

MFM/BCCA CONFERENCE — CONTRACT FOR EXHIBIT SPACE — MAY 23 – 25, 2010

EXHIBIT HOURS

Sunday, May 23 6:00pm – 7:30pm
 Monday, May 24 7:30am – 5:30pm
 Tuesday, May 25 7:30am – 2:00pm

SET-UP HOURS*

Sunday, May 23 10:30am – 4:00pm

TEAR-DOWN HOURS*

Tuesday, May 25 2:00pm – 5:00pm

*Subject to Change

EXHIBIT FEES/BOOTH

Each exhibit booth includes six foot draped table, two side chairs, waste basket, back drape, side rails, company sign and one full Conference registration. Hall is carpeted.

- MFM Member 8' x 10' booth \$2175
- Never-Member 8' x 10' booth with 1-year trial membership \$2475
- Non-renewing members \$2600
- Each additional 8' x 10' booth \$2175

50% DEPOSIT MUST ACCOMPANY CONTRACT; balance due 3/12/09. Full payment due for contracts submitted after 3/12/10

CANCELLATIONS

50% of the total cost of exhibit space is non-refundable for written cancellations received before 3/12/10 NO REFUNDS AFTER 3/12/10 Exhibitor is responsible for unpaid exhibit fees upon cancellation.

SHOW COLORS

TBA

VENUE

Renaissance Hotel
 Nashville, TN

A. Total Exhibit Space requested _____ square feet.

B. Booth Location Preference: *(Booth space/s assigned on first-come, first-served basis. Next best available booth to be assigned if your choices have been filled.)*

1st Choice _____ 2nd Choice _____ 3rd Choice _____ 4th Choice _____

C. If possible, do not assign space adjacent to: *(Specify a maximum of 4 company names, NOT CATEGORIES.)*

1. _____ 2. _____ 3. _____ 4. _____

D. Product/Services Category: *(Please check appropriate category.)*

- Traffic Software Other Software Investment/Tax Services Insurance Services
- Banking/Revenue Services Collection Agency Misc. _____

E. Exhibitor Acceptance:

I have read and understand the Rules & Regulations that govern the MFM Conference & Exhibition that are a part of this contract, and agree to abide by said Rules & Regulations. I have read and fully understand the cancellation penalty clause that is a part of the Rules & Regulations referenced.

Exhibitor Authorized Signature _____ Date _____

F. Payment Enclosed: *(Minimum deposit of 50% required until 3/12/10; full payment required thereafter. Fax credit card payments to MFM at 847/716-7004.)*

- Check payable to MFM Visa MasterCard AmEx Discover **MFM FEIN: 13-1984011**

Credit Card Account # _____ Expiration Date _____ Security Code _____ \$ Amount _____

Mail payment and contract (and membership application if applicable) to:

Attention: Daniel Morris, MFM Exhibits, 550 W. Frontage Road # 3600, Northfield, IL 60093. Questions? Call 847/716-7000.

G. MFM Acceptance:

MFM Authorized Signature _____ Date _____ Booth/s Assigned _____

FOR OFFICE USE ONLY. DO NOT WRITE IN THIS SPACE			# Booths _____
Date _____	\$ _____	Ck # _____	Balance Due \$ _____
Date _____	\$ _____	Ck # _____	Balance Due \$ _____

Please type or legibly print:

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Please send all exhibit information to:

Contact Person _____

Title _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____

MFM/BCCA/INFE CONFERENCE EXHIBIT RULES & REGULATIONS

Nothing shall be constructed, built or used as part of or in connection with an exhibit that does not conform to the requirements of federal, state and municipal laws, ordinances, fire codes and regulations. Rules of Westin Peachtree Hotel management must be observed and adhered to. MFM retains the right hereby expressly reserved to make such additional Rules and Regulations as deemed necessary and proper. The MFM Exhibits Manager shall be the final arbiter in any and all interpretations or disputes arising from the Rules and Regulations herein set forth.

1. EXHIBIT SPACE The space contracted for herein is to be used strictly for the Exhibitor whose name appears on the Contract for the space. It is specifically understood and agreed that the Exhibitor will not sublet nor assign any portion of the space contracted for herein. Exhibitors who resell or sublet space or render their badges to unauthorized persons will forego their exhibit space and/or future exhibit privileges. Exhibitors must show only goods manufactured and/or distributed or services provided by them in the regular course of business. No firm or organization not assigned exhibit space will be permitted to solicit business within the exhibit area. No exhibits or displays of any kind are permitted in rooms or suites. MFM/INFE reserves the right to prohibit or restrict and, if necessary, remove or require correction of any exhibit that is unsuitable or objectionable for the MFM/INFE Conference or the exhibit area. Exhibitor is encouraged to discuss the intended exhibit with the MFM Exhibits Manager in advance of signing the Contract.

