



REALTOR® Convention & Trade Expo

December 7-9, 2010

Atlantic City Convention Center, Atlantic City, NJ

www.realtorstripleplay.com



Drive Sales and Business!

EXHIBIT. SPONSOR. ADVERTISE.

For every dollar spent on business travel to a convention, the return on investment can reach \$5.99.

Face-to-face meetings provide a nearly \$20 return for each dollar invested.

Source: Oxford Economics Business Travel Study, 2009



JOIN US AS WE CELEBRATE 10 YEARS OF PROMOTING REALTOR® SUCCESS!

For the past nine years, the Triple Play REALTOR® Convention and Trade Expo has attracted thousands of REALTORS®, brokers, appraisers and other real estate professionals to the largest annual real estate convention and trade show of its kind in the U.S. Last year, participants traveled from 29 states and four Canadian provinces to learn about the newest and most exciting developments in real estate products and services. Brought to the tri-state area by the New Jersey, New York State and Pennsylvania associations of REALTORS®, this premier event is a must-attend.

THE EVENT OFFERS PARTICIPANTS MYRIAD OPPORTUNITIES TO:

- › Earn CE credit and learn about everything from attracting new clients to reducing taxes.
- › Find out how to get the attention of all generations of buyers and how to keep them coming back.
- › Hear top-notch speakers with national reputations like Bernice Ross, Steve Harney and Darryl Davis.
- › Meet, greet and network with thousands of REALTORS®.

SCHEDULE OF EVENTS*

Monday, December 6

9 a.m. - 5 p.m. Exhibit Set-up

Tuesday, December 7

7:30 a.m. - 8:30 a.m. Appraisers Networking Session
 8:30 a.m. - 5 p.m. Education Sessions
 9 a.m. - Noon Exhibit Set-up
 Noon - 1 p.m. Resort/Second-home and International Specialists Networking Session
 Noon - 6 p.m. Trade Expo Open
 Rapid Fire Sessions in Trade Expo
 Green Networking Session
 10th Anniversary Celebration
 5 p.m. - 6 p.m.
 9 p.m. - Midnight

Wednesday, December 8

8 a.m. - 9 a.m. Commercial Brokers Networking Session
 8:30 a.m. - 5:30 p.m. Education Sessions
 9 a.m. - 5:30 p.m. Rapid Fire Sessions in Trade Expo
 9 a.m. - 6 p.m. Trade Expo Open
 12:15 p.m. - 1:45 p.m. Grand Assembly
 4 p.m. - 5 p.m. Brokers Networking Session
 9 p.m. - 11 p.m. Triple Play After Hours

Thursday, December 9

8:30 a.m. - Noon Education Sessions
 9 a.m. - 10 a.m. Association Executives Networking Session
 9 a.m. - 11:45 a.m. Rapid Rewind Sessions in Trade Expo
 9 a.m. - Noon Trade Expo Open
 Noon - 6 p.m. Exhibit Dismantle

*Schedule subject to change and open to all attendees.

WHY EXHIBIT?

Reach REALTOR® decision-makers.

Get face-to-face with thousands of brokers, sales agents, owners and managers, in addition to association executives, who walk the trade show floor. There's no better place to find a more motivated and qualified audience.

Identify potential buyers and deepen relationships with existing customers.

Networking functions, including the 10th Anniversary Celebration, are held throughout the event, offering you additional opportunities to mingle and connect with industry professionals from across the tri-state area and beyond.

Target your marketing efforts to elite industry professionals.

Generate valuable, high-quality leads to increase your business and profits. Triple Play's renowned education sessions, diverse exhibitor offerings, Atlantic City location and multi-channel event promotion attract a broad array of elite industry professionals including appraisers, commercial brokers, and international, resort, green and senior specialists.

"A wonderful experience for our profession. A great meeting place to network and exchange ideas. Great opportunity to meet with vendors to see what is new."

-Maria Polito, EXIT Towne & Country Realty, NJ





EXHIBITOR INFORMATION

Booth Assignments

Initial booth space assignments will be made on June 15, 2010. No space will be assigned without a signed contract and full booth payment. All 2009 exhibitors are given the right of first refusal on booth space: 2009 exhibitors have from May 15 to June 15 to reserve their previous year's booth location, or similar, to request an additional booth space or to choose another location. After June 15, space will be available to all new exhibitors. Exhibit space will be determined on a first-come, first-served basis and is contingent upon Triple Play approval, receipt of signed Application & Contract and Rules & Regulations, and full booth payment. Special consideration for placement will be given to our convention sponsors and advertisers. Triple Play reserves the right to rearrange floor plans and relocate any exhibit. All applicants are subject to all terms of the Application & Contract and Rules & Regulations.

Booth Package

Standard booth equipment includes:

- › 8' high back drape and 3' high side-rails.
- › 6' x 30" draped table.
- › Two chairs.
- › One wastebasket.
- › 7" x 44" identification sign.
- › Security service.
- › Four complimentary convention registrations (badges) per booth.
- › Company listing in the official Triple Play 2010 Convention Program if application and payment are received by October 15, 2010.
- › Company listing and link to your website from Triple Play's popular and widely-used website, www.realtorstripleplay.com.

Exhibit Booth Sizes and Prices*

Size	Price
10' x 10' in-line	\$1,500
10' x 10' corner	\$2,000

**Still a great value! No price increases in three years!*

General Service Contractor

Vista Convention Services has been designated as the official general service contractor for the Trade Expo. Furniture, carpeting, floral, extra draperies, signs, union labor, telephone and Internet access, audiovisual equipment, electrical and crate storage will be available from Vista and other designated contractors. An Exhibitor Service Kit with order forms covering these items will be provided to each confirmed exhibitor.

Convention Registration & Hotel Information

Registration and hotel information will be mailed to all exhibitors on or about September 7, 2010. Included will be all information necessary to pre-register for convention badges (including four complimentary registrations per booth) and to make any hotel accommodations you may require while in Atlantic City.

Cancellation Policy

Any exhibitor desiring to cancel exhibit space (including space reduction) must notify Triple Play in writing. A cancellation fee of \$250 per booth will be charged to an exhibitor who cancels their contract prior to October 29, 2010. Cancellation after October 29, 2010 obligates the exhibitor to full payment of the rental.

REALTORS® support our economy by investing in their businesses.

- › Collectively, REALTORS® spend \$8.3 billion on products and services for their businesses.
- › 25% of REALTORS® plan to purchase a vehicle in the next year.
- › 68% of REALTORS® have a website and 74% use a third-party service.
- › 77% of REALTORS® plan to purchase a color printer in the next 12 months.

Source: REALTOR® Magazine Reader Profile Study, 2009

Maximize your visibility, enhance your presence and drive traffic to your booth with advertising and sponsorship opportunities.

SPONSORSHIPS

ALL SPONSORSHIP PACKAGES INCLUDE:

- › Your company name and logo featured on our convention promotional brochure mailed to 140,000 REALTORS®. Payment and logo must be submitted by July 15, 2010. (Logo format: full-color AND black & white, high resolution EPS files ONLY.)
- › Your company name, logo and link featured on convention website, www.realtorstripleplay.com.
- › Your company name and logo featured at the exhibit hall entrance.
- › Your company logo featured in the official Triple Play 2010 Convention Program distributed to all convention attendees. (Logo must be submitted by October 15, 2010 in full-color AND black & white, high-resolution EPS files ONLY.)

Packages:

DIAMOND SPONSOR

› Investment: \$7,500

- Two full-page black & white advertisements in the official Triple Play 2010 Convention Program.
- Two complimentary 10' x 10' aisle exhibit booths at the Trade Expo.
- Eight complimentary convention registrations.
- Acknowledgement of your sponsorship by the tri-state presidents at the Grand Assembly attended by up to 3,500 REALTORS®.

PLATINUM SPONSOR

› Investment: \$5,000

- One full-page black & white advertisement in the official Triple Play 2010 Convention Program.
- Four complimentary convention registrations.
- One complimentary 10' x 10' aisle exhibit booth at the Trade Expo.
- Acknowledgement of your sponsorship by the tri-state presidents at the Grand Assembly attended by up to 3,500 REALTORS®.

DELUXE SPONSOR

› Investment: \$2,500

- One half-page black & white advertisement in the official Triple Play 2010 Convention Program.
- Acknowledgement of your sponsorship by the tri-state presidents at the Grand Assembly attended by up to 3,500 REALTORS®.

À La Carte Sponsorships:

OPENING NIGHT

10th Anniversary Celebration

› \$2,500 (four maximum)

Your representatives will be hosts, along with show management, to more than 2,500 attendees. The arrangements for food and entertainment will be handled by show management. You may welcome attendees from the stage, and provide signage and giveaways.

Grand Assembly Speaker

› \$5,000 (two maximum)

Your representatives will be introduced by the tri-state presidents to more than 3,500 attendees. The speaker arrangements will be handled by show management. You may welcome attendees from the stage, and provide signage and giveaways.

Tri-State Lounge

› \$1,500/day

Host New Jersey, New York State and Pennsylvania members in the Tri-State Lounge during convention hours. Sponsorship allows for your table-top display.

Program Printing

› \$3,500

The official Triple Play 2010 Convention Program will include your full-color advertisement (7.75" x 10.5") on the outside back cover of the program. The printing is handled by show management.

Triple Play Highlights

› \$2,500

EXCLUSIVE

Your banner ad and link will be prominently displayed in our convention *Highlights* e-mail delivered to 120,000 tri-state members at the conclusion of Triple Play. Ads must be 120 x 120 pixels with a maximum jpg or gif file size of 10k.

Convention Lanyards*

› \$1,000

EXCLUSIVE

Everyone will wear your name throughout the Triple Play three-day event! Lanyard arrangements and costs will be handled by the sponsor (with show management approval). **This opportunity is not available to real estate companies.*

Cyber Lounge

› \$5,000

EXCLUSIVE

Everyone attending the Trade Expo will be able to drop by the lounge to relax and check their e-mails using free wi-fi or one of the laptop/printer stations. Your message and company logo can be the screensaver on each of the five laptops and your company will be listed as sponsor in the convention promotional brochure mailed to more than 140,000 REALTORS®. You may also provide signage and refreshments (at an additional cost).

Shuttle Trolley

› \$1,000 per shuttle (10 available)

Multiple shuttle trolleys run between the Atlantic City Convention Center and the convention hotels during convention hours. Signage (22" x 28") arrangements and costs will be handled by the sponsor (with show management approval).



ADVERTISING

Exhibit industry research shows that exhibit marketing effectiveness increases 46 percent when an exhibitor supports its booth with pre-show, at-show and post-show advertising. Consider placing an ad in the official Triple Play 2010 Convention Program and in the state association magazines: the *New Jersey REALTOR®* and the *New York State REALTOR®*.

Official Triple Play 2010 Convention Program Advertising

SIZES AND PRICES

Quarter-page Ad

Black & white only.
(3.75" x 5.25")\$225

Half-page Ad

Black & white only.
(V: 3.75" x 10.5";
H: 7.75" x 5.25")\$400

Full-page Ad

Black & white only.
(7.75" x 10.5")\$750

Inside Front or Back Cover

4-color.
(7.75" x 10.5")\$1,000

Ads must be submitted by October 15, 2010 in high resolution, print-ready PDF or EPS files. For more information about Triple Play advertising or sponsorships, contact Mary Pilaar at 732-494-5616 or via e-mail at mary@njar.com.



State Publication Advertising

To advertise in one of the state association's publications, please contact:

New Jersey REALTOR®

› Arlene Braithwaite
410-772-0820
arlene@thecyphersagency.com

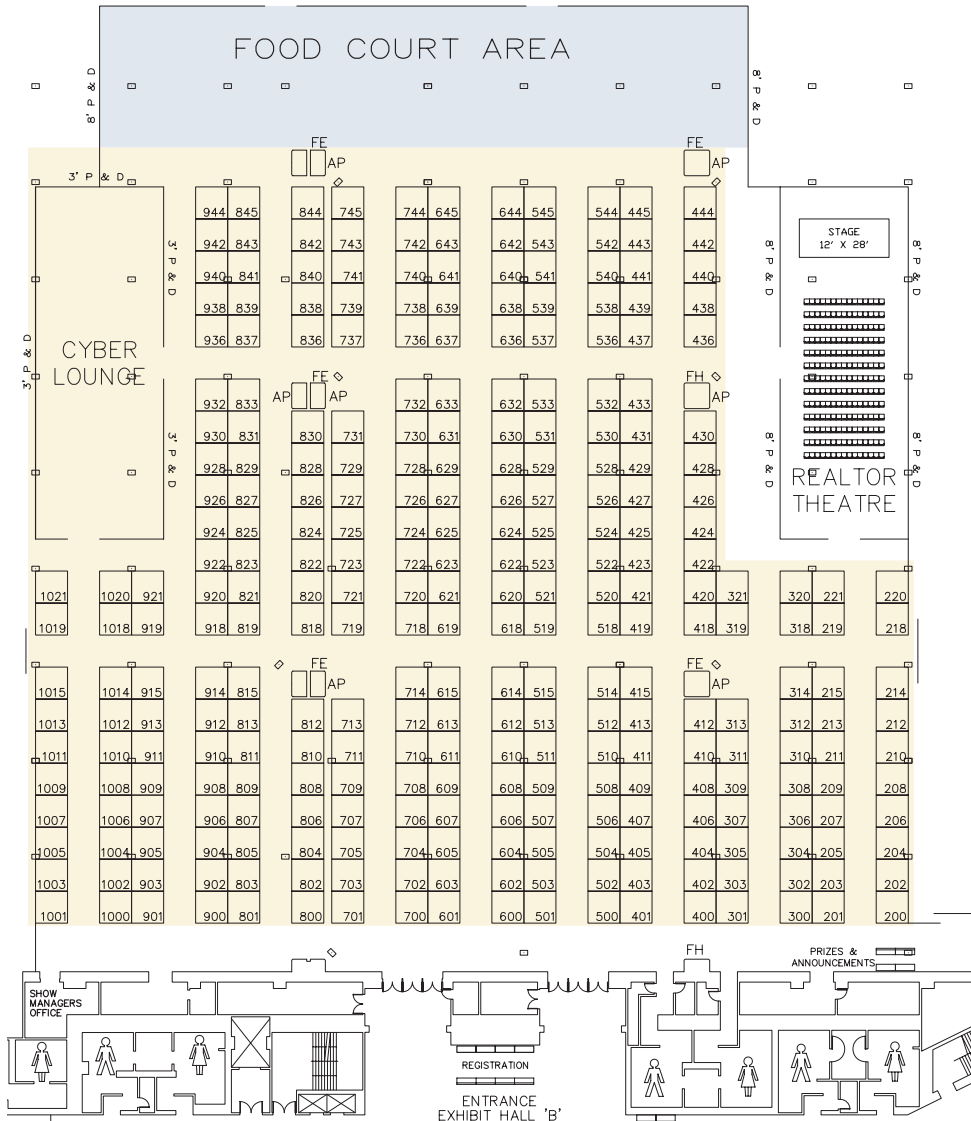
New York State REALTOR®

› Shaun Greyling
800-369-6220
sgreylin@naylor.com

SOLD

FLOOR PLAN

After June 15, an updated floor plan of available spaces will be available online at www.realtorstripleplay.com.



APPLICATION & CONTRACT

for Exhibit Space, Advertising and Sponsorships

This application for exhibit space, advertising and sponsorships indicates applicant's willingness to abide by all accompanying terms, conditions, and exhibitor rules and regulations, as well as any additional conditions New Jersey Association of REALTORS®, New York State Association of REALTORS® and Pennsylvania Association of REALTORS® (hereinafter, "the associations") deem necessary for the success of the Trade Expo.

SPONSORSHIPS

Packages:

- Diamond (\$7,500)
- Platinum (\$5,000)
- Deluxe (\$2,500)

À La Carte Sponsorships:

- 10th Anniversary Celebration (\$2,500, four maximum)
- Grand Assembly Speaker (\$5,000, two maximum)
- Tri-State Lounge (\$1,500/day)
- Program Printing (\$3,500, exclusive)
- Triple Play Highlights (\$2,500, exclusive)
- Convention Lanyards (\$1,000, exclusive, plus cost of lanyards)
- Cyber Lounge (\$5,000, exclusive)
- Shuttle Trolley (\$1,000 per shuttle, 10 available, plus cost of signage)

TOTAL SPONSORSHIP COST: \$ _____
Due by July 15 for recognition in registration brochure.
Due by October 15 for recognition in convention program.

ADVERTISING

Advertise in the official Triple Play 2010 Convention Program.

- Quarter-page B&W Ad (3.75" x 5.25")\$225
- Half-page B&W Ad (V: 3.75" x 10.5"; H: 7.75" x 5.25") . . .,\$400
- Full-page B&W Ad (7.75" x 10.5")\$750
- Inside Front or Back 4-color Cover (7.75" x 10.5")\$1,000

TOTAL ADVERTISING COST: \$ _____
Due by October 15, 2010.

EXHIBIT SPACE

Exhibit fee is \$1,500 per 10' x 10' in-line booth and \$2,000 per 10' x 10' corner booth, unless you are purchasing a sponsorship package that includes a complimentary booth(s). Four complimentary convention registrations per booth are included in the fee. Additional registrations are available for a fee of \$50 per registration. Full payment is required with return of this application. Any cancellations must be made in writing. A cancellation fee of \$250 per booth will be charged to exhibitors who cancel their contract prior to October 29, 2010. Cancellation after October 29, 2010 obligates the exhibitor to full payment of the rental.

Please refer to the floor plan and indicate booth number choices in order of preference. If choices are not available, the next closest booth location will be assigned.

10' x 10' in-line booth (Cost: \$1,500 per booth)

- 1st choice _____
- 2nd choice _____
- 3rd choice _____

10' x 10' corner booth (Cost: \$2,000 per booth)

- 1st choice _____
- 2nd choice _____
- 3rd choice _____

Please specify any companies you prefer not to be located near on the show floor:

Total number of exhibit booths: _____

TOTAL EXHIBIT COST: \$ _____

Please check your Product and Service Category for listing in the exhibitor roster:

- 1031 Tax-Deferred Exchanges
- Affiliate Organizations
- Application Software
- Communication Devices
- Computer Consultants
- Computer Hardware
- Computer Technology
- e-commerce Solutions
- Education & Professional Development
- Environmental Services
- Financial Programs & Services
- Government Agencies
- Green Products & Services
- Home Energy Options
- Home Inspection/Warranty
- Insurance
- Legal Products & Services
- Maps
- Newspapers/Magazines/Home Guides
- Office Equipment & Supplies
- Photographic Equipment
- Premiums & Incentives
- Printing
- Property Information Services
- Real Estate Companies/Franchises
- Real Estate Developers
- Real Estate Software
- REALTOR® Associations
- Relocation & Referral Services
- Security & Safety Products
- Sales Promotion
- Signs
- Tax Planning & Services
- Telemarketing Services
- Title Companies
- Valuation
- Other _____

COMPANY AND PAYMENT INFORMATION

GRAND TOTAL FOR SPONSORSHIPS, EXHIBIT SPACE AND ADVERTISING: \$ _____

Contact Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____ Phone: _____

Fax: _____ E-mail: _____ Website: _____

Company information will be published in the official convention program and on the convention website.

Exhibitor Authorized Signature _____ Date _____

By my signature, I confirm I have read and agree to abide by the above Application & Contract and the Exhibitor Rules & Regulations. By signing this contract I also agree to receive marketing materials by fax, e-mail and U.S. Mail from the associations and their representatives.

- Check enclosed **OR**
- Charge my credit card: VISA MasterCard American Express Discover

Account #: _____ Expiration Date: _____

Signature: _____

Mail signed application and check (made payable to "TRIPLE PLAY") to:

**Triple Play
 c/o New Jersey
 Association of REALTORS®
 P.O. Box 2098
 Edison, NJ 08818**

Fax: 732-494-4723

EXHIBITOR RULES & REGULATIONS

1. APPLICATION AND ELIGIBILITY: Application is not a guarantee of acceptance as an exhibitor. The associations reserve the absolute right to decline any application for any reason if, in the associations' judgment, the product or services to be shown or demonstrated are not acceptable to the real estate business or are inconsistent with the stated purposes of the associations and the interests of its members.

2. COST OF SPACE: \$1,500 per 10' x 10' in-line booth; \$2,000 per 10' x 10' corner booth.

3. BOOTH PACKAGE: The booth rental price includes (A) 10' x 10' booth space (B) 8' high back drapes and 3' high side-rails (C) 6' x 30" draped table (D) two chairs (E) one wastebasket (F) 7" x 44" identification sign (G) security service (H) four complimentary convention registrations (badges) per booth (I) company listing in convention program if contract received by deadline (J) company listing and website link on convention website.

4. EXHIBIT LOCATION AND FLOOR PLAN: Exhibits will be located as shown on the official floor plan. All dimensions and locations shown on the official floor plan are believed, but not warranted, to be accurate. The associations reserve the right to rearrange exhibitors and exhibit booth space to accommodate the best interests of the show.

5. ASSIGNMENT OF SPACE/TERMS: All 2009 Triple Play exhibitors are given the right of first refusal on space similarly located to that which they occupied in 2009 provided a signed contract and full payment are received by the deadline date of June 15, 2010. After June 15, 2010, exhibit booth sales will be open to all new vendors and space will be determined on a first-come, first-served basis and is contingent upon association approval, receipt of signed contract and full booth payment.

6. EXHIBIT HOURS: The Trade Expo will be open on Tuesday, December 7, from 12 p.m. - 6 p.m.; Wednesday, December 8, from 9 a.m. - 6 p.m. and Thursday, December 9, from 9 a.m. - 12 p.m.

7. EXHIBIT STAFF: Exhibit booths must be staffed at all times by qualified regular employees of the exhibitor (or its authorized representatives). All exhibitors (including temporary help and set-up personnel) must wear name badges at all times. These badges are not transferable. Four complimentary badges per booth are included in the booth rental. A fee will be charged for each additional registrant.

8. CANCELLATION OF EXHIBIT CONTRACT: Any exhibitor desiring to cancel exhibit space (including space reduction) shall notify the association in writing. A cancellation fee of \$250 per booth will be charged to an exhibitor who cancels its contract prior to October 29, 2010. Cancellation after October 29, 2010 obligates the exhibitor to full payment of the rental and the associations may resell or reassign the space.

9. GENERAL SERVICE CONTRACTOR: Vista Convention Services will serve as the official general service contractor for the Trade Expo. Furniture, carpeting, floral, extra draperies, signs, union labor, telephone and internet access, audiovisual equipment, electrical and crate storage are available from the general service contractor and other designated contractors at exhibitor's expense. An Exhibitor Service Kit with order forms and complete instructions will be provided to each confirmed exhibitor in September. All outside contractors must comply with the Triple Play rules and regulations and provide a certificate of insurance for liability and workers compensation.

10. SHIPPING/DELIVERY INFORMATION: Vista Convention Services will provide information on shipping methods and rates. The exhibitor shall ship, at its own risk and expense, all articles to be exhibited. No exhibit material is to be sent directly to the Atlantic City Convention Center. Exhibitors have the right to unload/load their own vehicles, during move-in and move-out times, in an area to be specified by the show contractor, provided that the vehicle is no larger than a van; they provide their own dollies/hand trucks; and they utilize no motorized lift equipment. Exhibit materials may be hand-carried through public doorways, provided that no material handling equipment other than personal luggage carriers are used.

11. STORAGE: The Atlantic City Convention Center has no special storage for exhibits and storage of empty crates during the Trade Expo. Storage arrangements can be made with Vista Convention Services.

12. FOOD & BEVERAGE: Ovations is the exclusive supplier and retailer of all food and beverage of any type at the Atlantic City Convention Center. Exhibitors offering food and/or beverage sampling must first be approved by Ovations.

13. CONSTRUCTION, INSTALLATION AND USE OF EXHIBITS AND EXHIBIT FACILITIES:

A. Acceptability of Exhibits - All exhibits shall serve the interests of the members of the associations and shall be operated in a way that will not detract from other exhibits, the Trade Expo or the convention as a whole. The associations reserve the right to require immediate withdrawal of any exhibit believed, at the sole discretion of the associations, to be injurious to the purpose of the associations.

B. Restrictions and Use of Space - No exhibitor shall sublet, assign or share any space allocated to it without the written consent of the associations. Solicitations and/or demonstrations by exhibitors must be confined within the bounds of its respective booths. Aisle space, air space, public space, any area surrounding the booth, registration areas and meeting rooms shall not be used for exhibit purposes. Operation of sound devices is allowed if the exhibitor complies with volume level restrictions and noise level does not disrupt the activities of neighboring exhibitors. No alcohol is to be dispensed within the Trade Expo.

C. Construction of Exhibits - Each exhibitor is entitled to a reasonable sightline from the aisle. Exhibits shall be constructed and arranged so that they neither obstruct the general view or the sightlines of neighboring exhibitors.

D. Guidelines for Display - Exhibit fixtures, components and identification signs will be permitted to a maximum height of 8'. The maximum height of 8' is allowed only in the rear half of the booth space, with a 4' height restriction for the remaining space forward to the aisle. No in-line booths may be over 8' high except for booths on perimeter walls where the height limit is 12' high. For end-cap booths (generally two booths on the end of an aisle), the maximum back wall height of 8' is allowed only in the rear half of the booth space and within 5' of the two side aisles with a 4' height restriction in the remaining space forward to the aisle. For peninsula booths (generally four booths on the end of an aisle), the maximum back wall height is restricted to 4' high within 5' of each side aisle, permitting adequate line of sight for the adjoining booths. Sixteen feet is the typical maximum height allowance for the center portion of the back wall. For island booths (generally a 20' x 20' space exposed to aisles on all four sides), the entire cubic content of the space may be used up to the maximum allowable height of 16'. Additionally, exhibitor agrees to comply with the Americans with Disabilities Act and its regulations in the design of the booth.

E. Installation and Dismantling of Exhibits - All exhibits must be in place and ready for display by Tuesday, December 7, at 12 p.m. The exhibitor may set up the exhibit on Monday, December 6, from 9 a.m. to 5 p.m. and on Tuesday, December 7, from 9 a.m. to 12 p.m. No exhibits may be erected after the Trade Expo opens. Space not occupied by 12 p.m. on Tuesday, December 7, will be forfeited by the exhibitor and may be resold and reassigned at the sole discretion of the associations without refund of both rental fees. Dismantling of exhibits is on Thursday, December 9, from 12 p.m. to 6 p.m. No exhibits may be dismantled before the official closing time. Exhibitors attempting to begin dismantling before the official closing time will be asked to stop; in addition, this breach of the rules and regulations will deny the exhibitor the opportunity to exhibit at future shows. Setting up, dismantling and removal of exhibits are the responsibility of the exhibitor. No trash, extra products, flyers, etc. may be left in the booth. Should the exhibitor fail to remove its exhibit and/or trash, this removal will be arranged by the associations at the exhibitor's expense.

F. Fire and Safety Regulations - All local regulations will be strictly enforced and the exhibitor assumes responsibility for compliance with such regulations. All materials used in the exhibit area must be flame proof and fire resistant in order to conform to local fire ordinances and regulations of the local fire department. All aisles, exits, fire stations and fire extinguisher equipment must be kept clear at all times. There is no smoking in this facility. Please contact the associations for guidelines for vehicle displays.

G. Protection of Atlantic City Convention Center Property - Acceptance of exhibit space makes it obligatory on the part of the exhibitors that they shall not deface, injure or mar the Atlantic City Convention Center property. Nothing shall be taped, pasted, tacked, nailed, screwed or otherwise attached to columns, walls, floors or other parts of the building or furniture. No helium balloons shall be given away or sold. No glitter or confetti shall be permitted in the exhibit area. No adhesive backed decals and stickers shall be given away. No freight shall be allowed on public escalators or elevators. Any damage done and costs associated with removal or clean-up shall be paid for by the exhibitor.

14. INDEMNIFICATION: This contract shall not be considered a partnership, joint venture or agency between the associations and the exhibitor. It is agreed that exhibitors will assume the entire responsibility and hereby agree to protect, indemnify and hold harmless the associations and the Atlantic City Convention Center against all claims, losses and damages to persons or property arising out of or caused by exhibitor's installation, removal, maintenance, occupancy or use of exhibition premises or any part thereof as well as any neglect, intentionally wrongful or illegal act by exhibitor or any of its representatives. In addition, exhibitors acknowledge that the associations and the Atlantic City Convention Center do not maintain insurance coverage for exhibitor's property or injury to exhibitor or its representatives, agents, employees, licensees or invitees. It is recommended that exhibitor obtain adequate insurance coverage, at its own expense, for property loss or damage and liability for personal injury.

15. CHOICE OF LAW: This contract shall be governed, construed, applied and enforced in accordance with the internal laws of the State of New Jersey without regard to conflict of law principles. Exhibitor consents to and confers personal jurisdiction on all courts of record in New Jersey and the federal government located in New Jersey and agrees that service of process may be made by mailing a copy of the summons and complaint to exhibitor at exhibitor's address.

16. MUSIC LICENSING: If applicable, exhibitor warrants that it shall have obtained appropriate licenses and the authority to use copyrighted music.

17. TAXES: If applicable, the exhibitor must contact the NJ Division of Taxation for information and/or appropriate forms for collecting tax on sales and/or re-sales.

18. SECURITY: The associations shall provide security guard service on a 24-hour basis from move-in through move-out. Reasonable precautions are taken to protect property but the associations do not insure and are not guarantors of the safety of persons or the protection of property. For information on individual booth guard services, contact the associations.

19. FUNCTION SPACE: The Atlantic City Convention Center shall not provide space for display or exhibition purposes other than that provided and confirmed by the associations under this contract. No display or exhibition space shall be available at any other hotel. Hospitality rooms shall be subject to prescribed regulations and shall be closed during convention education sessions and Trade Expo hours.

20. UNAUTHORIZED SOLICITATION: Solicitation of business on the premises of the trade show floor by anyone other than official Triple Play 2010 exhibitors is strictly prohibited. Solicitation of business in education sessions and meetings is entirely prohibited.

SPONSOR & ADVERTISER DEADLINES AND SPECIFICATIONS

IMPORTANT, PLEASE NOTE: Logos and ads must be submitted electronically by e-mail to mary@njar.com.

Logo format: Camera-ready, full-color AND black & white, high-resolution EPS file ONLY.

Logo submission deadline: July 15, 2010. Logos submitted after this date will NOT be included in the registration brochure sent to all members of the associations.

Ad format: High-resolution, print-ready PDF or EPS file ONLY.

Ad submission deadline: October 15, 2010.

The following will NOT be accepted: low resolution files; ads submitted in Microsoft Word or Publisher or any format other than PDF or EPS; ads not sized properly; and ads submitted after October 15, 2010. In the event that the materials are not submitted properly or by the deadline, the ad will NOT appear and the advertiser will be responsible for payment.

A cancellation fee of \$250 per sponsorship and/or \$100 per advertisement will be charged to a sponsor/advertiser who cancels their contract prior to October 29, 2010. After October 29, 2010, sponsor/advertiser is obligated to full payment of the sponsorship fee.