

Affiliate Marketing
Conference & Exhibition



LONDON 14 -15/10/08



A4UEXPO EXHIBITION PACKAGES

Exhibition Opportunities

a4uexpo 2008 will offer shell scheme and space only stands within the main Platinum Suite on level two.

We will also be offering up to 30 Merchants, Affiliates and Agencies* an opportunity to exhibit via a table top stand complete with two stools and Wi-Fi connection. Please see the floor plan available on the website for location details.

*If you are outside of this demographic please contact us.

All exhibition space will be sold in blocks of 6sqm.

Space Only

Each package will include:

- One power point
- Wi-Fi connection for one laptop
- Listing in the Conference Programme
- Link from the a4uexpo website
- Detailed company profile on website including staff profiles and appointment facility
- Pre-event blog / interview
- Option to submit exhibitor press releases
- Exhibition login details so all details can be accessed online / forms and artwork can also be submitted online
- 2 full conference passes
- 2 networking only passes
- 20% discount on further passes for internal staff only

Open one side stand	@	£2,795 + VAT *
Corner stand	@	£3,295 + VAT *

Shell Scheme

Each package will include (per 6sqm)

- Shell Scheme stand
- Wi-Fi connection for one laptop
- Fascia name board on each open side
- One power point
- Two spot lights
- Pre-event blog / interview
- Option to submit exhibitor press releases
- Listing in the Conference Programme with coloured logo
- Link from the a4uexpo website
- Detailed company profile on website including staff profiles and appointment facility
- Exhibition login details so all details can be accessed online / forms and artwork can also be submitted online.
- 2 full conference passes
- 2 networking only passes
- 20% discount on further passes for internal staff only

Open one side stand	@	£2,995 + VAT *
Corner stand	@	£3,495 + VAT *

* 10% discount will apply to shell & space only exhibitor stands booked before the 1st May 2008

Table Top Stands – New for 2008

From feedback received at last year's conference we have made the decision to introduce table top stands.

These will provide merchants, agencies and leading affiliates with the opportunity to showcase their affiliate programme, service or website or simply to have a primary meeting point during the event.

You will be supplied with a table, two stools and wireless connection, plus **two full conference passes** for the event. Table top stands are sold for a maximum of one day and are priced to offer great value.

Table top stand for one day £995 + VAT

We have a limited number of table tops available during a4uexpo so allocation will be on a first come first served basis and are limited by vertical.

If you are interested in any of the Exhibitor Opportunities, please complete and return the Exhibitor Application Form / Contract

Exhibitor Application Form / Contract

Please return this form:

a4uexpo, 4.4 Paintworks, Bath Road, Bristol, BS 4 3EH - Tel: +44 (0)1179 723 269 Fax: +44 (0)1179 723 177 Email: info@a4uexpo.com or claire@existem.com

Contact Name :					
Company : *wording to be displayed on stand					
Position :					
Contact Address :					
Postcode :					
Telephone No :			Email :		
Fax No :			Website :		
VAT No :			Company No :		
STAND TYPE	COST (before 1 st May 08)	COST (After 1 st May 08)	QTY	TOTAL	
Space Only - One sided	£2,515.50	£2,795			
Space Only - Corner	£2,965.50	£3,295			
Shell Scheme - One sided	£2,695	£2,995			
Shell Scheme - Corner	£3,145.50	£3,495			
Table Top Stand	£995 (one day only)	£995 (one day only)			
			VAT @ 17.5 %		
			TOTAL COST		

I have read and understood the a4uexpo terms & conditions and agree to the payment schedule details and procedure as detailed.

Authorised Signature:

Position:

Print Name:

Date:

If your application for a stand at a4uexpo is successful you will be issued with an invoice from the a4uexpo team. Your stand space is not confirmed until an invoice is issued and a deposit is received.

Payment Schedule

Exhibition Stands

The organisers require a deposit of 40% of the value of the stand rental cost within 14 days of receiving this contract.

Your stand allocation will only be confirmed on receipt of your first 40% Deposit

The remaining 60% of the total value of the invoiced amount will be due 90 days before the opening of the event i.e. July 13, 2008

All contracts once signed are deemed to be legally binding on all parties whether sent / received by fax, post, or electronic mail.