2. CANCELLATION FEE Fifty percent (50%) of the Total Cost of Exhibit Space Contracted will be assessed in the event of cancellation by the Exhibitor more than sixty (60) days prior to the opening date of the show. After that date Exhibitor will be responsible for total amount of space contracted for and will be billed for any balances outstanding at time of cancellation. No refunds for cancellations less than sixty (60) days prior to the opening date of the show.

3. INDEMNITY AND INSURANCE Exhibitor agrees to indemnify and hold harmless MFM, the Media Financial Management Association, INFE, the Interactive & Newsmedia Financial Executives, and their Directors, Officers, Employees, Agents and each of them, from any and all liability to any person or persons for or by reason of the breach by Exhibitor, its agents, contract or staff employees of any conditions of the Rules and Regulations, or by reason of any condition, defective or otherwise, of any apparatus, equipment or fixtures furnished by Exhibitor in connection with its exhibit. Exhibitor further agrees to hold harmless MFM, INFE, and their Officers, Employees and members from any and all liability to any person or persons for or by any reason or any act or omission of said Exhibitor, its Agents, servants or Employees. Indemnity includes, but is not limited to, claims of copyright, trademark or patent infringement, unfair competition and products liability. The Exhibitor, on signing this contract, expressly releases MFM, INFE, and individuals from any and all claim for all loss, damage or injury relating to or arising from the exhibition. Further, Exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damage to Exhibitors' displays, equipment and other property brought upon the premises of the Westin Peachtree Hotel and shall indemnify and hold harmless the Westin Peachtree Hotel, its Agents, and Employees from any and all such losses, damages and claims. Exhibitor agrees to provide insurance coverage for personal injury and property damage liability covering Exhibitor and his property in such amounts as the exhibition facility may require. Insurance protection shall be carried at Exhibitor's expense.

4. USE OF AISLES, ETC. The aisles, passageways and overhead spaces remain strictly under control of MFM, and no signs, decorations, banners, advertising matter or special exhibits will be permitted in them except by special permission of MFM. All exhibits must remain within the confines of their own spaces. Exhibits may not extend more than five (5) feet from the back wall of the booth and back panels must not exceed eight (8) feet in height. No Exhibitor will be permitted to erect signs or display products in such a manner as to obstruct the view, occasion injury or disadvantageously affect the display of other Exhibitors.

5. SECURITY: NON-LIABILITY OF MFM MFM will provide security during the hours the exhibit area is closed, but will have no liability for any loss or damage sustained by Exhibitor during such hours nor at any other time, whatever the cause.

6. SET-UP OF EXHIBITS Exhibitors have the option of using the Official Service Contractor, who provides quality union labor, qualified display houses or full-time personnel from their own companies to install and dismantle displays.

The unloading and delivery of all display material and equipment from the MFM Conference site docks to the exhibitors' booths and loading out from the exhibitors' booths to trucks at the docks must be performed by the Official Service

Contractor who has jurisdiction to deliver such service at the MFM Conference site.

Standing on chairs, tables or other rental furniture is prohibited since these products are not engineered to support your standing weight.

Exhibitor will be supplied with set-up times and show hours upon receipt of signed space contract. No set-up will be permitted once the show is open. If an Exhibitor is a "no-show" when set-up hours close, his space is automatically forfeited and no refunds will be made.

7. STAFFING OF BOOTHS Exhibits must be staffed during ALL hours the Exhibit Hall is officially open.

8. EXHIBIT TEARDOWN No teardown of exhibits will be permitted until the closing hour of the final day of the show. The Exhibits Manager has instructed the Official Service Contractor that there are to be no exceptions to this rule without prior approval.

9. CHANGE IN FLOOR PLAN MFM reserves the right to change the booth floor plan and booth locations.

10. CONFLICT WITH OFFICIAL MFM/INFE FUNCTIONS Exhibitor agrees to conduct no activities outside of the Exhibit Hall that are in direct conflict with the official functions of the MFM Conference. This shall include, but is not limited to, meetings, meal functions, seminars or any other activity in conflict with the Official MFM/INFE Conference schedule. MFM/INFE will advise Exhibitors of official hours in ample time for Exhibitor to schedule any non-conflicting outside activities.

