



Exhibition & Conference
Los Angeles Convention Center
November 5-6, 2008

(For Office Use Only)
Client No.: _____ Received: _____
Sq. Ft.: _____ Dimensions: _____
Booth No.: _____ Total Cost: _____
Accepted By: _____
(For NewBay Media, LLC)
Date: _____

The undersigned (hereafter called the "exhibitor" hereby applies for space at the DIGITAL VIDEO EXPO WEST to be held at the Los Angeles Convention Center on November 5-6, 2008.

COMPANY NAME: _____
Exhibitor Contact: _____ Title: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone No: _____ Fax: _____ E-mail: _____
Additional Exhibitor Contact: _____ Title: _____
Phone No: _____ Fax: _____ E-mail: _____
BILLING CONTACT (IF DIFFERENT FROM ABOVE): _____
Phone No: _____ Fax No: _____ Email: _____

BOOTH PREFERENCES:
First Choice: Booth No. _____ Size: (length) _____ ft. x (width) _____ ft.
Second Choice: Booth No. _____ Size: (length) _____ ft. x (width) _____ ft.

BOOTH RATES: \$37.00 PER SQUARE FOOT

Booth Price: \$ _____ I would like the "Exhibitor Plus" Package at an additional \$695 - Includes:
• Company logo in the Official Show Directory • Hot link to your website from www.dvexpo.com, within your online exhibitor listing
• An Eblast with your company's vital information to pre-registered attendees 2 weeks prior to show

CORPORATE AND PROMOTIONAL OPPORTUNITIES:
Platinum Sponsorship @ \$25,000
Gold Sponsorship @ \$20,000
Full Page 4/C Show Directory Ad @ \$2,500
Half Page 4/C Show Directory Ad @ \$1,875
Badge Lanyard @ \$5,000
Badge Insert @ \$5,000
Meeting Room @ \$ _____
Banner @ \$ _____
Conference Literature Bags @ \$5,500
Show Bag @ \$5,500
Conference Notepads @ \$1,500
Coffee Breaks @ \$ _____
Ad in Conference Brochure @ \$250
Passport Program Slot @ \$3,500
Show Floor Snack Break @ \$2,000
Registration Mailer Insert @ \$4,00
Floor Map Sponsorship @ \$6,000
Registration Pens @ \$2,500
Other @ \$ _____

AMOUNT ENCLOSED: \$ _____ (U.S. Funds) for 25% of the space rental at \$37.00 per net square foot by January 3, 2008. An additional 25% is due by April 06, 2008, and the remaining 50% by July 10, 2008.

Check (Make all checks payable to: NewBay Media LLC)
Credit Card: Visa AMEX MasterCard
Credit Card # _____ V Code _____ Expiration Date _____
Cardholders Name _____ Cardholders Signature _____

This contract shall not be binding unless and until it is accepted and approved in writing by DV show management. The rules and regulations constitute part of this contract and the exhibitor agrees to abide and conform hereto.

Name: _____ Title: _____
Signature: _____ Date: _____

CANCELLATION POLICY:
All cancellations must be submitted in writing. Cancellation fees: 25% at time of contract, 50% after April 6, 2008, and 100% after August 6 2008.
PLEASE FAX THIS SIGNED CONTRACT TO: 212-378-0443 or MAIL THIS SIGNED CONTRACT TO:
DIGITAL VIDEO EXPO WEST, 810 Seventh Avenue , 27th Floor, New York, NY 10019
SALES: Tel: 212-378-0493

PLEASE MAIL PAYMENTS TO:
NEWBAYMEDIA, LLC Attn: DVEXPO
810 Seventh Avenue, 27th Floor, New York, NY 10019



NEWBAY MEDIA, LLC STANDARD TRADE SHOW EXHIBITOR CONTRACT REQUIRED TERMS AND CONDITIONS

Defined Terms

The term "Event" means Digital Video Expo, currently scheduled to be held on November 5-6, 2008 at the Los Angeles Convention Center. The Event is produced by NewBay Media, LLC As used hereinafter, the term "Organizer" means, NEWBAY MEDIA, and each of [its/their respective] officers, directors, shareholders, agents, affiliates, representatives, employees and assigns, unless the context requires otherwise. The term "Exhibit" means, collectively, (i) the company or person that applied for exhibit space rental and agreed to enter into this contract upon acceptance by NEWBAY MEDIA in the manner stated below and (ii) each of its officers, directors, shareholders, employees, contractors, agents, representatives and/or invitees, as applicable.

Contract Acceptance

This contract shall become binding and effective only when it has been signed on the facing page by Exhibitor and counter-signed on the facing page by a duly authorized representative of NEWBAY MEDIA.

Assumption of Risks; Releases

Exhibitor expressly assumes all risks associated with, resulting from or arising in connection with Exhibitor's participation or presence at the Event, including, without limitation, all risks of theft, loss, harm, damage or injury to the person (including death), property, business or profits of Exhibitor, whether caused by negligence, intentional act, accident, act of God or otherwise. Exhibitor has sole responsibility for its property or any theft, damage or other loss to such property (whether or not stored in any courtesy storage area), including any subrogation claims by its insurer. Neither Organizer nor the Exhibit Facility accepts responsibility, nor is a bailment created, for property delivered by or to Exhibitor. Neither Organizer nor the Exhibit Facility shall be liable for, and Exhibitor hereby releases all of them from, and covenants not to sue any of them with respect to, any and all risks, losses, damages and liabilities described in this paragraph.