Please make cheques payable to 'Existem Ltd'

Please send cheques to Existem Ltd, 4.4 Paintworks, Bath Road, Bristol, BS4 3EH

Bank details for BACS or SWIFT Payments:

Existem Ltd
Lloyds Bank – Chipping Sodbury Branch
Sort Code – 30-12-04
Account Number – 01636531
Iban – GB72 LOYD 3012 0401 6365 31
BIC – LOYDGB21420

Exhibitor Terms & Conditions

General Event Information: a4uexpo (the "Event") is being organised by Existem Ltd. Existem Ltd's obligation to hold the event is conditioned upon the facility in which the event is scheduled to be held (ExCeL London) making available the space applied for Existem Ltd during the time period agreed. The Event schedule will be set by Existem Ltd; Existem Ltd reserves the right to make changes to this schedule. You the Exhibitor/Sponsor agree to abide by the terms and conditions on this page and the detailed payment structure. Exhibitors/sponsors grant Existem Ltd the right to use their company name, trademark and logo in connection with the promotion and production of the event and the purpose of this contract.

Exhibitor Space Assignment: Existem Ltd will assign exhibit space to the Exhibitor for the period of the event only. Effort will be made to respect Exhibitor's space choice where possible, but Existem Ltd reserves the right to make changes and move exhibit space after initial assignment if necessary, Existem Ltd's decision will be final. Existem Ltd reserves the right to withdraw/cancel its acceptance of this contract if it decides that the exhibitor is not eligible to participate or exhibit their product or services. Existem Ltd reserves the right to change the location and/or dates of the events.

Exhibitor Space Usage: Exhibitor shall provide adequate staff for maintenance and operation of their exhibit during all exhibit hours. Products or services displayed must be those manufactured by or provided by the Exhibitor. Exhibitors should not transfer or assign to a third party any or all portion of their designated space without the prior consent of Existem Ltd.

Exhibitor Conduct: Exhibitor/sponsors and all of its representatives shall conduct themselves in a manner in accordance to standards of decency and good taste and must not interfere with other exhibitors. Noise, music, live or recorded announcements, and lighting that are deemed objectionable or excessively loud by Existem Ltd, may be prohibited, restricted or relocated. The Exhibitor shall not permit or suffer any unlicensed gambling or betting activities or any other unlawful activity of any nature to take place at the venue. Nor bring any dangerous or hazardous items into the venue, if in the opinion of the organiser's security staff any item is considered to be dangerous or hazardous then the exhibitor shall remove such items promptly when requested to do so by the organiser or any other authorised person. No demonstrations, solicitations, or distribution of materials or other exhibitor activities shall be permitted outside of the Exhibitor assigned booth space and no signs or placards are to be displayed on persons or anywhere outside of assigned booth space. Exhibitors are prohibited from bringing or distributing alcoholic beverages. Existem Ltd reserves the right to prohibit or expel any exhibit which in its sole judgement, is in poor taste, out of character, a nuisance, in breach of contract, illegal or otherwise reflects poorly upon the event.

Consumption of Alcohol: a4uexpo accepts no responsibility for the actions of others whilst under the influence of alcohol served at ExCeL London, including the a4uexpo networking parties. It is also acknowledged by attendees that it is unlawful for any person under the age of 18 years old to consume alcoholic beverages.

Contractor services and Information: Exhibitors shall only use Existem Ltd selected contractors to provide the necessary support and facilities services. Existem Ltd must approve, in advance, the use of non Existem Ltd appointed event contractor(s). The Exhibitor will not carry out any electrical works at the venue including amplification and lighting without the organiser's prior written consent.

Photography/Video/ Recording: No photographs, video or recording of the event shall be made without prior written consent of Existem Ltd. Exhibitors/sponsors agree that Existem Ltd may record, broadcast or take photographs or video exhibitors booth space, exhibit, and exhibit personnel and exhibitor authorises such for any promotional use by Existem Ltd.