11. LIABILITY If any emergency arises prior to the opening date of the exhibit that would prevent its scheduled opening or make it inadvisable, such as destruction or damage to the Exhibit area by fire, windstorm, strikes or Acts of God, etc., or declaration of emergency by the government of the United States, the State of Georgia or local jurisdiction, it is expressly understood and agreed that MFM may reschedule the event as near to the original date and site as possible. MFM may retain as much of the pre-payment for exhibit space as it deems necessary to cover expenses incurred, should it be impossible to reschedule the MFM Conference. Regardless of the reason for cancellation or postponement of the MFM Conference, MFM will not be liable for any loss by Exhibitor resulting therefrom.

12. MFM/INFE NON-ENDORSEMENT The exhibition of products and services at the MFM/INFE Conference does not constitute an endorsement of any product or service displayed. An Exhibitor is not permitted to represent in any manner that its goods or services have been endorsed by MFM.

13. OFFICIAL CONTRACTOR Exhibitors must use exposition management-appointed contractors for material handling, cleaning, standard show rental furniture and floor covering. Official show contractors are recommended for other services, and order forms are provided in the Exhibitor Services Manual. If an Exhibitor wishes to appoint a non-official contractor, this procedure must be followed:

A. Exhibitor must submit a letter to MFM Meetings Manager authorizing non-official contractor to work in booth space. Deadline for receipt of letter is March 6, 2009.

B. All Exhibitor-appointed contractors are required to submit Certificate of Insurance for Workers Compensation Insurance, Comprehensive General Liability Insurance and Automobile Liability Insurance to MFM, with Freeman named as an additional insured. Both parties shall maintain for the term the following insurance coverages: (1) Workers' Compensation, at a minimum of the statutory limits; (2) Commercial General Liability, at \$2 million; and (3) Auto Liability including coverage for all owned, hired and non-owned vehicles, at \$2 million. Umbrella Liability is acceptable to meet above minimum requirements. Deadline for receipt of Certificate is March 6, 2009.

C. Exhibitor-appointed Contractor must submit a list of all employees to MFM by March 6, 2009.

Due to insurance and liability restrictions, no one under 16 years of age is permitted on Exhibit Floor.

MEDIA FINANCIAL MANAGEMENT ASSOCIATION
 550 W. Frontage Road, Ste. 3600 ❖ Northfield, IL 60093
 Phone: 847/716-7000 ❖ Fax: 847/716-7004 ❖ email info@mediafinance.org

<p>ASSOCIATE MEMBER APPLICATION MFM 2010 Conference Exhibitor</p>
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Please complete Member Application, then include with Exhibit Space Contract.

First Name	Initial	Last	Nickname
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Organization	Title/Position
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Address	City/State	Zip
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Phone	Fax No.	Email
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Education level: BA BS MBA JDS PhD

Designation: CPA CFM CMA

Sex: Male Female MM/DD/YY of Birth: _____

What is your professional level? Entry (1-3 yrs) Mid (4-9 yrs) Senior (10+ yrs)

Year of entry in: _____ Media industry _____ Your current position

Product/Services Category (Please check appropriate box/es.)

- | | | | |
|--|--|--------------------------------------|------------------------------------|
| <input type="checkbox"/> Accounting Firm | <input type="checkbox"/> Computer Software | <input type="checkbox"/> Law Firm | <input type="checkbox"/> Brokerage |
| <input type="checkbox"/> Collection Agency | <input type="checkbox"/> Insurance | <input type="checkbox"/> Other _____ | |

MFM 2010 Conference Exhibitor optional 1-year Trial Membership with 8' x 10' booth
 (Payment information is included on the Contract for Exhibit Space.) **\$2475**
 6 foot draped table, two side chairs and waste basket included in exhibitor fee

MFM 2010 Conference Non-renewing Member exhibitors with 8' x 10' booth
 Includes one-year Associate Membership
 (Payment information is included on the Contract for Exhibit Space.) **\$2600**

I was referred to MFM by _____

Note: Contributions or gifts to MFM are not deductible as charitable contributions for federal income tax purposes. However, dues payments are deductible by members as an ordinary and necessary business expense.