

THE GILBANE CONFERENCE

EXHIBITOR SALES KIT 2006

www.lighthouseseminars.com



SAN FRANCISCO
THE PALACE HOTEL
APRIL 24-26, 2006

BOSTON
THE WESTIN COPLEY
NOVEMBER 28-30, 2006



THE GILBANE CONFERENCE

Our conference program has been designed by the staff of the **Gilbane Report**, the most widely read news portal and newsletter covering the breadth of content and information management technologies for enterprise applications.

The Gilbane Conference in 2006 is comprised of TWO conferences: **The Conference on Content Management Technology** and **The Conference on Enterprise Digital Rights Management**.

Over 10 years of focus on content technologies and trends has resulted in a stable readership representing all industries and includes industry experts, analysts and IT strategists as well as project managers and staff investigating content

DEMOGRAPHICS

70% enterprise “global 2000”, about evenly split between IT and business line managers and staff.

Departmental representation is from **IT, Operations, Marketing, Manufacturing, R&D, Customer Support, Product Support**.

All vertical industries are represented in our readership and conference attendees. **The top 5 are: Financial Services, High Tech, Manufacturing, Publishing and Government**.

65% North America, **25%** Europe, **10%** ROW (mostly Pacrim)

The remaining **30%** of readers are a combination of **software and computing infrastructure vendors, market analyst firms, investors, financial analysts, consultants, and integrators**.



THE CONFERENCE ON CONTENT MANAGEMENT TECHNOLOGY

Conference on Enterprise Digital Rights Management

Enterprise DRM is an increasingly important technology for protecting intellectual property in corporations and other

institutions. It complements content management, firewalls, and other technologies in helping to ensure that sensitive information such as confidential documents, email, and application data do not fall into the wrong hands.

DRM technology has moved out beyond its origins in the entertainment industry and become established in enterprise applications, in industries ranging from financial services to manufacturing and life sciences. It's also increasingly important technology in a range of solutions for document retention and regulatory compliance.

Lighthouse Seminars is proud to present the first conference ever dedicated to Enterprise DRM, held in conjunction with the Gilbane Content Management conference next April in San Francisco.

At the Enterprise DRM Conference, you will learn about such things as*:

- Enterprise DRM technologies, business applications, and solutions
- How Enterprise DRM complements other approaches to information security, such as content management systems and firewalls
- Real-world case studies of Enterprise DRM in action
- How to differentiate and choose among Enterprise DRM solutions
- Applications of Enterprise DRM in vertical markets such as financial services and manufacturing
- Applications of Enterprise DRM in regulatory compliance
- Integration of Enterprise DRM with content management systems
- Integration of Enterprise DRM with email and messaging applications

The conference will include a tutorial overview of Enterprise DRM as well as a vendor showcase where you can see the most important Enterprise DRM solutions for yourself.

Chair for the Enterprise DRM conference is Bill Rosenblatt, president of GiantSteps Media Technology Strategies, a noted authority on DRM, author of the book *Digital Rights Management: Business and Technology*, and editor of the newsletter DRM Watch. <http://www.drmwatch.com>

* Conference program subject to change.



THE GILBANE CONFERENCE

The Gilbane Content Technology Works™ Program documents, assesses and publishes best practices and success stories in the content management arena. **Gilbane Content Technology Works™** founding partners include Software AG, IBM, Sun Microsystems, Artesia Technologies, an Open Text company, Astoria, Mark Logic, Web Side Story, ClearStory Systems, Idiom, Context Media, Convera, SDL, Vasont and Vignette.

If you are interested in learning more about this project visit http://www.gilbane.com/ctw_description.html or contact **Mary Laplante** at **630.820.3007, mary@gilbane.com.**

Exhibiting at a Gilbane Content Management Conference provides access to a self-selecting, high quality group of businesses focused on investing in content and information technology. Our audience includes companies deploying commercial content technologies for the first time, as well as those starting their 2nd or 3rd generation initiatives. Our readership and mailing lists are never sold or rented to anyone, which is why our readers stay with us year after year, and why gaining access to them through participation in our events provides such a high value.

Our events provide a vendor-neutral, yet vendor-friendly, environment. Our goal is to accelerate the successful adoption of content technologies. We are industry analysts advising businesses on content technology, and we believe the best way to help them is to provide analysis and case studies that they can understand and relate to. Just as we are neutral between vendors, we are neutral between vendors and customers. We don't instill fear and uncertainty and don't help customers negotiate contracts.