Registration Page: The Exhibitors and each of its employees and representatives must apply for an official registration badge from a4uexpo.com, and wear such badges at all times when in the platinum suite. Badges are non-transferable, and if transferred to or used by any parties other than the individual to whom it was issued, may be cancelled by Existem Ltd at its discretion.

Cancellation or Termination of Event: If, because of fire, strike, war, construction, renovation projects affecting the facility, government regulation, disaster, disease, terrorism, interruption of transports or communication or act of God, the Event or any part thereof, is prevented from being held or is cancelled by Existem Ltd in its sole discretion, shall determine whether to refund to the Exhibitor no more than its proportionate share of the balance of the aggregate fees received after deducting expenses incurred by Existem Ltd and reasonable compensation to Existem Ltd. In no case shall the amount of refund to Exhibitor exceed the amount of exhibit fees paid. A change of name of the Event is not a cancellation. Existem Ltd shall be entitled to cancel an Exhibitor at any time for failure by an Exhibitor to perform, meet or observe any term or condition set forth herein, and such Exhibitor shall not be entitled to any refund of any part of any fee or any other payment.

Exhibitor Cancellation: If Exhibitor desires to cancel this contract, Exhibitor may only do so by giving written notice sent to: Existem Ltd, a4uexpo, 4.4 Paintworks, Bath Road, Bristol, BS4 3EH, by recorded delivery, return receipt requested. In the event of a cancellation the Exhibitor shall continue to be liable for the following cancellation fees: (i) if the Exhibitor cancels this contract more than 130 days prior to the event, a cancellation fee equal to 50% of the total contract shall apply or (ii) if the exhibitor cancels this contract at any time between 0 and 130 days prior to the event, a cancellation fee equal to 100% of total contract shall apply. Because these dates are related to the event date and not the date of this contract, these dates shall apply regardless of the date on which this contract is agreed. Existem Ltd are within their rights to reassign the cancelled exhibitor space to another party under the same terms and conditions.

Indemnity and Limitation of Liability: Neither Existem Ltd nor the facility, nor either of their officers, agents, employees, or other representatives shall be held liable for, any damage, loss, harm or injury to the person or property of the exhibitor or any of its visitors, invitees, officers, agents, employees or other representatives, resulting from Exhibitor's participation in the Event. The Exhibitor shall indemnify, defend, and hold harmless Existem Ltd and the facility and their respective owners, directors, officers, employees, agents and representatives from, any and all claims, demands, liability, damages, loss, costs, and expenses of any kind. Neither Existem Ltd nor the facility shall be responsible for the security of Exhibitor's products, proprietary information or exhibit information or exhibit materials. Exhibitor understands that neither Existem Ltd nor the facility maintains insurance covering the Exhibitor's property and liability, and it is the sole responsibility of the Exhibitor to obtain such insurance and to provide evidence thereof to Existem Ltd. It is advised that Exhibitor's at its own expense obtain from reputable insurance companies (i) liability and property damage insurance in an amount no less than £1 million per occurrence and (ii) workers' compensation insurance covering its employees in at least the statutory amount. Under no circumstances should Existem Ltd, its agents, employees, or directors be liable for lost profits, or other indirect, incidental, consequential or damages in connection with this event.

Observances of Laws and Regulations: Exhibitor shall abide by and observe any laws, rules and regulations and ordinances and all rules and regulations of Existem Ltd and the facility in connection with its participation in the Event as may be set from time to time. In addition,

Exhibitor must observe all union regulations and electrical codes to which the facility is subject.

Warranty: In addition to Existem Ltd's right to close an exhibit and cancel this contract, Existem Ltd in its sole judgement, may refuse to consider for participation in future events an Exhibitor who violates or fails to abide by all such terms, conditions, rules. The rights of Existem Ltd under this contract shall not be deemed waived except as specifically stated in writing and signed by an authorised representative of Existem Ltd. Existem Ltd shall have full power to make amendments and set further terms and conditions, and rules as shall be deemed necessary in the best interest of the event.

(Exhibitor should sign below to agree to the above terms and conditions)

Signature:

Print Name:

Position:

Date: