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Dear Prospective Exhibitor,

We would like to invite your company to exhibit at the 2011 TurnKey Conference. The conference will be held at the Baltimore Marriott Waterfront Hotel, Baltimore, MD on April 14 & 15, 2011. We are targeting attendees, from the extensive list of subscribers to ALN® Magazine and ALN World™ who are planning new construction, renovation, or expansion of research animal facilities.

The exhibit space is tabletop only. **No free standing displays will be allowed on the floor.**

Option 1: Perimeter Table (#1-40) - for a fee of \$1450, you will receive a tabletop on the perimeter of the exhibit area which allows for **displays** on the tabletop. Your display **may not exceed 72 inches above the tabletop and may NOT sit on the floor. This height/floor restriction will be strictly enforced.** Please make sure your exhibit staff is aware of the restrictions.

Option 2: Center Table (#41-60 and #70 & #80) - for a fee of \$1300, you will receive a tabletop in the center of the exhibit area. Your **display may not exceed 48 inches above the tabletop and may NOT sit on the floor. This height/floor restriction will be strictly enforced.** Please make sure your exhibit staff is aware of the restrictions.

Option 3: Interior Table (#61-69 and #71-79) - for a fee of \$1200, you will receive a tabletop in the interior of the exhibit area between the perimeter and center tables. Your **display may not exceed 48 inches above the tabletop and may NOT sit on the floor. This height/floor restriction will be strictly enforced.** Please make sure your exhibit staff is aware of the restrictions.

Each option includes: conference registration for two attendees (including breakfasts, lunches, breaks, and cocktail reception); one 6' draped table; two chairs; and company listing in the conference program. Each additional exhibitor/attendee is \$400, not to exceed three additional attendees, for a total of five exhibitor/attendees.

Setup time: Wednesday, April 13th 7:00 pm

Exhibit Hours: Thursday, April 14th from 7:45 am-5:00 pm, Friday, April 15th from 8:00am-2:00 pm

Exhibit breakdown: Friday, April 15th starting at 2:00pm.

The exhibit area will host the breakfasts, lunches, breaks and roundtable discussions to facilitate traffic flow and interaction between exhibitors and conference attendees. The attached layout indicates the table set up. Please fill out the attached form to reserve your space. For updates and information regarding the conference please visit our website www.turnkeyconference.com.

Cordially,
Patrick Murphy, President
pmurphy@alnmag.com

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TABLETOP EXHIBIT AGREEMENT

TABLETOP EXHIBIT SPACE RENTAL OPTIONS:

Option 1*: Yellow - Perimeter Table (#1-40) - for a fee of \$1450, you will receive a tabletop on the perimeter of the exhibit area. Your display may not exceed 72 inches above the tabletop, and may not sit on the floor.

Option 2*: Green - Center Table (#41-60 and #70 & #80) - for a fee of \$1300, you will receive a tabletop in the center of the exhibit area. Your display may not exceed 48 inches above the tabletop and may not sit on the floor.

Option 3*: Blue -Interior Table (#61-69 and #71-79) – for a fee of \$1200, you will receive a tabletop in the interior of the exhibit area between the perimeter tables and the center tables. Your display may not exceed 48 inches above the tabletop and may not sit on the floor.

Additional Exhibitor Registrants: The cost to register each additional exhibitor/attendee over the two complimentary is \$400, not to exceed three additional attendees. All other attendees over the three additional pay full conference registration price.

Tabletop Rates (in US dollars):

Option 1: Perimeter Table (#1-40) Displays allowed on tabletop	\$1450
Option 2: Center Table (#41-60 and #70 & #80) Literature or short displays on tabletop (not to exceed 48 inches)	\$1300
Option 3: Interior Table (#61-69 and #71-79) Literature or short displays on tabletop (not to exceed 48 inches)	\$1200
Additional Registrants Not to exceed 3	\$400 each

*Exhibitor registration include: conference registration for 2 attendees (including breakfasts, lunches, breaks, and the cocktail reception); one 6' draped table; 2 chairs; and a company listing in the conference program guide.

Instructions: Please complete sections 1 through 6 of this agreement. Return a copy with your payment to Vicon Publishing, Inc.

1. COMPANY INFORMATION (as it should appear in the conference program guide)

Company Name _____

Address _____

City _____ State _____ Zip/Postal Code _____ Country _____

Phone _____ Fax _____ Website _____

CONTACT AND MAILING INFORMATION FOR CONFERENCE CORRESPONDENCE

Contact Name _____ Title _____

Address _____

City _____ State _____ Zip/Postal Code _____ Country _____

Phone _____ Fax _____ Email _____

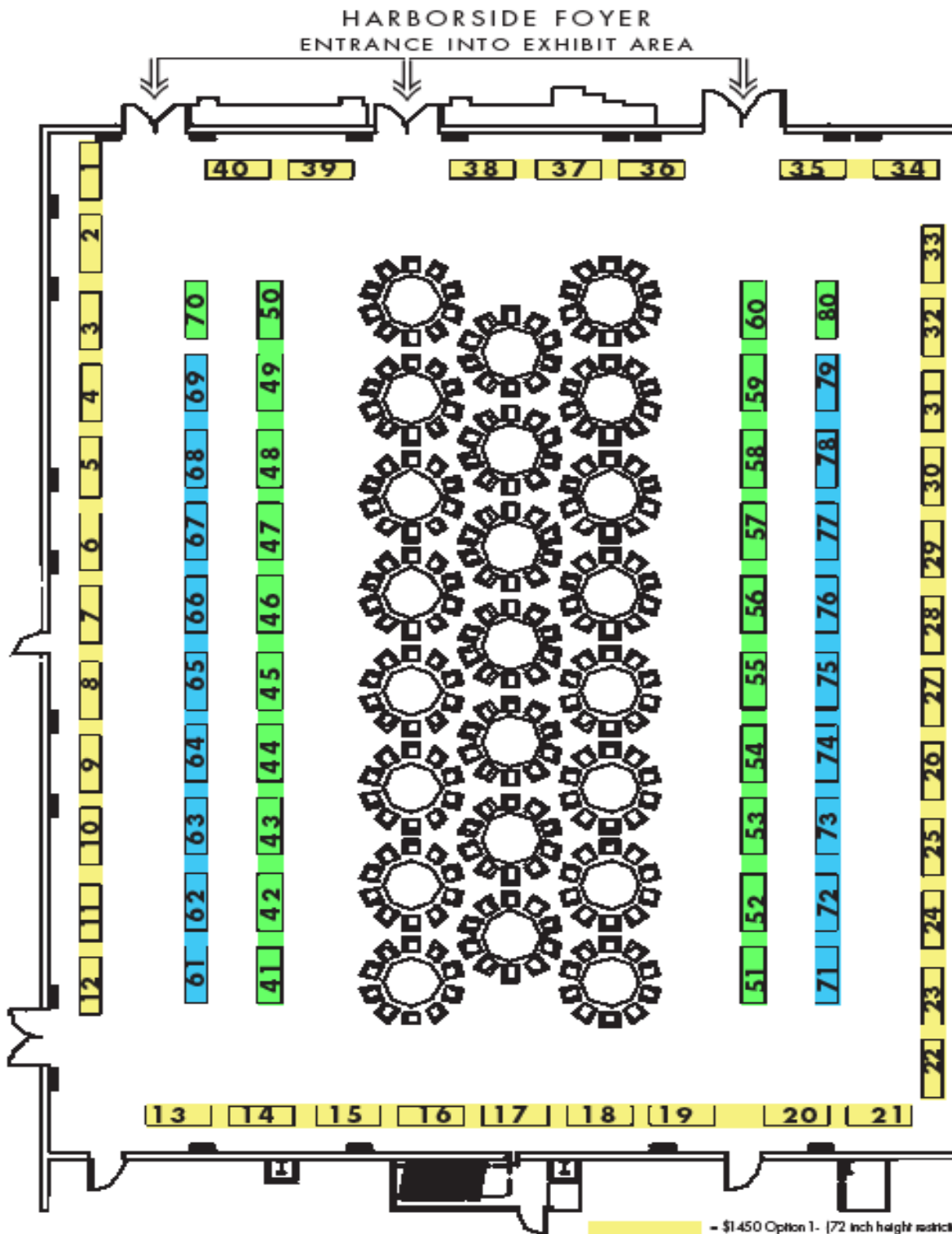
2. TABLETOP SPACE LOCATION PREFERENCE

Please indicate a preferred tabletop exhibit location by table number, using the attached floorplan. 1. _____ 2. _____ 3. _____ 4. _____
Note: Every effort will be made to accommodate your location request. Vicon Publishing, Inc. reserves the right to select the closest location to your choices if they are not available.

Special Requests: Companies you prefer to be placed near: _____

Companies you prefer to be placed away from: _____

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- \$1450 Option 1 - (72 inch height restriction)
- \$1300 Option 2 - (36 inch height restriction)
- \$1200 Option 3 - (36 inch height restriction)

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4. PAYMENT INFORMATION (*Exhibit table location assignments will not occur without payment in full. In the event that your option choice is not available you will be contacted.*) (*Multiple tabletop reservations are subject to availability.*)

Tabletop Option Cost

(Option # 1) _____ x \$1450 each= (Option # 2) _____ x \$1300 each= (Option # 3) _____ x \$1200 each = \$ _____
Table #1-40 Table #41-60 and #70 & #80 Table #61-69 and #71-79

Additional Exhibitor/Attendees (maximum of 3) # _____ x \$400 each = \$ _____

Conference Guide Advertisement Cost

Run of Conference Guide # _____ x \$500 each= \$ _____

Total Amount Enclosed \$ _____

PAYMENT METHOD: Agreements must be accompanied by payment in full. **No refunds after December 31, 2010.**

Check enclosed (U.S. funds, net of all bank charges, payable to Vicon Publishing, Inc.)

Credit Card: ___ Discover ___ MasterCard ___ Visa ___ American Express

Card Type: ___ Personal ___ Corporate

Amount to Charge: \$ _____

Credit Card # _____ Exp. Date _____/_____/_____

Name on Card _____

Billing Address _____

City _____ State _____ Zip/Postal Code _____ Country _____

Signature _____ Date _____

5. PLEASE READ AND SIGN HERE

We, the undersigned, do hereby apply for the reservation of tabletop space at The TurnKey Conference April 14-15, 2011. This agreement shall constitute a binding agreement between Vicon Publishing, Inc. who agrees to rent to the undersigned Tabletop Exhibitor, and the undersigned Tabletop Exhibitor, who agrees to rent from Vicon Publishing Inc., the exhibit space in Baltimore Marriott Waterfront, Baltimore, MD, as more fully described in sections 1 through 4 of this agreement, on terms contained herein. Tabletop Exhibitor agrees to abide by the Tabletop Exhibitor Rules & Regulations, which are made part of this agreement by reference and fully incorporated herein, and such additional rules and regulations as may be adopted by Vicon Publishing, Inc. and/or Conference Management. Tabletop Exhibitor understands and agrees that any change in the information on this agreement must be made in writing to Vicon Publishing, Inc. Exhibitor Rules and Regulations will be sent to all Tabletop Exhibitors.

The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on the Hotel premises and will indemnify, defend, and hold harmless Vicon Publishing, Inc., the Hotel, its owner, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims.

Signature _____ Print Name _____

Date _____ Print Title _____

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6. RULES AND REGULATIONS FOR EXHIBITORS

Assignment of tabletop space by Vicon Publishing, Inc. will be considered as accepted unless rejected within ten (10) days from written notification of space assignment. The contract may not be cancelled without penalty after acceptance of space assignment.

1. Each exhibiting company understands that the exhibit space is tabletop only. No free standing displays will be allowed on the floor, if this is violated you will be asked to adjust or remove your display. Please also note height restrictions on tabletop exhibitor agreement page 2.
2. Each exhibiting company shall designate an official on-site representative. False certification of individuals as exhibitors; employees/representatives or misuse of the TurnKey Conference badges to assist unauthorized persons to gain entrance to meetings or exhibit areas shall annul the right to enter or occupy space in the conference and exhibit areas. No exhibitor may assign, sublet, or apportion the whole or any portion of space allotted, or permit any firm not exhibiting to solicit business or take orders in his/her space. Canvassing or distributing advertising matter outside the exhibitor's own space is not permitted.
3. Exhibitor badges must be worn whenever a representative is in the exhibit area. All personnel representing the exhibitor or his or her agents on the exhibit floor during installation and dismantling must be properly identified.
4. Any portion of an exhibit that obstructs the view, interferes with the privileges of other exhibitors, extends beyond the designated tabletop space, or for any reason becomes objectionable, must be immediately modified or removed by the exhibitor. The show management reserves the right to inspect the quality of the appearance of each tabletop prior to show opening.
5. Vicon Publishing, Inc. makes no warranty, expressed or implied, that security measures will avert or prevent occurrences that may result in loss or damage. Each exhibitor must make provisions for the safeguarding of his or her goods, materials, equipment, and display at all times.
6. Noise producing apparatus must be muffled so that it does not interfere with other exhibitors.
7. Exhibitors may not display or utilize live animals in any manner.
8. No combustible decorations are allowed.
9. Exhibit must be in place prior to opening of exhibition hall.
10. It is expressly understood and agreed between the exhibitor and Vicon Publishing, Inc. and its agents that Vicon Publishing, Inc. shall be under no liability for loss of, or damage to, goods or property of exhibitors and each exhibitor on signing a space contract expressly releases Vicon Publishing, Inc. from such and the exhibitor will hold harmless and indemnify Vicon Publishing, Inc. against all claims of liability which may arise or accrue by reason of the exhibitor's use of the tabletop assigned.
11. All work in connection with the exhibits requiring hired labor must be performed by personnel skilled in the appropriate trades.
12. Nothing shall be posted on, tacked, nailed, screwed, or otherwise attached to columns, walls, floor or other parts of the building or furniture. Anything in connection therewith necessary or proper for the protection of the building, equipment or furniture will be at the expense of the exhibitor.
13. Smoking is prohibited in the exhibit area.
14. Recording devices such as cameras and video equipment are prohibited in the exhibit area.
15. All exhibitors agree not to remove materials from the exhibit tabletop or exhibit area before the exhibit area is officially closed.
16. There are no refunds for cancelled tabletop space(s) after December 31, 2010.
17. Any exhibitor shall be subject to eviction without refund if this contract is violated.

DISPLAY AGREEMENT

This form acknowledges that all exhibitors have been made aware and agree to the following guidelines pertaining to **tabletop** display regulations.

Company name: _____

Print name: _____

Signature: _____ Date: _____

IMPORTANT: Keep a copy of this agreement for your records. Fax the completed agreement to TurnKey Conference 603-672-3028. Or mail to: TurnKey Conference, Vicon Publishing, Inc., 4 Limbo Lane, Amherst, NH 03031. For questions about an accounting matter, contact Christine Kingsley at ckingsley@viconpublishing.com. For general exhibitor questions, contact Sharon Coddington scoddington@viconpublishing.com.