We are not simply a trade show – we provide an integrated interactive environment where enterprise customers interact with industry experts from the vendor, consultant, and analyst communities. By providing a rich and focused environment for enterprise customers we can ensure the highest percentage of qualified prospects. Our events also provide a forum for networking with partners and resellers in addition to analysts and consultants.



INTRANETS

THE GILBANE CONFERENCE

To learn more about exhibiting or sponsoring at the Gilbane Conference On Content Management– please contact **Marc Goldstein** at **781.821.6652**, or mgoldstein@lighthouseseminars.com

Additional Sponsorships Available:

- **Breakfast Sponsor**
(one each morning)
\$2,500 each
- **Logo on Conference Bags**
\$5,000
- **Logo on Conference Notebook**
\$5,000
- **Hotel Key Sponsor**
\$4,000
- **Lanyard Sponsor**
\$4,000
- **Internet for Attendees Sponsor**
\$2,500
- **Billboard Sign**
\$2,000 per sign
Call Marc Goldstein for details
- **Inserts in Conference Bags**
\$1,500
- **Banner Ads on Website**
\$2,000

Special Pavilions Available for Appropriate Companies:

- **EDRM Pavilion**
- **Automated Publishing Pavilion**

Call Marc Goldstein for details at **781.821.6652**.

PLATINUM SPONSORSHIP

\$24,000

- A double demo station or two single demo stations in prime location
- Your corporate logo on conference promotional materials and any conference/exposition advertisements
- A link from the conference website to corporate website
- One conference bag insert
- Rotating banner ad on event website
- Four pre-conference and conference registrations
- Four Sleeping rooms for two nights of the conference
- Company profile in the Conference Guide
- Unlimited Free Passes to exhibit floor and morning keynote
- Unlimited use of conference attendee list
- A full page 4/c ad in the program guide (prime location)

GOLD SPONSORSHIP

\$15,000

- A double demo station on exhibit floor
- Your corporate logo on conference promotional materials and any conference/exposition advertisements
- A link from the conference website to corporate website
- One conference bag insert
- Two conference registrations
- 100 Free Passes to exhibit floor and morning keynote
- Two time use of conference attendee list (print and/or email-thru third party)
- A half page b/w ad in the program guide

EXHIBITOR-DEMO STAND*

\$8,000

- A demo station on exhibit floor*
- A link from the conference website to corporate website
- Two conference registrations
- 50 Free Passes to exhibit floor and morning keynote
- One time use of conference attendee list (mail only-thru third party)

EXHIBITOR DISPLAY STATION

\$4,000

- A demo (stand) on exhibit floor*
- A link from the conference website to corporate website
- One conference registration

* See preceding pages for diagram



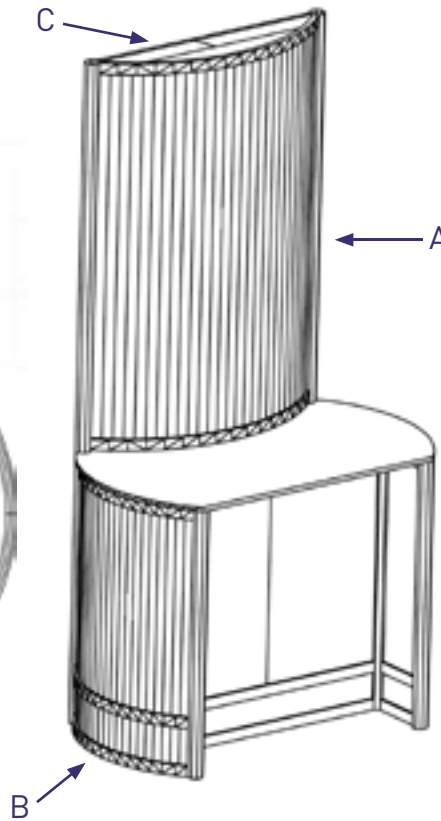
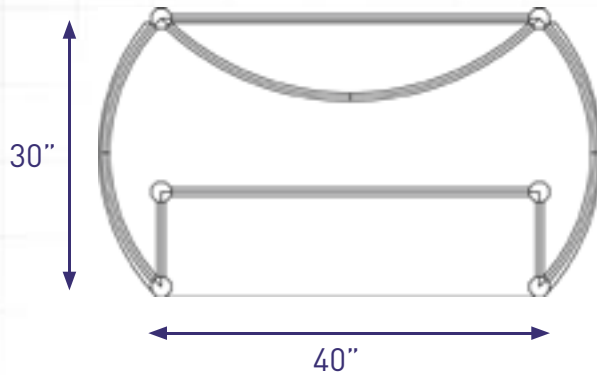
THE GILBANE CONFERENCE

MEASUREMENTS

A 42 x 57

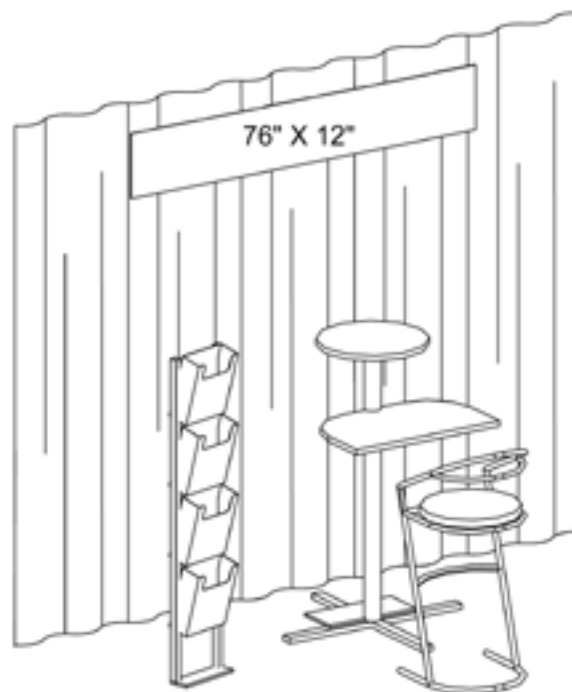
B 37 3/4 x 89 1/4

C 29 1/4 x 31 1/4



DISPLAY INFORMATION

- 76" x 12" for logo sign
- Please note display stations are positioned next to each other with no dividing wall or drape.



THE GILBANE CONFERENCE

CONTRACT AND APPLICATION FOR EXHIBIT SPACE

Exhibiting Company _____

Address _____ M/S - Suite # _____

City _____ State _____ Zip/Postal Code _____ Country _____

Telephone () _____ Fax () _____ eMail _____ URL _____

Primary Tradeshow Contact _____ Title _____ Phone _____

Marketing/Advertising Contact _____ Title _____ Phone _____

(plus address and phone number if different) _____

Products to be displayed _____

Accounting Contact _____ Title _____ Phone _____

(plus address and phone number if different) _____

CONFERENCE LOCATION

SPONSORSHIP SELECTION

LOCATION

San Francisco '06 _____

Boston '06 _____

Total Cost: _____

Please note that all fees paid by Exhibitor/Sponsor are non-refundable. If Exhibitor/Sponsor fails to make any payment described in this agreement by the due date, Lighthouse Seminars reserves the right to terminate Exhibitors/Sponsors participation in the Conference without any obligation to refund monies previously paid. If Exhibitor/Sponsor cancels its participation in the Conference, all fees paid will be retained by Lighthouse Seminars. All payments are non-refundable and non-transferable.

PAYMENT OPTION

Credit Card Mastercard Visa American Express Card Number: _____

Expiration date: _____ / _____ Name as it appears on card: _____

Pay only the amount of: _____ Pay the total amount of: _____

Check Please make checks payable to Lighthouse Seminars LLC and mail to: Lighthouse Seminars LLC
437 Turnpike Street
Canton, MA 02021

THE GILBANE CONFERENCE PAYMENT TERMS

The first 50% of the exhibit space fee is due within 15 days of completed application; the balance of the exhibit space fee will be payable 90 days before conference. Applications submitted to The Gilbane Conference between 90 days of conference and the first day of conference, must be accompanied by 100% of the exhibit space fee.

Authorized Signature _____ Printed Name _____

Title _____ Company _____ Date _____

FOR OFFICE USE ONLY:

Demo Stand # Assigned _____ Demo Stand Size _____ Total Fee \$ _____

Accepted by Lighthouse Seminars _____ Date _____

THE GILBANE CONFERENCE

1. **LAWS** – Although Show Management and Exhibitors do business in various state jurisdictions, this contract shall be governed, constructed and enforced in accordance with the laws of the state of Massachusetts and its courts. In the event that it shall be necessary for Show Management to bring suit to enforce any of its rights here under, Show Management shall be entitled to recover all costs of such suits including reasonable attorney's fees.

2. **CANCELLATION** – In the event the Exhibitor cancels all, or part, of the exhibit space contracted for hereunder, the following provisions shall apply: a) If written notice of cancellation is received by Show Management prior to 120 days before conference, Exhibitor shall pay a cancellation fee equal to 25% of the cancelled exhibit space rental fee. b) If written notice of cancellation is received by Show Management on or after 120 days before conference and prior to 90 days of conference, the Exhibitor shall pay a cancellation fee equal to 50% of the cancelled exhibit space rental fee. c) If written notice of cancellation is received by Show Management on or after 90 days before conference, the Exhibitor shall pay a cancellation fee equal to the full cancelled exhibit space rental fee. d) Whenever the cancellation fee payable hereunder shall exceed the total payments already made to Show Management, Exhibitor shall promptly pay to Show Management the balance of such fee. All payments made to Show Management under the Exhibit Space Contract shall be deemed fully earned and non-refundable when made in consideration for expenses incurred by Show Management and Show Management's lost or deferred opportunity to provide exhibit space to others, and all cancellation fees that may become due hereunder are acknowledged by Exhibitor to constitute liquidated damages.

3. **WAITLIST** – By accepting an application/contract for exhibit space, Show Management is in no way guaranteeing space will be available. If an Exhibitor is placed on a waitlist for exhibit space, said Exhibitor may cancel off the waitlist at any time with no penalty. However, if a space becomes available and is accepted, all terms of this contract apply.

4. **REGULATIONS** – It is agreed that Show Management shall have free and exclusive power in the matter of interpretation, amendment and enforcement of all regulations that appear on this contract. This agreement is subject to and subordinate to the agreement between the facility and Show Management covering The Gilbane Conference on Content Management exhibit areas at this property (and other facilities which may be used) for the period of The Gilbane Conference on Content Management, move-in through move-out. All rules are subject to change in accordance with Fire Marshal regulations. Exhibitors must comply with all the laws, regulations and ordinances in force in the exhibit facility.

5. **LIABILITY** – Show Management shall not be liable for failure to perform its obligations under this contract as a result of strikes, riots, acts of nature, Government intervention, or any other causes that shall make it impossible or inadvisable to hold the Show or portion thereof at the time and place herein provided. Then and there upon this agreement shall terminate and the said Exhibitor shall and does hereby waive any claim for property or other damages or compensation except the pro rata return on the amount paid after deduction of actual expenses incurred in connection with the Show and there shall be no further liability on the part of either party.

Anyone visiting, viewing or otherwise participating in the exhibits is deemed to be the invitee or licensee of the Exhibitor, rather than the invitee or licensee of Show Management. Show Management shall not be liable for any injury whatsoever to property of the Exhibitor or to persons conducting or otherwise participating in the conduct of the exhibit or to invitees or guests of the Exhibitor. Exhibitor agrees to abide by existing agreement and regulations covering the use of services or labor in the conference and exhibit facility. The Exhibitor assumes full responsibility and liability for the acts or omissions of its agents, employees or independent contractors, whether acting within or without the scope of their authority and agrees to hold harmless Show Management and the exhibit hall from responsibility or liability resulting directly or indirectly from such acts or omissions. It is understood and agreed that Show Management is not the owner of the premises and is not responsible for providing any services to the Exhibitor. Show Management shall not be liable to the Exhibitor if any services are not provided and the Exhibitor agrees to hold harmless and indemnify Show management against any claim with respect thereto. It is understood and agreed that this agreement shall not be in any way construed so as to create a landlord-tenant relationship between parties hereto. There is no other agreement or warranty between the Exhibitor and Show Management except as set forth in this document, and the Exhibitor's Service Manual, which is made a part of this contract.

6. **INSURANCE** – The Exhibitor agrees to obtain, and bear the expense of, adequate personal and property damage liability and worker's compensation insurance. All Exhibitor Authorized Contractors must obtain the same. Such insurances shall name Lighthouse Seminars, their officers, agents, directors and employees as additional insureds. The Exhibitor hereby agrees to furnish proof of insurance at least thirty

(30) days prior to occupancy. The insurance is to cover the full period of the premises by the Exhibitor, its agents, servants, employees, guests and/or invitees.

7. **USE AND OPERATION OF EXHIBITS** – Subleasing of exhibit space is not allowed. Exhibits must be staffed during exhibit hours. All demonstrations or other promotional activities must be confined to the limits of their exhibit space. Sufficient space must be provided within the exhibit space for the comfort and safety of persons watching the demonstrations and other promotional activities. Each Exhibitor is responsible for keeping the aisles near its exhibit space free from congestion caused by demonstrations or other promotions. Show Management reserves the right to restrict exhibits which, because of noise, method of operation, materials or for any other reason become objectionable, and also to prohibit or to remove any exhibit which, in its opinion, may detract from the general character of the Show as a whole, or consists of products or services inconsistent with the purpose of the Show. This reservation includes persons, things, conduct, printed matter, and anything of character which Show Management determines is objectionable. In the event of such restriction or removal, Show management shall not be liable for any refunds or other exhibit expenses. No animals may be offered or displayed as a part of the exhibit.

8. **CHARACTER OF EXHIBITS** – Show management further reserves the right to reallocate space in the interest of a better showing of exhibits or for any reason.

9. **SECURITY AND LIABILITY** – Neither Show Management, nor its agents or representatives, will be held responsible for any injury, loss or damage that may occur to the Exhibitor, the Exhibitor's employees or the Exhibitor's property. Exhibitors should insure their property from the time it leaves their warehouses until it returns. Under no circumstances will Show Management be liable for lost profits or other incidental or consequential damages. The Exhibitor hereby agrees to indemnify and hold harmless Show Management, its partners, agents and representatives from any claim, loss, liability or damage suffered as a result of the operation of the exhibit.

10. **SELLING POLICY** – Exhibitors are allowed to sell product on the show floor. Exhibitors are required to adhere to state sales tax rules and regulations. Exhibitors are responsible for obtaining all permits.

11. **FOOD SERVICE** – The facility's contracted food service, is the exclusive provider of food and beverage catering services within the entire facility.

12. **SPECIAL SERVICES** – For insurance, safety and security purposes, electrical, telephone, cleaning, catering, sign hanging, drayage and other special services needed by individual Exhibitors are provided only when the Exhibitor orders and agrees to pay for these services from the exclusive suppliers authorized to provide such services. Exclusive suppliers are listed in the Exhibitor Manual.

13. **TAXES AND LICENSES** – Exhibitor shall be responsible for obtaining any licenses, permits, or approvals under local or state law applicable to their activity at The Gilbane Conference on Content Management. Exhibitor shall be responsible for obtaining any tax identification numbers and paying all taxes, license fees or other charges that shall become due to any governmental authority in connection with their activities at The Gilbane Conference on Content Management.

14. **AMERICANS WITH DISABILITIES ACT (ADA)** – Exhibitors must be in full compliance with the Americans with Disabilities Act. (US events only)

15. **FEES, ROYALTIES AND FINES** – The use for the exhibit space by the Exhibitor in any manner which infringes upon public performance of copyright laws is expressly prohibited and the Exhibitor acknowledges that Show Management does not exercise control over the selection of any work which may be used by the Exhibitor that is protected by public performance of copyright laws. Exhibitors are responsible for payment of all fees, royalties or fines for use of work that is protected by public performance or copyright laws.

16. **CARE OF BUILDING AND EQUIPMENT** – Exhibitors or agents must not impair or deface the walls or floors of the building, the exhibit spaces, or the equipment of the exhibit spaces. When such damage appears, the Exhibitor is liable to the owner of the property so damaged. All materials used in decoration must be flameproofed. Electric wiring must conform with the National Electric Code Safety rules and all other applicable rules, regulations, fire laws, electrical codes and other laws of the city in which the exposition is located, and of any other government authority maintaining jurisdiction over the said exposition facility, which affect the installation, conduct and disassembly of the exhibit. Combustible materials or explosives are not permitted in the exhibit hall. The Exhibitor shall also comply with all reasonable requests of officials of the exhibit hall and Show Management with respect to the installation, conduct and disassembly of its exhibit.

Authorized Signature _____ Printed Name _____

Title _____ Company _____ Date _____