



INTERNATIONAL
TICKETING ASSOCIATION

2017 SPONSOR & EXHIBITOR PROSPECTUS

INTIX
New Orleans
2017

**38th Annual
Conference & Exhibition**

January 24-26, 2017
Hilton New Orleans Riverside • New Orleans, Louisiana

The background of this section is a close-up photograph of a saxophone, with its keys and body reflecting vibrant red, green, and blue stage lights. The text is overlaid on the right side of the image.

EXHIBIT ❀ SPONSOR ❀ ADVERTISE

Powerful Connections for Industry Professionals

www.intix.org



JOIN US IN 2017

INTIX 38th Annual Conference & Exhibition

INTIX's 38th Annual Conference & Exhibition is the premier event for those who work in entertainment ticketing, attracting more than 900 industry professionals from across the globe. Take advantage of this unique opportunity to showcase your latest products and services in front of existing clients while prospecting for new ones.

Sign up early to reserve space!

Exhibit booths are limited and the show will sell out early, so book now for 2017.

Drive traffic with sponsorships and print and online advertising!

INTIX provides valuable opportunities to help exhibitors gain exposure and draw attendees to exhibits. Marketing options include event and item sponsorships, INTIX Program Guide, INTIX Mobile Conference App, INTIX News and much more. See pages 6-12 for more information.

Exhibit Hall Appointment Hours

Exhibitors are encouraged to make appointments with prospective clients during daytime Exhibit Hall closings.

Engage and Connect

with 900+ entertainment ticketing industry professionals.

Increase industry presence

and awareness of your company, products and services.

Boost sales

while you generate leads and actively promote your brand image.

Learn

about industry trends and issues.

Reserve your booth today!

Dorothea Heck, INTIX Business Development
+1 212.629.4036 ext. 3
dheck@intix.org

Online application at www.intix.org>Suppliers



ENGAGE

YOUR TARGET MARKET!

900

ATTENDEES EXPECTED

88%

MANAGERS AND ABOVE

95%

of attendees rated their overall experience as “excellent”.

97%

of attendees spent 2 hours or more in the Exhibition Hall.*

87%

of attendees either influence, recommend or make final purchase decisions.

98%

claimed the vendors were somewhat to “very” relevant to their business.

*Note: 2-4 hours is the majority of attendance hours, but 88% spent 2 or more hours in the hall and 72% spends 3 or more.

Industry Segments

Performing Arts	Large Venues	Ticketing Agencies	Sports & Athletics	Colleges & Universities	Small Venues	Museums & Others
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Products and Services Attendees Are Interested In

- Computerized Ticketing Systems & Services
- Computerized Customer Relationship Management (CRM) Systems
- Marketing
- Security and Access Control
- Fraud Prevention
- Ticket Stock Suppliers
- Ticket and Envelope Printing
- Analytics and Price Consulting
- Fundraising Solutions
- Payment Processors
- Hardware Suppliers
- Teleservices
- Third Party Distributors
- RFID & ScannerTechnology
- Ticket Office Furniture
- Social Media Marketing
- And Much More!



Exhibit Booths

Booth Assignments

Booth space will be assigned on a priority system based on your organization's total commitment from the prior year including exhibition, sponsorship, INTIX News and INTIX Program Guide advertising.

Exhibitor Benefits

- Complimentary booth package - booth equipped with an 8' high back drape, 3' high side drape, 7" x 44" exhibitor identification sign, 6' draped table, 2 side chairs and a wastebasket

- **Four (4) exhibitor conference registrations** per 10'X10' booth which includes all conference activities in the exhibit hall; and off-hour access to exhibition hall for private demos. Exhibitor conference registration also includes access to non-ticketed educational workshops and keynotes.

Meals and off-site event (Bash) tickets are NOT included, but may be purchased separately.

- Fifteen (15) one-day exhibit hall passes for either Wednesday or Thursday to share with prospective clients
- INTIX Mobile Conference App Listing
- Your company listing featured in the INTIX Program Guide of 50 words or less which can include a logo and contact information
- Pre-conference attendee list including name, title, company, mailing address and email address (exhibitor agrees to limit of one time use of the pre-conference attendee list)
- Post-conference attendee list including name, title, company, mailing address and email address (exhibitor agrees to limit of one time use of the post-conference attendee list, the list is available through February 20, 2017)

INTIX Exhibitor Booth Rates*

10' x 10' Standard Booth	\$1,835 USD
10' x 10' Premium Corner Booth	\$1,985 USD
20' x 20' Booth	\$7,640 USD
20' x 30' and up	Please see online store at www.INTIX.org

* You must be an INTIX Member in good standing to exhibit. The vendor member rate for 2015-2016 (October 1, 2015) is \$306.