Limitation of Liability

Under no circumstances shall Organizer or the Exhibit Facility be liable for any lost profits or any incidental, special, indirect, punitive or consequential damages whatsoever for any of their acts or omissions, whether or not appraised of the possibility of any such lost profits or damages. In no event shall Organizer's maximum liability under any circumstance exceed the amount actually paid by Exhibitor for showcase space rental pursuant to this contract. Organizer makes no representations or warranties, express or implied, regarding the number of persons who will attend the Event or regarding any other matters.

Qualifications of Exhibitor

NEWBAY MEDIA, in its sole discretion, determines whether a prospective sponsor is eligible to participate in the Event. NEWBAY MEDIA reserves the right to restrict or remove any exhibit which they believe is objectionable or inappropriate.

Assignment of Space

[Exhibit space shall be assigned by NEWBAY MEDIA in its sole discretion for the Event and for the Event Dates only.] Any such assignment does not imply that similar space will be assigned for future Events. Management reserves the right to change the floor plan or to move an Exhibitor to another booth location prior to or during the Event.

Cancellation by Exhibitor

If Exhibitor desires to cancel this agreement, Exhibitor may only do so by giving notice thereof in writing sent to the Organizer with evidence of receipt. In such case, Exhibitor will continue to be liable for 100% of the total exhibit fee unless the written notice of cancellation is received by the Organizer. No refund will be provided for cancellations if the space is not rented to another exhibitor regardless of date of notice. Exhibitor is responsible for all booth and promotional fees incurred prior to and including cancellation date. Non-refunded deposits and payments are not applicable toward payment for space at future shows. Please see contract for cancellation terms.

Cancellation by NEWBAY MEDIA

If Exhibitor fails to make a payment required by this contract in a timely manner, NEWBAY MEDIA may terminate this contract

without further notice and without obligation to refund monies previously paid.

Cancellation of the Event

If NEWBAY MEDIA cancels the Event due to circumstances beyond the reasonable control (such as acts of God, acts of war, acts of terrorism, governmental emergency, labor strike or unavailability of the Exhibit Facility), NEWBAY MEDIA shall refund to each Exhibitor its exhibit space rental payment previously paid, minus a share of costs and expenses incurred, in full satisfaction of all liabilities of Organizer to Exhibitor. NEWBAY MEDIA reserves the right to cancel, re-name or re-locate the Event or change the dates on which it is held.

Listings and Promotional Materials

By exhibiting at the Event, Exhibitor grants to management a fully-paid, perpetual non-exclusive license to use, display and reproduce the name, trade names and product names of Exhibitor in any directory (print, electronic or other media) listing the exhibiting companies at the Event and to use such names in promotional materials. NEWBAY MEDIA shall not be liable for any errors in any listing or descriptions or for omitting any Exhibitor from the directory or other lists or materials. NEWBAY MEDIA may also take photographs of Exhibitor's booth space, exhibit and personnel during, before or after the open hours of the Event and use such photographs for any promotional purpose.

Care of Exhibit Facility

Exhibitor shall promptly pay for any and all damages to the Exhibit Facility or associated facilities, booth equipment or the property of others caused by Exhibitor.

Exhibitor Service Manual

Approximately two (2) months from the Event, NEWBAY MEDIA will send an Exhibitor Service Manual to the "Primary Contact" listed on the front of this agreement. The Exhibitor Service Manual will include information integral to participation at the Event, including but not limited to: additional exhibitor rules and regulations, official contractor order forms, registration, shipping and drayage, utilities and building services, exhibitor display rules, and move-in, move-out schedules.

Incorporation of Rules and Regulations

Any and all matters pertaining to the Event and not specifically covered by the terms and conditions of this contract shall be subject to determination by NEWBAY MEDIA in its sole discretion. NEWBAY MEDIA may adopt rules or regulations from time to time governing such matters and may amend or revoke them at any time, upon reasonable notice to Exhibitor. Any such rules and regulations (whether or not included in an Exhibitor Service Manual or similar document) are an integral part of this contract and are incorporated herein by reference. Exhibitor shall observe and abide by additional regulations made by NEWBAY MEDIA as soon as these additional rules or regulations are communicated to Exhibitor. This contract (including the Exhibitor Service Manual and any additional rules or regulations adopted by NEWBAY MEDIA from time to time) states the entire agreement of the parties with respect to the subject matter hereof.

Operation of Exhibits

Exhibits must be designed and operated in a manner that respects other exhibitors and attendees.

Receipt and Removal of Freight

All freight must be plainly marked with the exhibitors name and booth number. All freight must be received and delivered to the exhibit area by qualified union labor.

Fire and Safety Laws

Federal, state and city laws must be strictly observed.

Liability and Insurance

The exhibitor and its authorized contractors agree to carry personal and property damage liability and worker's compensation insurance and to indemnify and hold harmless NewBay Media, LLC, the exhibitor facility and their contractors, agents and employees against all claims, losses, suits, damages, judgments, expenses and charges of every space contracted for by reason of personal injury, death or property damages sustained by any person(s).