibitor or applied to amounts due with respect to space actually used or any future contract. Exhibitor shall not sublease any part of the exhibit space without notifying show management.

VI. Co-exhibiting Fee: Any company sharing an exhibitor's booth (not owned by the exhibiting company) will be charged a \$750.00 co-exhibiting fee. The appropriate co-exhibitor form and payment in full must be completed and submitted to Show Management. This fee allows the co-exhibitor to distribute its products and/or material in the booth; have a separate listing in the show directory; exhibitor badges with their company name; receipt of an exhibitor service manual; booth sign; advertising and promotion opportunities; individual billing for contractor services. The Co-exhibitor Form can be obtained in the Exhibitor Service Manual or by calling Show Management.

VII. Conditions for Exhibit and Displays: Automate 2011 Show reserves the right to restrict exhibits which, because of noise, method of operation, or any other reason, become objectionable, or otherwise detracts from or are out of keeping with the Show. Exhibitors are responsible for meeting all building rules & regulations and any subsequent amendments.

- Exhibitors shall comply with state and local "health and safety" standards and applicable rules and regulations of local fire authorities in the City of Chicago, Illinois and safety guidelines issued by show management.
- Exhibitors are to surrender spaces occupied by them in the same condition they were at the time they were first occupied. Exhibitors are liable for any damage to floors, walls, columns or other parts of exhibit hall property.
- The distribution of any material or literature is restricted to the exhibitor's booth area.

VIII. Additions and Amendments to the Rules: The Automate 2011 Show and/or its sponsors or managers may from time to time issue such additional rules as it deems necessary for the orderly presentation of the Show. The Automate 2011 Show may amend any rules at any time, provided that such amendment shall not substantially diminish the rights or increase the liability of the Exhibitor.

IX. Music Licensing: No copyrighted music may be played in the exhibition area in any fashion (including but not limited to: background music on video or audio tape presentation) without appropriate licensing. The exhibitor is solely responsible for obtaining these licenses for music originating in the exhibitor's booth/display area. The exhibitor is also responsible for any fines, court fees, and all other costs that may arise from failure to comply with these licensing requirements.

**Formerly the International
Robots, Vision & Motion
Control Show**

Collocated with  **PROMAT** 2011

March 21-24, 2011

McCormick Place
Chicago, Illinois USA

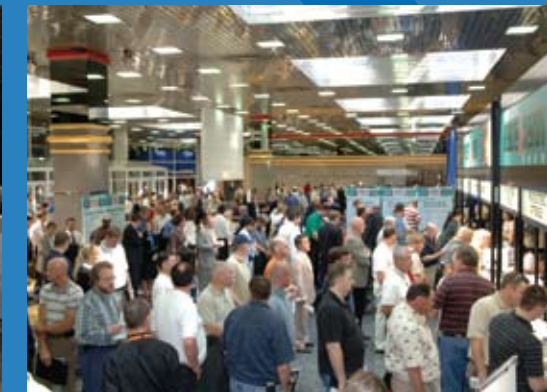
Reserve your exhibit space today!
www.Automate2011.com

Call Kathleen Straight at +1 734/994-6088
or email kstraight@robotics.org

AUTOMATE 2011
900 Victors Way, Ste 140
Ann Arbor, Michigan 48108

**Formerly the International Robots,
Vision & Motion Control Show**

Collocated with  **PROMAT** 2011



 **FIND NEW BUSINESS OPPORTUNITIES AT AUTOMATE 2011**

Formerly the International Robots, Vision & Motion Control Show



Key reasons to exhibit:

- Some 35,000 registrants are expected to attend Automate 2011 and the collocated ProMat® 2011 show.
- Solutions-focus will attract potential customers from a wide-range of industries seeking to automate for a competitive advantage. More than 80% of attendees have buying influence.
- Strong technical conference delivers educated customers to your booth!

For complete show and
conference details, visit
www.Automate2011.com

MARCH 21-24, 2011

MCCORMICK PLACE – CHICAGO, ILLINOIS USA

Reserve your exhibit space today! Visit...
www.Automate2011.com

Why You Should Exhibit at Automate 2011

Some 35,000 potential customers will register for Automate 2011 and ProMat®, four to five times more than pre-registered for our previous shows in Rosemont. More than 80% of the attendees will recommend, specify or approve purchases of technology on display at the show.

Customers will attend from a broad range of industries such as automotive, aerospace, agriculture, alternative energy, beverage, consumer goods, defense, electronics, entertainment, fabricated metals, food, furniture, medical devices, pharmaceuticals, paper, plastics, security, semiconductor, textiles, wood and more.

Your reach will be global, as visitors from more than 30 countries will attend. The prestigious International Symposium on Robotics will be part of the conference, the first time in four years it has been held in the United States. And, the collocated ProMat® is part of the U.S. Department of Commerce's International Buyers Program, one of very few such designated shows.

No other trade show in North America will offer as broad a range of automation solutions to as broad a range of industries. If you make products that can be used in automation systems, this is the show for you!

What's New about Automate

- New show name broadens our reach beyond robots, vision and motion control.
- New collocation with ProMat® allows us to find more material handling customers than ever before in industries like warehousing and food, for example.
- McCormick Place is right in the heart of Chicago, meaning more exciting entertainment and restaurant options for visitors from throughout the world. The facility is spacious, beautiful, and easy to reach from anywhere.
- An Integrated Solutions Pavilion at the front of the show will demonstrate how the products on display are used in complete systems to meet a wide-range of challenges.
- Conference sessions will emphasize a systems approach designed to attract customers looking for solutions.

To view the floor plan visit www.Automate2011.com, or contact Kathleen Straight at kstraight@robotics.org or +1 734/994-6088.

LEVERAGE YOUR EXHIBIT SPACE

Take Advantage of These Opportunities to Deliver More Attendees to Your Booth

Online Advertising

Over 90% of pre-show activity occurs on the web. The best way to drive traffic from the web into your booth is through online advertising on our show website and on Robotics Online, Machine Vision Online and Motion Control Online.

Conference Presentations

This is a chance for your key people to demonstrate their expertise in a non-commercial way. Automate 2011 attendees will pay to attend this conference which focuses on practical, real-world solutions. Past speakers report that many conference attendees become customers. To submit a proposed talk, contact Jeff Burnstein at +1 734/994-6088 or jburnstein@robotics.org.

New Product Presentations

These are commercial opportunities for your company to demonstrate its new products. For a nominal fee you can give a 15 minute new product talk in our presentation theater right on the show floor. We market these talks extensively prior to and during the show, so it's a great way for you to reach a captive audience interested in your products.

Sponsorships

Put your company's name in front of all the attendees by sponsoring an aisle sign, the show bags, lanyards, newsletters to pre-registrants, the cyber café and more! These opportunities are very affordable and always sell-out quickly.

For more information about these effective opportunities, contact Dana Whalls at +1 734/994-6088 or dwhalls@robotics.org.

Automate 2011 is sponsored by:

