

**ciscoexpo**  
**2006**

reveal  
the power of  
your business.  
**now.**

**Cisco Expo 2006 • Messe Wien • 27. – 28. Juni 2006**

Informationen für Ausstellungspartner



# gemeinsam aktiv – zusammen erfolgreich



## Sehr geehrter Geschäftspartner,

die Cisco Expo ist eine etablierte Größe in der Branche: Mit bisher mehr als 20 Exhibitions in EMEA und knapp 20.000 Besuchern gehört sie zu einem der erfolgreichsten Kongresse zum Thema Business Information Networking. Die 2-tägige Veranstaltung verbindet Fach- und Business-Vorträge sowie Ausstellungen der Kongress-Partner mit Keynotes namhafter nationaler und internationaler Sprecher.

Erlauben Sie mir zu Beginn einen kurzen Rückblick auf die Cisco Expo 2005, die im Juni erstmals in Wien stattgefunden hat. 20 Geschäftspartner sowie vier Medienpartner aus Fach- und Tagespresse haben maßgeblich dazu beigetragen, dass bereits die „Premiere“ ein ausgezeichnete Erfolg wurde. Knapp 800 Besucher folgten unserer Einladung und bewerteten die Cisco Expo durchwegs positiv bis sehr positiv. Den Umfragen zufolge wollen ca. 85 Prozent der Teilnehmer auch die nächste Cisco Expo wieder besuchen. Ein überaus erfreuliches Resultat, das uns zeigt: Der Orientierungs- und Informationsbedarf über intelligente IP-Netzwerk- und Business-Lösungen ist vorhanden, die Cisco Expo Austria hat ihr Publikum gefunden.

Auf dieser Erfolg versprechenden Basis werden wir die Cisco Expo auch in 2006 wieder veranstalten. Wir laden Sie dazu herzlich ein. Bereichern Sie den Kongress mit Ihrem Angebot und Ihrer Expertise. Als Cisco Expo Partner haben Sie eine Reihe von Vorteilen.

Sie begegnen einem hoch qualifizierten, interessanten Publikum, überwiegend Entscheidungsträgern aus der Wirtschaft sowie IT-Verantwortlichen. Sie haben die Möglichkeit, Ihr Unternehmen und Leistungsspektrum

in einem kompetenten Umfeld zu präsentieren und neue Geschäftskontakte zu schließen. Darüber hinaus bieten wir Ihnen die Gelegenheit zum Informationsaustausch mit Repräsentanten aus dem internationalen Top-Management von Cisco Systems.

Selbstverständlich erfolgen auch zum nächsten Kongress wieder umfangreiche, integrierte Marketing- und Advertising-Maßnahmen, die auch Ihr Unternehmen berücksichtigen.

Auf den nachfolgenden Seiten haben wir für Sie die geplanten Themen zusammengestellt sowie unser Leistungsangebot – flexible Partner-Packages für jeden Bedarf.

Lassen Sie uns gemeinsam die Cisco Expo 2006 erfolgreich gestalten, und werden Sie unser Kongresspartner. Wir freuen uns auf Ihre Teilnahme.

Mit freundlichen Grüßen

A handwritten signature in blue ink that reads 'Carlo Wolf'. The signature is fluid and cursive, with a stylized 'W' at the end.

Carlo Wolf  
General Manager  
Cisco Systems Austria GmbH



## gestalten sie mit uns die **ciscoexpo 2006**



Chris Dediccoat, President European Markets,  
Cisco Systems, Inc.

Die Cisco Expo 2006 steht unter dem Leitthema **Reveal the Power of your Business. now.** Businesses müssen zunehmend darauf achten, dass sie ihre gesamten Ressourcen auf die Geschäftsziele ausrichten, flexibel gestalten und kostenoptimiert handeln. Dies betrifft mehr denn je auch die Informationsinfrastruktur. Das Netzwerk und seine Entwicklung hin zur konvergenten Plattform für alle Informationsströme in Unternehmen sind die Basis für zukunftsorientierte, innovative Unternehmen jeder Branche.

Auf der Cisco Expo 2006 möchten wir, zusammen mit Ihnen und Ihren Lösungen, ausführlich darstellen, wie Unternehmen diese Entwicklung Schritt für Schritt vollziehen können, und aufzeigen, welche Perspektiven sich dadurch für ihr Business ergeben.

Ein Highlight des Kongresses wird die Teilnahme von **Chris Dediccoat** sein, **President European Markets, Cisco Systems, Inc.**, der zu den Zukunftsstrategien von Cisco Stellung nehmen wird.

### **1. Executive Event**

Am Vorabend des ersten Kongresstages organisieren wir eine hochkarätige Veranstaltung exklusiv für CEOs. Einem ca. 1-stündigen Business-Part, gestaltet von Cisco Systems, folgt ein erlesenes Dinner in stilvoller Umgebung. Diese Veranstaltung ist Cisco Expo Mainpartnern und Cisco Expo Partnern vorbehalten und ein Leistungsbestandteil dieser Partner-Packages.

### **2. Keynotes**

Die Keynotes finden vor und nach den Breakout Sessions statt, so haben alle Teilnehmer die Möglichkeit, diese zu hören. Namhafte Repräsentanten aus Industrie und Politik sowie ein Vertreter des Cisco Expo Mainpartners werden diese Vorträge halten.

### **3. Breakout Sessions**

Je nach Partner-Package, das Sie für den Kongress buchen, können Sie im Rahmen dieser Sessions Ihre themenspezifischen Vorträge einbringen.

- **Enterprise Technology Solutions**
- **Business Innovation**
- **Midsized Company Solutions**
- **Technology & Product updates**
- **SP & Carrier Solutions**
- **Best Practice**
- **Meet the Specialist**
- **Special User Group Sessions**

# zukunftsorientierte themen – attraktives programm

## 4. Kongressprogramm

Das Kongressprogramm gibt Ihnen einen Überblick über die geplanten Schwerpunkte und den Ablauf. Die spezifischen Themen der Breakout Sessions und Keynotes sowie die Zuordnung zu Zeiten und Partnern können zum jetzigen Zeitpunkt noch nicht verbindlich vorgenommen werden. Wir werden aber selbstverständlich die Wünsche der Cisco Expo Mainpartner und Cisco Expo Partner bei der Planung und Einteilung berücksichtigen.

CISCO EXPO AUSTRIA 2006 – 27. Juni 2006							
9.00	Registrierung						Exhibition
9.30	Begrüßung Carlo Wolf, General Manager, Cisco Systems Austria GmbH						
10.00	Keynote Chris Dedicoat, President European Markets, Cisco Systems, Inc.						
11.00	Keynote Cisco Expo Mainpartner						
12.00	Kaffeepause						
12.30	Enterprise Technology	Business Innovation	Business Innovation	Technology & Product Updates	Technology & Product Updates	Special User Group Sessions	
13.30	Lunch-Bufferet						
15.00	Enterprise Technology	Business Innovation	Business Innovation	Technology & Product Updates	Technology & Product Updates	Special User Group Sessions	
16.00	Enterprise Technology	Business Innovation	Business Innovation	Technology & Product Updates	Technology & Product Updates	Special User Group Sessions	
17.00	Kaffeepause						
17.30	Keynote Repräsentant aus der Industrie						
19.00	Cisco Expo Party						

CISCO EXPO AUSTRIA 2006 – 28. Juni 2006							
9.00	Registrierung						Exhibition
9.30	Keynote Cisco Systems Management						
10.30	Keynote Kundenvortrag Best Practice						
11.30	Kaffeepause						
12.00	Midsized Company Solutions	Best Practice	Business Innovation	Technology & Product Updates	SP & Carrier Solutions	Meet the Specialist	
13.00	Lunch-Bufferet						
14.30	Midsized Company Solutions	Best Practice	Business Innovation	Technology & Product Updates	SP & Carrier Solutions	Meet the Specialist	
15.30	Midsized Company Solutions	Best Practice	Business Innovation	Technology & Product Updates	SP & Carrier Solutions	Meet the Specialist	
16.30	Kaffeepause						
17.00	Round Table mit Vertretern aus Wirtschaft, Industrie und Medien						
18.00	Ende Cisco Expo 2006						



## 5

### 5. Exhibition

Parallel zu den Breakout Sessions und Keynotes findet die Ausstellung statt. Auf Ständen in modernem Design können Sie Ihr Leistungsportfolio angemessen präsentieren. Der Ausstellungsbereich ist zusätzlich mit Stehtischen und Stationen mit Erfrischungsgetränken bestückt.

## 6

### 6. Cisco Expo Party

Zum Ausklang des ersten Kongress-tages laden wir alle Teilnehmer zur Party ein. Auf dem Programm stehen ein exquisites Dinner-Bufferet, Live-Musik und Gelegenheit zum Networking mit Kunden und Interessenten. Für diskrete Gespräche steht Ihnen, ein wenig abseits vom „Rummel“, eine bequeme Sitzecke zur Verfügung.

Als Cisco Expo Ausstellungs-partner haben Sie die Möglichkeit, diese Veranstaltung zu sponsern.

## 7

### 7. Hospitality

Zwischen den Vorträgen bieten wir Ihnen und den Teilnehmern Kaffee, Tee, Erfrischungsgetränke und kleine Snacks an. An beiden Tagen erwartet Sie außerdem ein reichhaltiges Lunch-Bufferet.

## 8

### 8. Service & More

In diesem Jahr planen wir die Durchführung der Registrierung via RFID, so dass an speziellen Info-Terminals die Besucher online evaluiert werden können. Darüber hinaus werden wir eine Lounge für 1:1-Gespräche einrichten.

## 9

### 9. Kongressgebühr für Besucher: 360 €

Diese beinhaltet das 2-tägige Konferenzprogramm inklusive Lunch-Bufferet, Snacks und Getränke während der Pausen, die CISCO EXPO Party, den Besuch der Ausstellungen sowie die Kongressunterlagen.

# komplett-service für ihren professionellen auftritt

## Marketing & Werbung

Im Vorfeld der Cisco Expo erfolgen mehrstufige Kommunikationsmaßnahmen. Ihr Firmenlogo wird auf jedem Modul präsent sein. Intensive Öffentlichkeitsarbeit und Kooperationen mit Fach- und Wirtschaftspresse tragen zur verstärkten Aufmerksamkeit auf breiter Ebene bei:

### ▪ Einladungslogistik

- 2-stufige Printeinladung
- 3-stufige Online-Einladung
- Exklusive Printeinladung zu dem Executive Event

### ▪ Telemarketing

- Call-Aktion nach Versand der Printeinladung

### ▪ eMarketing

- Cisco Expo 2006 Website: ausführliche Informationen inklusive Darstellung Ihres Unternehmens und Ihres Angebots.
- Bannerwerbung auf den Webseiten der Fachpresse und von Cisco. Für Ihre eigene Webseite stellen wir Ihnen ein fertiges Banner zur Verfügung.

### ▪ Advertising

- Inserate in relevanten Medien

### ▪ Public Relations

- Kontinuierliche Berichterstattung sowie Pressekonferenz zur Cisco Expo

### ▪ Konferenzunterlagen

- Mappe mit ausführlichen Informationen inklusive Präsentation Ihres Unternehmens und Leistungsangebots

## Executive Event

Folgende Platzkontingente sind für Sie reserviert:

### ▪ Cisco Expo Mainpartner

Acht Plätze gesamt, davon fünf für Executives aus dem Kundenstamm und drei für Personen aus dem eigenen Unternehmen.

### ▪ Cisco Expo Partner

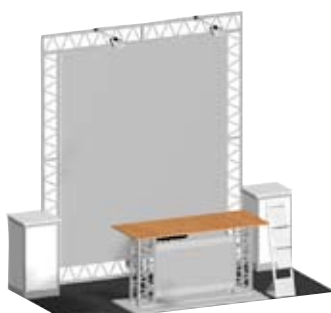
Vier Plätze gesamt, davon drei für Executives aus dem Kundenstamm und ein Platz für eine Person aus dem eigenen Unternehmen.

## Standvarianten

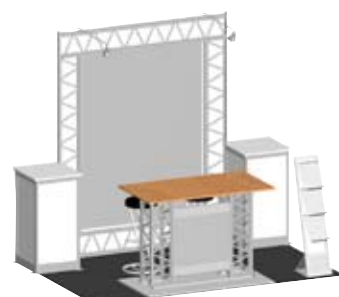
Die unten aufgeführten Stände sind in Ihrem gebuchten Leistungspaket enthalten. Die Stände werden für Sie komplett produziert, aufgebaut und vorbereitet – inklusive Sitzgelegenheit, Prospektständer, Beleuchtung, Internet- und Stromanschluss. Weitere Technik und individuelles Informationsmaterial bringen Sie bitte selbst mit. Die Rückwand und Pultblende können Sie individuell nach den Richtlinien Ihres Unternehmens gestalten. Die Produktion dieser Flächen erfolgt durch uns.



Stand Cisco Expo Mainpartner



Stand Cisco Expo Partner



Stand Cisco Expo Aussteller



Sie haben die Wahl zwischen drei Sponsor-Packages mit unterschiedlichen Leistungsmodulen. Darüber hinaus organisieren wir den gesamten Kongress rundum komplett und betreuen Sie proaktiv vor und während der Veranstaltung.

## Cisco Expo Partner-Packages

LEISTUNGEN	MAINPARTNER € 45.000	PARTNER € 20.000	AUSSTELLER € 5.000
<b>KONGRESS</b>			
Standequipment und Ausstellungsfläche	12 m <sup>2</sup>	8 m <sup>2</sup>	6 m <sup>2</sup>
Teilnahme am Executive Event	8 (5 + 3)	4 (3 + 1)	–
Keynote	1	–	–
Breakout Session	2	1	–
Teilnahme an der Pressekonferenz	JA	–	–
Teilnahme Standpersonal Cisco Expo Party	JA	JA	JA
Hospitality (Kaffepausen, Snacks, Lunch-Buffer)	JA	JA	JA
Kontingent Tickets (für Kunden, Mitarbeiter)	100	50	10
Logo in Konferenzunterlagen	JA	JA	JA
Buchung Lounge für 1:1-Gespräche	JA	JA	–
<b>MARKETING &amp; WERBUNG</b>			
Logo auf Einladungen zum Executive Event + Kontingent Einladungen zur individuellen Verwendung	JA	JA	–
Logo in Online-Einladungen	JA	JA	–
Logo auf Printeinladungen + Kontingent Einladungen zur individuellen Verwendung	JA	JA	JA
Logo und Darstellung auf der Cisco Expo Webseite (mit Link auf eigene Webseite)	JA	JA	JA
Logo auf Inseraten	JA	JA	JA
<b>FOLLOW-UP</b>			
Nachberichterstattung (Präsentationen, Fotogalerie etc.) auf der Cisco Expo Webseite	JA	JA	JA
Ergebnisse der Evaluierung	JA	JA	JA
<b>ZUSÄTZLICHE OPTIONEN</b>			
Sponsorship Cisco Expo Party	€ 5000	€ 5000	€ 5000
Beilage individuelles Info-Material in der Konferenzmappe	€ 650	€ 650	€ 650

Alle Preise zzgl. 20% Ust.

### Ticket-Kontingente inkludiert

Jedes Cisco Expo Partner-Package beinhaltet eine großzügige Anzahl Eintrittskarten zur Weitergabe an Ihre Kunden und Mitarbeiter. Bei einer Kongressgebühr von 360 € entsprechen die freien Kontingente folgendem Gegenwert:

- Cisco Expo Mainpartner: 36.000 €
- Cisco Expo Partner: 18.000 €
- Cisco Expo Aussteller: 3.600 €

# jetzt **anmelden**

DIE STANDPLÄTZE SIND LIMITIERT. BUCHEN SIE JETZT IHRE TEILNAHME  
MIT DEM BEILIEGENDEN BUCHUNGSFORMULAR. BEI RÜCKFRAGEN WENDEN SIE SICH BITTE AN:

Cisco Systems Austria GmbH  
Millennium Tower  
Frau Bettina Kottbauer  
Handelskai 94-96  
1200 Wien  
Tel.: 0043 1 24030-6009  
Fax: 0043 1 24030-6300  
E-Mail: bkottbau@cisco.com





**Cisco Expo Austria 2006  
Vienna 27.-28. June 2006**

**Application and Contract for Cisco Expo Aussteller**

The company identified below ("Exhibitor") applies to Cisco Systems International B.V. ("Cisco") for exhibit booth (the "Booth") at the "Event" identified above on the terms and conditions of this "Application" and the Terms and Conditions of Participation in the Event (the "Agreement").

Company Name: \_\_\_\_\_  
*(As it should appear in all promotional materials)*

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

Primary Contact/Title: \_\_\_\_\_

Primary's Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

Logistics Contact/Title: \_\_\_\_\_

Logistics' Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

Logistics' Address: \_\_\_\_\_

Accounting Contact: \_\_\_\_\_ Email: \_\_\_\_\_

Company URL: \_\_\_\_\_  
*(As it should appear in all promotional materials)*

**EXHIBITION FEE**

Cisco Expo Aussteller 5,000.- EUR, excl. VAT

**PAYMENT METHOD**

Invoicing by a Cisco entitled Event Agency.

**PAYMENT TERMS**

The Exhibitor Fee is due in full May 4, 2006. All fees are deemed fully earned and non-refundable when due unless the Application is denied. This Application and the Agreement are not transferable. Noncompliance with any payment terms or cancellation by Exhibitor will, among other things, result in loss of space and collection of any fees due.

If Cisco accepts your signed Application Cisco will countersign the Application, which incorporates the Agreement, will be binding as of the date of your signature below. Exhibitor should request a copy of the Agreement from Cisco if none is attached. Upon Cisco's receipt of this Application, you will be notified by e-mail if your Application has been approved. Please mail this Application to Cisco as follows:



**Cisco Expo Austria 2006  
Vienna 27.-28. June 2006**

**Application and Contract for Cisco Expo Aussteller**

**Please mail two (2) originals of the signed Applications to:**

Bettina Kottbauer  
Cisco Systems Austria GmbH  
Millennium Tower  
Handelskai 94-96  
1206 Wien  
Tel: +43 1 24030-6009  
Fax: +43 1 24030-6300  
E-Mail: bkottbau@cisco.com

**I have read and agree to the terms of this Application and the Agreement, and Exhibitor will pay the Exhibitor Fee. I am duly authorized by my company to sign this Application.**

**Agreed by:**

**Approved by:**

\_\_\_\_\_  
Organisation Name

\_\_\_\_\_  
for Cisco Systems

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Title

Authorised Signature	Date	Authorised Signature	Date



**Cisco Expo Austria 2006  
Vienna 27.-28. June 2006**

**Application and Contract for Cisco Expo Partner**

The company identified below ("Exhibitor") applies to Cisco Systems International B.V. ("Cisco") for exhibit booth (the "Booth") at the "Event" identified above on the terms and conditions of this "Application" and the Terms and Conditions of Participation in the Event (the "Agreement").

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(As it should appear in all promotional materials)

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

Primary Contact/Title: \_\_\_\_\_

Primary's Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

Logistics Contact/Title: \_\_\_\_\_

Logistics' Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

Logistics' Address: \_\_\_\_\_

Accounting Contact: \_\_\_\_\_ Email: \_\_\_\_\_

Company URL: \_\_\_\_\_  
(As it should appear in all promotional materials)

**EXHIBITION FEE**

Cisco Expo Partner 20,000.- EUR, excl. VAT

**PAYMENT METHOD**

Invoicing by a Cisco entitled Event Agency.

**PAYMENT TERMS**

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**Cisco Expo Austria 2006  
Vienna 27.-28. June 2006**

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**Approved by:**

\_\_\_\_\_  
Organisation Name

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Print Name

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\_\_\_\_\_  
Title

\_\_\_\_\_  
Title

Authorised Signature	Date	Authorised Signature	Date



**Cisco Expo Austria 2006  
Vienna 27.-28. June 2006**

**Application and Contract for Cisco Expo Mainpartner**

The company identified below ("Exhibitor") applies to Cisco Systems International B.V. ("Cisco") for exhibit booth (the "Booth") at the "Event" identified above on the terms and conditions of this "Application" and the Terms and Conditions of Participation in the Event (the "Agreement").

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Primary Contact/Title: \_\_\_\_\_

Primary's Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

Logistics Contact/Title: \_\_\_\_\_

Logistics' Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

Logistics' Address: \_\_\_\_\_

Accounting Contact: \_\_\_\_\_ Email: \_\_\_\_\_

Company URL: \_\_\_\_\_  
*(As it should appear in all promotional materials)*

**EXHIBITION FEE**

Cisco Expo Mainpartner 45,000.- EUR, excl. VAT

**PAYMENT METHOD**

Invoicing by a Cisco entitled Event Agency.

**PAYMENT TERMS**

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Vienna 27.-28. June 2006**

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**Agreed by:**

**Approved by:**

\_\_\_\_\_  
Organisation Name

\_\_\_\_\_  
for Cisco Systems

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Title

Authorised Signature	Date	Authorised Signature	Date

**CISCO SYSTEMS INTERNATIONAL B.V.**  
**Cisco Expo Austria 2006 Partner Agreement**  
**Vienna 27.-28. June 2006**  
**Terms and Conditions of Participation in Event**

- 1. Acceptance by Cisco.** Exhibitor's participation in the Event is subject to Cisco's sole approval. No contract is created until Cisco, countersigns the Application. Cisco may withdraw acceptance at any time by refunding the Exhibitor Fee if Cisco determines that Exhibitor or its product is ineligible or, in the sole discretion of Cisco, detracts from the intent and purpose of the Event. Cisco makes no representations or warranties regarding the number of persons who will attend the Event.
- 2. Assignment and Use of Booth.**
  - 2.1. Benefits and License Grant.** Cisco will provide the Booth at the Event for Exhibitor to display its qualified products and services (the "Exhibit"). The Exhibitor Fee includes use of the Booth and any other benefits as specified in the Application or as may be provided in a Sponsor and Partner Exhibition Guide (the "Exhibition Guide"). Exhibitor grants to Cisco the right to use Exhibitor's name and/or logo in connection with the promotion and production of the Event.
  - 2.2. Booth Assignment, Installation, Occupancy, and Dismantling.** Cisco will assign the Booth while working to accommodate requests from individual Exhibitors. Cisco may reassign the Booth or alter Event layout or venue at any time. The Booth is for Exhibitor's use only. Exhibitor may not assign or sublease any portion of the Booth, including to an affiliated company, without Cisco's prior written consent. Any additional Exhibits supplied by Exhibitor must be constructed safely using sound engineering practices, and must be installed before, occupied during, and dismantled after the Event in accordance with the Event and Cisco's schedule. Any Booth not occupied by the time set will be reassigned at the discretion of Cisco. All deposits or fees paid, of any type, will be forfeited unless prior arrangements have been made and approved by Cisco.
  - 2.3. Use of Booth.** Exhibitor will keep Exhibit open and staffed at all times during show hours as specified in the Guide. Distribution of advertising material and Exhibitor solicitation of any sort shall be restricted to Exhibitor's Booth. Exhibitor's activities must be confined within the Booth, and must be in support of products or services identified on the Application and directly related to Exhibitor's normal business activities. Per the rules and regulations of the Event listed in the Guide, the Exhibitor may not display any product that is competitive to any Cisco products. Cisco reserves the right to decline, prohibit or expel an Exhibit/Exhibitor; this reservation being all inclusive as to persons, things, printed matter, product, conduct, sound level, etc., included in or related to an Exhibit.
  - 2.4. Own Risk.** Exhibitor has sole responsibility for any loss of its equipment or proprietary information, or any other loss including any subrogation claims by its insurer. While the exhibition may provide security guards for the perimeter of the Event, it is solely done as an accommodation to Exhibitors. Persons visiting, viewing, or otherwise participating in Exhibitor's Booth are deemed the invitees or licensees of Exhibitor and not of Cisco.
  - 2.5. Third-Party Contractors.** Cisco may require Exhibitor to use designated third-party contractors to provide certain services ("Required Contractors"), and Exhibitor must then use only the Required Contractors for such services. Notwithstanding such designation, Required Contractors and third-party vendors listed in the Guide act solely as independent contractors, and Cisco is not responsible for their performance, acts, or omissions.
  - 2.6. Other Event Payments.** Cisco may apply any payments made by Exhibitor under this Agreement to any obligation that is past due under any other event-related agreement between Exhibitor and Cisco, in which case Cisco will notify Exhibitor of such application.
  - 2.7. Protection of Facilities.** Nothing shall be posted on, tacked, nailed, screwed, or otherwise affixed to or written upon columns, walls, floors, or other parts of the Exhibit Booth without permission from Cisco. Packing, unpacking, and assembly of Exhibits shall be done only in designated areas and in conformity with directions from Cisco personnel, or Required Contractors.

### 3. Compliance with Laws and Rules.

- 3.1. **Laws and Rules.** Exhibitor must comply with all applicable laws, regulations, and ordinances in connection with its participation in the Event, including but not limited to rules of the venue and any relevant labor union, construction of the Exhibit in compliance with the Americans With Disabilities Act or its local equivalent, and the terms, conditions, and rules issued by Cisco from time to time in connection with the Event. Exhibitor's conduct and the use of names and lists captured at the Event or provided by Cisco are subject to guidelines set forth in the Guide.
- 3.2. **Third-Party Proprietary Rights.** Exhibitor must not violate any proprietary rights of third parties in connection with its participation in the Event, including but not limited to the performance, distribution, or posting of any copyrighted material without a license, assignment, or other legally effective permission.
- 3.3. **Taxes and Licenses.** Exhibitor is solely responsible for obtaining any licenses and permits, and payment of all taxes (including sales taxes and use taxes), license fees, or other charges applicable to its participation in the Event, including taxes, if any, collected by Cisco.

### 4. Cancellation or Termination

- 4.1. **Cancellation by Exhibitor.** All fees are deemed fully earned and non-refundable when due as set forth in the payment terms on the Application. Cancellation by Exhibitor must be in writing and is effective upon receipt by Cisco, Attn: "Event" General Manager. In the event of cancellation by Exhibitor, Cisco will refund the Exhibitor Fee only in the event that Cisco is able to find another exhibitor to occupy the Booth as determined solely by Cisco.
- 4.2. **Cancellation by Cisco.** Cisco may cancel all or any part of the Event for any reason beyond its reasonable control, including but not limited to natural or public disaster, acts of God, venue construction, insufficient participation, market fluctuations, government regulation, or similar reasons, in which case Cisco will reimburse Exhibitor on a pro-rata basis the amount paid by Exhibitor, less any legitimate expenses incurred by Cisco such as but not limited to, rent, advertising, salaries, operation costs, etc. and after which Exhibitor will have no further recourse against Cisco. A change in the name of the Event does not constitute cancellation by Cisco.
- 4.3. **Termination by Cisco.** Cisco may take possession of the Booth and terminate Exhibitor's participation in the Event upon Exhibitor's failure to meet any obligations under the Application or the Agreement; including but not limited to Exhibitor's failure to pay for the Booth or related services, set up its Exhibit, maintain all exhibited products in good working order, or staff the Booth fully, in a timely manner; or violate Cisco's standards of conduct;. Exhibitor acknowledges the difficulty in determining a precise value for services rendered and expenses incurred by Cisco for the Event, and of ascertaining damages incurred by Cisco; therefore, the amounts due from Exhibitor under this Agreement as of the effective date of any termination by Exhibitor belong to Cisco and represent an agreed measure of compensation, and are not to be deemed or construed as a forfeiture or penalty.

5. **Cisco Materials.** The Guide and any other methodologies or planning materials distributed to Exhibitor related to the planning or execution of the Event ("Organizer Materials") are owned exclusively by and are confidential information of Cisco. Cisco grants to Exhibitor a nontransferable, nonexclusive license, on an "AS IS" basis, to use such Organizer Materials solely in connection with Exhibitor's participation in the Event. Exhibitor is responsible for obtaining the Guide from Cisco. Upon completion of the Event or earlier termination of Exhibitor's participation in the Event, Exhibitor must promptly return the Organizer Materials to Cisco upon Cisco's written request. Exhibitor may use but may not sell lists of Event exhibitors or attendees without Cisco's prior written permission.

6. **Insurance.** It is strongly recommended that Exhibitor carry insurance to cover loss of or damage to their personal property while such property is located at or is in transit to or from the exhibit site.

## 7. Limitation of Liability; Release, Indemnity

- 7.1. Under no circumstances is Cisco, its affiliates, or the venue (the "Event Providers") liable for lost profits or other indirect, incidental, consequential, or exemplary damages for any of their acts or omissions in connection with the Event, whether or not such Event Provider has been apprised of the possibility of such damages or lost profits. In no event will Cisco's liability hereunder, or otherwise in connection with the Event, exceed the amount actually paid to it by Exhibitor for the Booth.
- 7.2. None of the Event Providers are liable to Exhibitor for any damage, loss, harm, or injury to the person, property, or business of Exhibitor, or any of its visitors, officers, agents, employees, or other representatives, resulting from theft, fire earthquake, water, unavailability of the venue or intermediate staging facilities, insufficient participation, accident, or any other reason in connection with the Event or any planning meetings, demonstrations, or staging except to the extent such liability arises directly from the willful misconduct of the Event Provider against whom liability is sought to be assessed.
- 7.3. Exhibitor hereby agrees that Exhibitor, its assignees, heirs, distributees, guardians, and legal representatives, will not make a claim against, sue or otherwise institute legal proceedings against Cisco or any of its officers, directors, agents, employees, and/or affiliated organizations or companies for any injury, damage, loss or liability arising from its participation in the Event. Exhibitor also hereby releases Cisco, its officers, directors, agents, employees, and/or affiliated organizations or companies from all actions, claims, or demands that Exhibitor, its assignees, heirs, distributees, guardians and/or legal representatives now have or may hereafter have for injury, damage, loss or liability resulting from its participation in the Event.
- 7.4. Exhibitor expressly agrees to indemnify, defend and hold harmless the Event Providers from any and all liability, demands, claims, costs, losses, damages, injury to persons (including death), property damage, and expenses (including, without limitation, interest, penalties, attorney's fees, accounting fees and expert witness fees) arising from or related to Exhibitor's use of the Booth or Exhibitor's advertising or marketing materials.

8. **Release.** Exhibitor acknowledges that the Event may be audio- and video-recorded and reproduced in any form (including but not limited to digital formats) and hereby authorizes Cisco and its designees to record, transcribe, modify, reproduce, publicly perform, display, distribute, redistribute, and transmit in any form and for any purpose any such recording, and agrees to execute any additional release presented by Cisco, its licensees, or permittees, in connection with such activity or to give effect to this provision. Exhibitor hereby releases Cisco and its designees from and waives all claims it or its employees, agents, heirs, or assigns may possess, now or in the future, in connection with such activities, and specifically waives any statutory restriction on waivers of future claims or moral rights.

## 9. General Provisions

- 9.1. **Governing Law and Jurisdiction.** This Agreement shall be governed by, construed, and enforced in accordance with English Law.
- 9.2. All disputes or differences which shall arise between the parties in respect of the construction or effect of this Agreement or the rights, duties and liabilities of the parties under it or any matter or event connected with or arising out of this Agreement (a "Relevant Event") may be referred to the Designated Representative of each party in the first instance. If they are unable to resolve the Relevant Event within five business days of referral or the agreed solution is not implemented correctly either party may refer invoke the provisions of clause 9.3.
- 9.3. Subject always to clause 9.4, any conflicts, disputes or controversies arising out of or relating to this Agreement shall be settled by expedited, binding arbitration conducted in Zurich, under the agreed arbitration rules of the International Chamber of Commerce ("ICC") then in effect and in accordance with such rules. The parties shall mutually agree to one arbitrator within thirty (30) days from a panel of arbitrators knowledgeable and experienced in this area. In the event that the parties cannot agree upon an arbitrator, the parties agree to use three (3) arbitrators. In accordance with said rules, the parties shall each have the right to select one (1) arbitrator; the two selected arbitrators shall select the third

arbitrator. The arbitrators shall, by majority vote, set a limited time period and establish procedures designed to reduce the cost and time for discovery while allowing the parties an adequate opportunity to discover relevant information regarding the subject matter of the dispute. A majority of the arbitrators shall rule upon motions to compel or limit discovery and shall have the authority to impose sanctions, including attorney's fees and costs, should such majority determine that discovery was sought without substantial justification or that discovery was refused or objected to without substantial justification. The arbitrators shall render their decision in writing within one hundred twenty (120) days of the commencement of the arbitration proceeding. The decision of a majority of the arbitrators shall be final and binding on the parties. Judgment upon any award rendered by the arbitrators may be entered in any court having jurisdiction. The fees of each arbitrator, the administrative fee of the ICC and the expenses (including reasonable attorneys' fees) of the prevailing party incurred in connection with the arbitration shall each be paid by the non-prevailing party, as determined by a majority of the arbitrators. In the case of a dispute the language shall be English.

- 9.4. The provisions of Section 9.2 and 9.3 shall not prohibit either party from seeking an injunction to prevent a breach of the other party's confidentiality obligations or intellectual property rights.
- 9.5. **Severability.** Should any provisions of this Agreement be held by a court of law to be illegal, invalid or unenforceable, the legality, validity and enforceability of the remaining provisions of this Agreement shall not be affected or impaired thereby.
- 9.6. **Waiver.** The waiver by Cisco of a breach of any provision of this Agreement by Exhibitor shall not operate or be construed as a waiver of any other or subsequent breach by Exhibitor.
- 9.7. **No Agency.** Neither party has the right or authority to, and shall not, assume or create any obligation of any nature whatsoever on behalf of the other party or bind the other party in any respect whatsoever.
- 9.8. **Survival.** The rights and obligations contained in Sections 4, 7, and 9 will survive any termination or expiration of this Agreement.
- 9.9. **Entire Agreement.** The Application and this Agreement constitute the entire agreement between the parties relating to this subject matter and supersedes all prior or contemporaneous oral or written agreements concerning such subject matter. The Application or this Agreement may only be changed by mutual agreement of authorized representatives of the parties in writing.