Tentative Exhibition Schedule

Set Up	Exhibit Hours*
Tuesday, January 24 8:00 am - 4:00 pm	Tuesday, January 24 (Opening Reception) 5:00 pm - 7:00 pm
Tear Down	Wednesday, January 25 (Dessert in Exhibit Hall) 2:00 pm - 5:00 pm
Thursday, January 26 2:00 pm - 5:00 pm	Thursday, January 26 12:00 Noon - 2:00 pm (Lunch in Exhibit Hall)

*Exhibition Hall hours subject to change.

Apply Online at www.intix.org>Suppliers>Exhibits

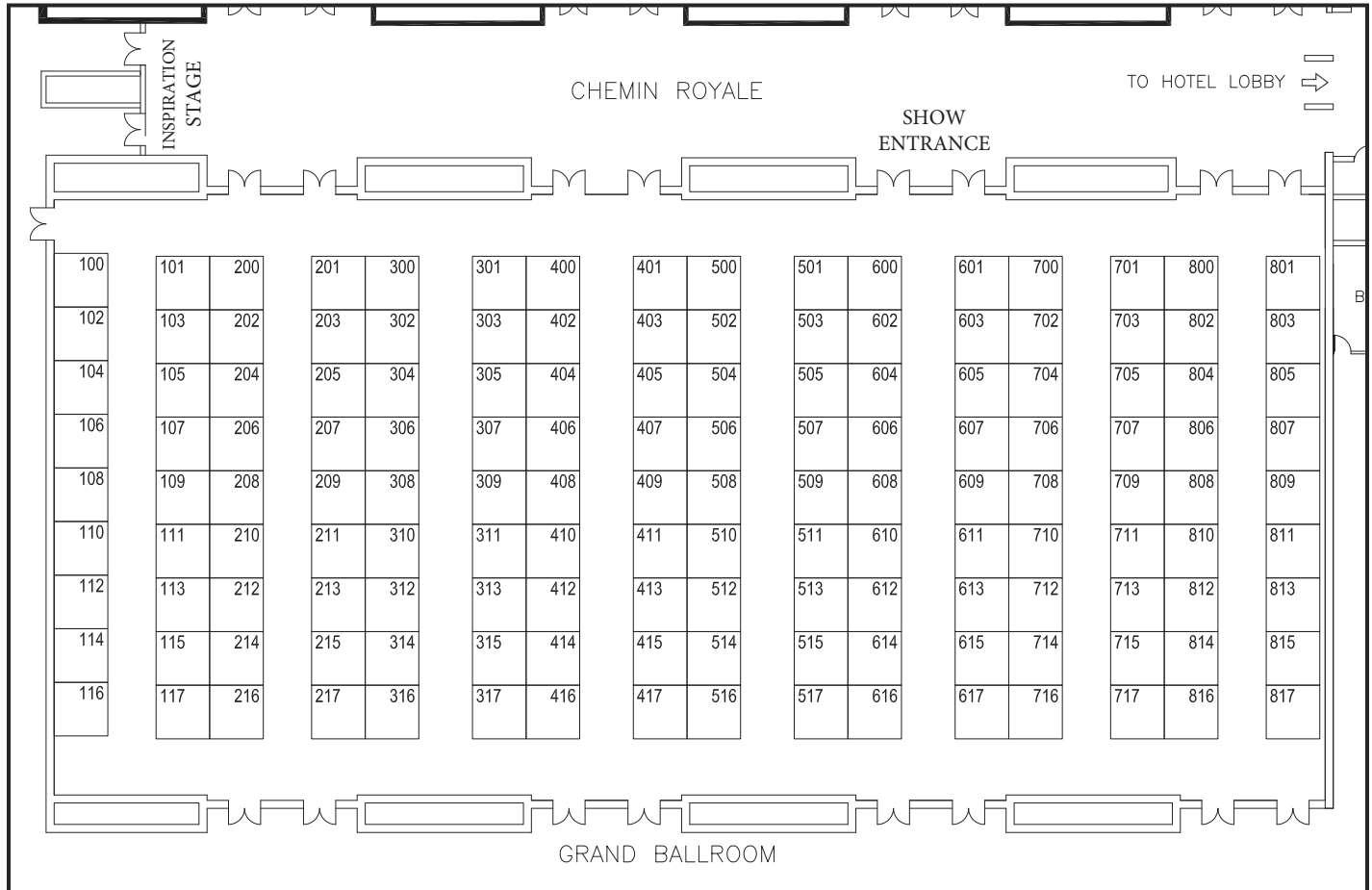
Questions?

Please contact: Dorothea Heck, INTIX Business Development
+1 212.629.4036 ext.3
dheck@intix.org





Exhibit Hall Floor Plan



This static plan shows the maximum booths without Food & Beverage and cross aisles that will be created during booth assignment. For an interactive updated plan, go to www.INTIX.org>Suppliers>Exhibits

Exhibit Set Up

Tuesday, January 24
8:00 am - 4:00 pm

Exhibit Tear Down

Thursday, January 26
2:00 pm - 5:00 pm

Exhibit Hours*

Tuesday, January 24 (Opening Reception)
5:30 pm - 7:30 pm

Wednesday, January 25 (Dessert in Exhibit Hall)
2:00 pm - 5:00 pm

Thursday, January 26 (Lunch in Exhibit Hall)
12:00 pm - 2:00 pm

Exhibitor Appointment Hours

Wednesday, January 25, 2016
9:00 am - 2:00 pm

Thursday, January 26, 2016
9:00 am - 12:00 pm

*Exhibit Hall hours and floor plan are subject to change without notice at the discretion of show management.



Sponsorship Options

Raise your brand's awareness and engage your clients with an INTIX Sponsorship!

Become an official INTIX 2017 sponsor today!

SPONSOR CONTENT

Inspiration Stage	\$15,000
Sports Break-Out	\$7,500
Opening Keynote	\$7,000
Closing Keynote	\$5,000
Workshops (by 9/15)	\$1,000

SPONSOR AN EVENT OR EXPERIENCE

Opening Reception in the Exhibition Hall	\$30,000
Opening Reception Bar	\$15,000
INTIX Bash	\$25,000
Bash Bar	\$10,000
Bash Entertainment	\$5,000
Transportation to Bash	\$3,500
Bash After Party	\$3,500
Welcome Lunch	\$8,000
Awards Lunch	\$8,000
Business Meeting Breakfast	\$5,000
First Timers Breakfast	\$5,000
Chair's Reception	\$4,500
Chair Massage	\$3,500
INTIX After Hours	\$3,500
Coffee Break	\$2,500

ONLY IN NOLA

Second Line Parade	\$8,000
Beignet Bakery	\$5,000

SPONSOR DIGITAL ENGAGEMENT

Research/Survey Partner (<i>Taken</i>)	\$15,000
Conference Wi-Fi	\$8,500
INTIX Mobile Conference App	\$8,500

SPONSOR AN ITEM

Conference Bags (<i>Taken</i>)	\$15,000
Conference Program Guide (<i>Taken</i>)	\$10,000
Conference Brochure (<i>Taken</i>)	\$9,500
Conference Badge Holder (<i>Taken</i>)	\$5,000
Registration Desk (<i>Taken</i>)	\$5,000
Hospitality Desk	\$5,000
Water Cooler Sponsorship	\$3,500
Lanyards (<i>Taken</i>)	\$2,000
Conference Pocket Program (<i>Taken</i>)	\$1,500
Conference Save the Date Post Card	\$1,500
Business Meeting Notice Post Card	\$1,500

SPONSOR FUND RAISING

Live Auction	\$6,700
Surprise Boxes	\$2,000

HOSPITALITY OR MEETING SPACE

CUSTOM SPONSORSHIPS

To arrange Hotel Hospitality/Meeting/Event Space or to create a Custom Sponsorship to fit your needs - please contact

Dorothea Heck at dheck@intix.org





Sponsorship Levels & Benefits

All sponsors receive the following benefits in their level. **

	Platinum \$15,000 and up	Gold \$10,000 to \$14,999	Silver \$5,000 to \$9,999	Bronze \$2,500 to \$4,999	Supporting \$1,000 to \$2,499
Full registration(s) for employees or clients	Two	One			
Invitation to Chair's Reception	Four	Three	Two	One	
Full page, 4-color ad in the INTIX Program Guide	✓				
Small token or company brochure inside official conference bags	✓	✓	✓	✓	
Logo on signage at conference and conference website	✓	✓	✓	✓	✓

Non Exhibiting Sponsors also receive the following:

One-day exhibit hall passes for either Wednesday or Thursday to share with prospective clients	Fifteen	Fifteen	Fifteen	Fifteen	
One-time use of the pre-conference attendee list* (name, title, company, mailing address and email address). Available December 14, 2016.	✓	✓	✓	✓	✓
One-time use of the post-conference attendee list* (name, title, company, mailing address and email address). Available until February 20, 2017.	✓	✓	✓	✓	
One program listing of 50 words or less which can include a logo and contact information	✓	✓	✓	✓	✓

*Sponsor agree to a one-time use agreement before receiving the pre or post-conference attendee list. Post-conference list available through February 20, 2017.

** Level is determined by total of spend for sponsorship and advertising.



Conference Sponsorship Opportunities

SPONSOR CONTENT

Opening Keynote

(Tuesday)

\$7,000

Sponsor the INTIX Opening Keynote.

- Organization logo on event related signage
- Organization representative may have up to 8 minutes to address attendees
- Organization representatives may meet and greet participants at the door and attend keynote
- Acknowledgement of organization during keynote with up to four organization representatives being introduced to attendees

New for 2017

Inspiration Stage – Name Sponsor

(Tuesday-Thursday)

\$15,000

The IS Stage with its rapid fire 15 minute (+Q&A) presentations is the place for new ideas. This sponsorship is for the innovative thought leader looking to make real impact.

- Organization logo on event related signage
- Up to 2 presentations on the IS stage

Sports Breakout

(Tuesday)

\$7,500

Sponsor this all-day program focused solely on issues related to those working in sports ticketing.

- Organization logo on event related signage
- Organization representatives may meet and greet participants at the door

Closing Keynote

(Thursday)

\$5,000

Sponsor the INTIX Closing Keynote.

- Organization logo on event related signage
- Organization representative may have up to 8 minutes to address attendees
- Organization representatives may meet and greet participants at the door and attend keynote
- Acknowledgement of organization during keynote

Workshops

(Multiple Opportunities)

\$1,000

Support entertainment ticketing professionals by sponsoring one or more of the educational sessions being delivered during the conference.

- Organization logo on event related listings & signage
- Organization representatives may meet and greet guests at the door and attend workshop

SPONSOR AN EVENT

Chair's Reception

(Monday)

\$4,500

Sponsor this invitation-only event for INTIX's most engaged players. Guests will enjoy the view from the River room overlooking the Mississippi River.

- Organization logo on event related signage
- Organization representatives may meet and greet guests at the door
- Four organizational representatives may attend the reception and network
- Organization may give guests a small token
- Acknowledgement of organization at reception by INTIX Leadership
- Organization representative may have up to 5 minutes to address guests
- Organization may provide décor

New for 2017

First Timers Session & Breakfast

(Tuesday)

\$5,000

Welcome our first time conference participants to INTIX 2017 during this session and continental breakfast.

- Organization representatives may meet and greet guests at the door
- Acknowledgement of organization during breakfast
- Organization representative may deliver a brief message at event
- Organization logo on event related signage

Welcome Lunch

(Tuesday)

\$8,000

Sponsor one of the premiere events for INTIX members by hosting this highly attended welcome lunch.

- Organization logo on event related signage
- Organization representatives may meet and greet guests at the door
- Four lunch tickets for organizational representatives to attend
- Organization representative may have up to 10 minutes to address attendees
- Organization may give guests a small token or company materials
- Organization may provide table décor
- Acknowledgement of organization during lunch

Opening Reception in the Exhibit Hall

(Tuesday)

\$30,000

Tuesday evening's reception is the official opening of the exhibition hall. Be the exclusive sponsor (or a co-sponsor) of this event and take advantage of the highly visible opportunity to greet and mingle with more than 800 conference attendees.

- Name and logo on all event related signage
- Organization representatives may meet and greet guests at the door and during reception
- Eight reception tickets for organizational representatives to attend
- Organization may distribute giveaways
- Organization may print cocktail napkins inscribed with its name/logo

INTIX After Hours – Name Sponsor

(Tuesday)

\$3,500

After a night out at private events, INTIX attendees like to gather together at the hotel lobby bar.

- Signage at event
- Event listed in program
- Sponsor may elect to provide complimentary or discounted drinks, drinks are not included.



Conference Sponsorship Opportunities

SPONSOR AN EVENT

Awards Lunch (Taken)

(Wednesday)

\$8,000

Sponsor one of the most popular events for INTIX members by hosting this highly attended awards lunch.

- Organization logo on event related signage
- Organization representatives may meet and greet guests at the door
- Four lunch tickets for organizational representatives to attend
- Organization representative may have up to 8 minutes to address attendees
- Organization may give guests a small token or company materials
- Organization may provide table décor
- Acknowledgement of organization during lunch

INTIX Bash at BB King's Blues Club

(Wednesday)

\$25,000

The INTIX Bash is the premiere social event of the Conference, this year at BB King's in the French Quarter.

- Organization logo on event related signage
- Organization's representative may introduce band and 5 minutes stage time.
- Organization representatives may meet and greet guests at the door and during the Bash
- Eight Bash tickets for organizational representatives to attend
- Organization may distribute giveaways
- Organization may print cocktail napkins inscribed with its name/logo

INTIX Bash Bar

\$10,000

- Prominent logo placement and signage at bars
- Call out from the live band entertainment
- Organization logo on event related signage
- 4 tickets to the INTIX Bash

INTIX Bash Entertainment

\$5,000

- Organization logo on signage
- Call out from the live band entertainment
- 2 tickets to INTIX Bash

Transportation to INTIX Bash

\$3,500

Not everyone is going to want to walk there, and surely not after the food & drink. Guests will be grateful for your sponsorship of the transportation.

- Your organization logo will be on signage on the motor coach
- Your representatives may greet guests as they board the motor coach

Official After Party Sponsor (Taken)

(Wednesday)

\$3,500

- Signage at event
- Event listed in program
- Sponsor may elect to provide complimentary or discounted drinks (drinks are not included)

New for 2017

Live Auction

(at General Sessions & luncheons)

\$6,700

Want to get your brand out there fast? Our professional auctioneer will heat up the crowds at our main sessions and lunches, while raising money to support INTIX. Your name and logo will appear on all promotional emails, signage and web pages promoting the live auction and it's items for bid.

Your organization name & logo will appear on screen as sponsor at the beginning of each bidding session. The auctioneer will acknowledge your organization during the first session.

Business Meeting Breakfast

(Thursday)

\$5,000

INTIX Board of Directors will be serving breakfast and the latest association news.

- Organization logo on event related signage
- Organization representatives may meet and greet guests at the door
- Four breakfast tickets for organizational representatives to attend
- Acknowledgement of organization during breakfast with up to four organization representatives being introduced to attendees
- Organization may give guests a small token or company materials
- Organization may provide table décor

Coffee Break

\$2,500

Host one or more of the coffee breaks.

- Organization logo on event related signage
- Organization representatives may greet and network with attendees
- Space for organization to leave brochures or small tokens for attendees
- Organization provide cocktail napkins or cups with it printed logo

Only in NOLA

Beignet Bakery
(Tuesday)
\$5,000

Give participants a taste of New Orleans, fresh made Beignets with our morning coffee break.

- Organization logo on event related signage
- Organization representatives may greet and network with attendees
- Space for organization to leave brochures or small tokens for attendees
- Organization may print bakery bags/cocktail napkins or disposable coffee cups with its name/logo

Laissez les bons temps rouler!

Second Line Parade to BB King's
(Wednesday)
\$8,000

It has been called "the quintessential New Orleans art form – a jazz funeral without a body. Your organization will be the first line of the parade, followed by our brass band to lead our very own INTIX 2nd line to our off site event from our hotel to the French Quarter venue.

- Second line participants will be given a traditional handkerchief with your name/logo
- Your company representative may act as the parade grand marshal.



Conference Sponsorship Opportunities

SPONSOR DIGITAL ENGAGEMENT

Conference Wi-Fi (Taken)

\$8,500

Attendees say they can't live without it! Provide free Wi-Fi for attendees in public & meeting space while at the Conference.

- Organization logo and acknowledgement on unique signage or splash page if available

INTIX Mobile Conference App

New Platform for 2017

\$8,500

We are going native, no WiFi needed for our Apple, Android, & Galaxy compatible app - ChirpE. Fully integrated with our online interactive floor plan, eBooth Profiles, and social media. Attendees will return many times to check My Schedule feature.

- Sponsor logo featured on opening splash page
- Organization logo on all app promotional signage and communication

SPONSOR AN ITEM

Conference Brochure (Taken)

\$9,500

Be the exclusive sponsor of the brochure mailed to all INTIX members and past attendees months before the event (Fall 2016 mailing).

- Organization logo appears on brochure

Conference Program Guide (Taken)

\$10,000

Be the official sponsor of the program guide, which is distributed to all attendees and is the ultimate resource guide to the exhibit hall and conference program.

- Organization advertisement in location of choice in program

Conference Bags (Taken)

\$15,000

Have your organization's name and logo appear on the official conference bag. Organization must provide bag with this sponsorship

Conference Badge Holder (Taken)

\$5,000

Have your organization's logo appear on the official conference badge holder distributed to attendees at registration.

Registration Desk (Taken)

\$5,000

Be the official sponsor of the attendee registration area, expected to receive traffic from more than 800 attendees.

- Organization logo on signage and headers
- Opportunity to leave organizational literature at registration
- Organization representatives may meet and greet attendees as registration greeters

Hospitality Desk

\$5,000

The Hospitality Desk acts as an aid for conference attendees regarding general conference information and local hospitality.

- Organization logo on signage and headers
- Opportunity to leave organizational literature at registration
- Organization representatives may meet and greet attendees as registration greeters during peak traffic

New for 2017

Water Cooler Sponsorship

\$3,500

We all need it, attendees appreciate it. Sponsor the water coolers used throughout the event. We provide small signs for most water coolers or you may provide your own covers.

Lanyards (Taken)

\$2,000

Have your organization's logo appear on the official INTIX Annual Conference lanyards worn by attendees. Sponsor must provide Lanyards.

Conference Postcard (Taken)

\$1,500

Become the exclusive sponsor of the INTIX Annual Conference Postcard that is mailed to all potential attendees prior to the convention.

- Organization logo appears on postcard

Conference Pocket Program (Taken)

\$1,500

Sponsor the pocket program that includes session information, exhibit hall floor plan, conference schedule, and room information all in a portable and user-friendly design.

- Organization logo on pocket program

SPECIALTY SPONSORSHIPS

Surprise Box Fundraiser

(3 opportunities, one each day)

\$2,000

Attendees can purchase boxes containing surprise gift cards of different denominations.

- Your branding will be placed on our new INTIX fundraiser "Surprise Boxes"
- Sponsor Recognition Sign alongside Surprise Boxes display

HOTEL SPACE for Your Use

Hold your own Reception, Meeting, Hospitality, or User Group during INTIX. For rates and availability of function rooms or suites before or during INTIX, please contact **Dorothea Heck at dheck@intix.org**

Special Long Term Branding Opportunity

Young Ticketing Professional of the Year Award Sponsor

\$2,500 per year (5 year minimum)

Align your brand to the future and excellence of the industry with the naming rights of this annual award for our next generation clients.

- Naming Rights for the Award
- Organization will present the Award to the winner on stage at the Conference
- Organization logo will appear with all promotion, and recognition of the winner
- Organization logo will be on award along with INTIX
- Photos with award winner to use for your own promotion and social media



Additional Opportunities

Conference Bag Insert

Insert organizational promotional piece (small token or organizational material) in conference bag given to attendees.

Conference Bag Insert	
	\$500 per Insert

Advertise in the INTIX Program Guide

Distributed to all attendees, the INTIX Program Guide is the ultimate resource guide to the exhibit hall and conference program. Place an ad to enhance on-site presence and drive traffic to your booth!

Contact Dorothea Heck today at dheck@intix.org to reserve your space.

Space reservations: October 5, 2016

Artwork due: October 12, 2016

Ad Unit Size Net Rate		
Cover 4	8.5" x 11" (B) or 7.5 " X 10" (NB)	\$1,100 USD
Cover 3	8.5" x 11" (B) or 7.5 " X 10" (NB)	\$935 USD
Cover 2	8.5" x 11" (B) or 7.5 " X 10" (NB)	\$935 USD
Full Page	8.5" x 11" (B) or 7.5 " X 10" (NB)	\$660 USD
Half Page	7.5" x 4.875"	\$440 USD

Acceptable ad formats: PDF, EPS, TIFF or JPG. Minimum 300 dpi resolution. (B) Bleed ad. For bleeds ads, please have 1/8" bleed all the way around. (NB) Non bleed ad. **Submit artwork to intix@dlplan.com**

INTIX News

Circulation: 1000 | Average Open Rate: 40%

Advertise with *INTIX News* and put your products and services in front of **1000 decision makers** in the entertainment industry!

INTIX News is the official monthly newsletter for the International Ticketing Association. This advertising opportunity offers a **low out-of-pocket** cost combined with **direct-to-inbox efficiency**. If you're looking for an inexpensive marketing tool, *INTIX News* is a perfect fit for your needs.

Package and multiple insertions pricing available!



Ad Unit	Size (pixels)	Monthly Rate
Banner	468 x 60	\$1,000 USD
Premium Button	150 x600	\$850 USD
Button	120 x240	\$450 USD

Acceptable formats: JPG or GIF only, 40K max. **Submit artwork to intix@dlplan.com**

INTIX Digital Advertising

NEW PLATFORM FOR 2017...	
Conference Mobile App Banner Ad 480 x 40 pixels or 455 x 80 pixels; PNG or JPG (without transparency) Interlaced images are not acceptable. Images must have OPAQUE backgrounds, not translucent.	\$500 USD
INTIX.org Website Ads - Conference Page Banner Ad One month insertion on two main pages.	\$400 USD
Conference Emails Banner Ad (per promotional email)	\$400 USD

Important Conference Due Dates

10/5/2016	Workshop Sponsorships Ordered	12/14/2016	Exhibitor/Sponsor Complimentary Staff Registration(s) names submitted
10/5/2016	Program Advertising Orders Placed*	12/14/2016	Advance Registration for Purchased Registrations, Meal & Event Tickets
10/12/2016	Program Ad Artwork to intix@dlplan.com	12/23/2016	Hotel Reservation Cutoff*
10/12/2016	Organization 50 word Listing in Program submitted to intix@dlplan.com	1/4/2017	Last day for GES discount rates
10/31/2016	Exhibit Booths Purchased if to be listed in Program*	1/18/2017	Conference Bag Insert Received at Advance Warehouse
10/31/2016	Balances Due for Exhibits, Sponsorships and Ads	1/18/2017	Exhibitor freight must be received at Advance Warehouse
12/7/2016	Complimentary Exhibit Hall Passes Ordered	1/24/2017	Exhibits Installation
12/14/2016	Attendee List sent to exhibitors/sponsors	1/24/2017	Show Opens

* If still available

INTIX 2016 PARTICIPANTS SAID...

“The INTIX conference was eye opening - for learning best practices, technological advancements in ticketing, and for sourcing relevant vendors for collaboration.”

“It was valuable to me for getting face time with vendors I only know thru email, or that I want to know better due to business plans in the next year or so.”

“The opening night reception was great... everyone attends, and the traffic at our booth overall was very good throughout.”

“Our vendor visits were critical this year because we are in the middle of the bid process.”





Terms & Conditions

1. Space Availability

Booth spaces will be ready for Exhibitors to set-up by January 24, 2017.

2. Display Equipment and Services

GES is the official Decorator and Supplier of Display Services and Equipment for the exhibition. Complete rental displays may be obtained from GES.

3. Dismantling Time

Breakdown time will take place January 26, 2017 from 2 pm - 5 pm. All exhibit material and merchandise must be removed at this time. Any exhibitor dismantling prior to end of show will not be allowed to exhibit at INTIX for two consecutive years.

4. Display Booths

Each booth space will be equipped with a standard booth background of 8-foot high back wall of draperies, side rails 36" high, and flame-retardant drapes. Also included is one (1) I.D. sign, one (1) 6' draped table, two (2) chairs and a wastebasket. Displays and exhibits shall not be placed in such a manner as to interfere with other exhibits.

5. Use of Exhibit Space

All demonstrations, interviews or other sales activities must be confined to the limits of the exhibit booth. No Exhibitor shall assign, sublet or apportion the whole or any part of the space allotted without the knowledge and written consent of the Exhibit Manager. Aisles must be kept clear and exhibits shall be arranged so that sales personnel will remain inside of the space rented.

6. Fire Precautions

Alarm boxes, extinguishers and exits must be accessible and in full view at all times. All display material must be flame retardant. No flammable fluids or substances may be used or shown in booths. Electrical signs and equipment must be wired to meet local codes.

7. Noisy Equipment

If the operation of any equipment or apparatus produces noise, which interferes with other Exhibitors or guests, it will be necessary to discontinue such operations upon the request of the Exhibit Manager.

8. Liability

INTIX, its subcontractors, Hilton New Orleans Riverside, and GES will not be responsible for any injury, loss or damage that may occur to the Exhibitor, the Exhibitor's employees or property, or to any other person prior, during or subsequent to the period covered by the exhibit contract, provided said injury, loss, or damage is not caused by the willful negligence or wrongful act of an employee of INTIX, Hilton New Orleans Riverside, or GES. Each exhibitor expressly releases INTIX, Hilton New Orleans Riverside and GES from such liabilities and agrees to indemnify INTIX and GES against any and all claims for such injury, loss or damage.

9. Protection of Exhibitor's Property

INTIX, its representatives and employees, and Hilton New Orleans Riverside and its representatives and employees will not be responsible for the safety of exhibits, merchandise or personnel against robbery, damage by fire, accident or any other causes in all cases. Exhibitors should obtain their own insurance. The presence of a security officer does not constitute acceptance of responsibility by INTIX for security of the Exhibitors possessions.

10. Protection of Hilton New Orleans Riverside and Display Fixtures

Exhibitors will be held responsible for any and all damage to convention and display fixtures caused by their agents or employees. No nails, tacks or screws or other fasteners will be driven into the walls, woodwork, or floor of the building. No gasoline, kerosene, acetylene handles or other flammable or explosive substances will be permitted in the building.

11. Literature Distribution

Advertising and sales promotion materials may be distributed from the exhibitor's booth only. No materials may be placed on seats, attached to walls, ceiling or woodwork, placed in public places for distribution, or distributed via salespeople in the exhibit hall doorways.

12. Fire and Destruction of Premises

In the event the Hilton New Orleans Riverside or any part thereof shall be destroyed or damaged by fire or other cause so as to prevent the use of the leased space for the purpose hereof, or if the premises cannot be used because of strikes, riots, labor, controversies, accidents, fuel shortages, Acts of God, force majeure, the refusal or failure of the immediately preceding lessee or lessees of Hilton New Orleans Riverside exhibit hall to vacate the same (provided Hilton New Orleans Riverside shall have used its best efforts to have such preceding lessee vacate) or other causes beyond Hilton New Orleans Riverside and INTIX's reasonable care and control, then Hilton New Orleans Riverside and INTIX shall have the right to terminate the Exhibition and INTIX shall have no liability towards the Exhibitor by reason thereof other than to return any payment under the provisions of this Agreement. If this Agreement is so terminated during the Exhibition then the rent to the time of such termination shall be apportioned.

13. Cleaning of Display Booths

Show aisles are cleaned nightly after hours, but the cleaning staff is not permitted to enter Exhibitor's display spaces. Refuse should be placed in the aisles for removal at closing time. Special booth cleaning may be arranged through GES.

14. Registration

All persons entering the Exhibition will be required to register and wear an appropriate badge. This will hold true for move-in and move-out days as well as Exhibition show days.

15. Notices

It is understood and agreed to by the Exhibitor that each and all of these Rules and Regulations are part of this Agreement between INTIX and the Exhibitor. The Exhibitor agrees to follow each and all of these Rules and Regulations and hereby further agrees to abide by any amendments and/or any additional rules deemed necessary by INTIX.

16. Exhibitor Information and Service Kits

GES will send to each Exhibitor a complete Information and Service Kit that provides Exhibitors with shipping instructions and other forms for all services needed during installation, exhibit period and removal of exhibition.

17. Non-Participating Companies

are prohibited from demonstrating products, giving out written or verbal information, distributing advertising material or directly soliciting attendees during the exhibition and conference. If you witness any non-participating companies violating this rule, please report them to INTIX management.

17. Use of Company Name and Logo

Exhibitor/Sponsor grants INTIX permission to use its logo and company name to recognize their participation in the event.

19. Cancellation Policy

All money paid by the Exhibitor to INTIX is subject to the following cancellation fees: \$400 USD per booth by October 31, 2016. No refunds will be given for cancellations received after October 31, 2016. All cancellation requests must be made in writing. **Pre-Sale Participants** have until June 1, 2016 to notify INTIX Business Development to cancel their participation and relinquish their reserved booth space without penalty.