



2013 European Information Management Conference
Co-produced by PRISM and NAID - Europe
Renaissance Amsterdam Hotel
Amsterdam, The Netherlands
10-12 November, 2013

EXHIBIT SPACE LEASE

PRISM International® is the not-for-profit trade association for commercial information management professionals. PRISM (Professional Records and Information Services Management) is dedicated to providing educational and networking opportunities to commercial records centers, media vault operators, imaging services operators, confidential destruction companies, information management consultants and other specialized service companies.

NAID® (National Association of Information Destruction) is the international trade association for companies providing information destruction services. Suppliers of products, equipment and services to destruction companies are also eligible for membership. NAID's mission is to promote the information destruction industry and the standards and ethics of its member companies.

The 2013 European Information Management conference, which is co-produced by PRISM and NAID – Europe, offers records and information management and destruction professionals an outstanding educational program led by experts that will bring together a specialized target audience of professionals from around the world. This meeting is the best opportunity in 2013 to present products and services directly to commercial information management and destruction professionals in the European region.

WHO SHOULD EXHIBIT?

- Racking and shelving manufacturers
- Shredding equipment manufacturers
- Media container companies
- Computer hardware and software manufacturers
- Shred Bin manufacturers
- Box/paper suppliers
- Insurance providers
- Imaging companies
- Disaster recovery companies
- Recycling companies
- Consultants
- Any company providing products and services pertinent to the RIM and secure destruction industry

WHY SHOULD YOU EXHIBIT?

- Contact new prospects, generate new leads and build relationships
- Meet, thank and build business with existing clients
- Promote your image and maximize your market exposure
- Learn about industry trends and keep up with the latest industry news
- Test new products or programs
- Reduce your sales cost per contact

EXHIBIT FEE INCLUDES

- One full conference registration (additional corporate booth representatives may register at a discounted rate)
- One 6' x 30" draped table to use to display a tabletop exhibit, products or promotional material
- Two chairs
- Company contact information and a brief description in attendee handouts
- Recognition in PRISM and NAID publications
- Recognition on conference Web site
- Recognition in preconference emails (if commitment received by 1 August 2013)

SHOW LOCATION

[Renaissance Amsterdam Hotel](#)

Kattengat 1 • Amsterdam, 1012 SZ Netherlands

31-20-621 2223

<http://www.marriott.com/hotels/travel/amsrd-renaissance-amsterdam-hotel/>

PRELIMINARY CONFERENCE SCHEDULE (SUBJECT TO CHANGE)

Date	Time	Event
Sunday, 10 November 2013	16:00 – 17:30	Exhibitor Setup
	18:00 – 19:30	Opening Reception in Exhibits
Monday, 11 November 2013	8:00 – 8:30	Coffee in Exhibits
	8:30 – 8:45	Opening Comments
	8:45 – 9:45	General Session I
	10:00 – 11:00	Coffee in Exhibits
	11:00 – 12:00	Breakout Sessions
	12:00 – 13:30	Lunch
	13:30 – 14:30	Breakout Sessions
	15:00 – 17:00	Facility Tour
	18:30	Optional Dinner Event
Tuesday, 12 November 2013	8:00 – 8:30	Coffee in Exhibits
	8:30 - 9:30	General Session II
	9:30 – 10:00	Coffee in Exhibit Area
	10:00 – 11:00	Breakout Sessions
	11:15 – 12:15	Breakout Sessions
	12:30 – 14:00	Lunch
	14:00 – 15:00	Breakout Sessions
	15:15 – 16:15	Closing General Session
	16:15 – 17:15	Reception in Exhibits
17:15 – 18:00	Exhibitor Breakdown	

**2013 EUROPEAN INFORMATION MANAGEMENT CONFERENCE
EXHIBIT SPACE CONTRACT**

Renaissance Amsterdam Hotel

Amsterdam, The Netherlands

10-12 November, 2013

COMPANY	
REPRESENTATIVE	TITLE
ADDRESS	
CITY	STATE
ZIP/POSTAL CODE	COUNTRY
PHONE	FAX
E-MAIL	WEBSITE

The Undersigned hereby authorizes Show Management to reserve Exhibit Space for use by the company or organization listed above during the 2013 European Information Management Conference, which is co-produced by PRISM International and NAID - Europe. By signing below, the undersigned represents and warrants that he/she has been duly authorized to execute this binding contract on behalf of the named Exhibitor. The undersigned acknowledges receipt of and agrees to abide by the rules and regulations, which are, by reference, made a part of this agreement. The undersigned acknowledges that space will be assigned on a priority point system based on the history of participants. Contracts received will be assigned on a first-come, first-served basis. Assigned space shall be acceptable unless Show Management is notified in writing within (30) days from the date of space assignment as noted.

Authorized Signature _____

Title _____

Date _____

2013 EXHIBIT SPACE FEES	On/Before August 1, 2013	After August 1, 2013
PRISM or NAID Member	\$2,250	\$2,500
Non-Member	\$3,250	\$3,500

All spaces are tabletop. Please note that all pricing is in US dollars.

PRODUCTS OR SERVICES TO BE DISPLAYED OR DEMONSTRATED: _____

LIST COMPANIES YOU DO NOT WISH TO BE ASSIGNED NEXT TO: _____

Enclosed Check (Payable to PRISM International)

Check No.: _____

Please Charge My Credit Card: VISA/MC/AmEx _____

Exp. _____ V-Code _____ (Last digits on back of card)

Name on Card _____

Signature _____

Send Contracts with Payments to:

PRISM International

Attn: Patrick Filippelli

Phone: 847.375.4754 or 800-336-9793

Fax: 847.375.6452

E-mail: pfilippelli@prismintl.org

www.prismintl.org

TERMS AND CONDITIONS OF EXHIBIT LEASE

The following terms comprise the 2013 European Information Management Conference Exhibit Space Lease Agreement, and are hereinafter referred to as LEASE. Please review sign and return to PRISM International on or before **1 August 2013** in order to receive your pre-reservation discount.

- By completing this Lease, you are authorizing PRISM International and NAID to place your company's name on the list of companies who will be leasing exhibit space at the 2013 European Information Management Conference.
- Once a copy of this Lease is reviewed and signed on behalf of PRISM International, the Lease is then effective and a binding contract between your company and PRISM International.
- The PRISM International 2013 Rules and Regulations are incorporated as a part of this Lease and violation thereof would constitute a break of the Lease.
- One full conference registration is included in your exhibit fee, which provides admittance of one (1) company representative to educational sessions, social activities and food functions with the exception of the optional dinner Monday evening. Tickets to this dinner may be purchased separately.
- Additional corporate booth personnel may register as an Exhibitor Representative for \$549 per exhibitor representative (\$649 after 1 October 2013). This registration fee enables your booth personnel to attend all conference activities, including breakfasts, breaks, receptions, and lunches. (Please note that the optional dinner and any additional, optional events are not included. These tickets may be purchased separately.) ***NOTE: Additional booth personnel must be YOUR corporate personnel; no other company may be represented in your booth.***
- A tabletop booth rental is \$2,250 for PRISM International and NAID members and \$3,250 for non-members if payment is received on or before 1 August 2013. After 1 August 2013, the rental increases to \$2,500 for PRISM International and NAID members and \$3,500 for non-members. **Please note that all pricing is in US dollars.**
- Accepted methods of payment are: company check, credit card, wire transfer or money order (US dollars only please). A signed contract and full payment must be received by PRISM International prior to final booth assignment.
- The exhibitor shall not assign, sublet or apportion the whole or any part of the space assigned, or have representatives, equipment, or materials from firms other than his own in the exhibit space without prior written consent of PRISM International.
- Application for exhibit space must be made in writing and submitted on the enclosed application form. Exhibit space is not confirmed until full payment is received. To apply for exhibit space or sponsorship:
 1. Study the floor plan and all materials enclosed.
 2. Choose sponsorship opportunities.
 3. Complete and return the exhibit space and sponsorship contract, with full payment to PRISM International at the address on the form.
- Tentative plans are that exhibitors will have access to the exhibit hall beginning at 16:00 Sunday, 10 November . All installations must be completed by 17:30, Sunday, 10 November for the Opening Reception. These hours are subject to change.

- Exhibits must be staffed during all show hours.
- If booth space is not occupied 15 minutes prior to the exhibit opening, PRISM International shall have the right to use such space as necessary to eliminate empty spaces in the exhibit hall and may do so without notification or any obligation on the part of the PRISM International for any refund or compensation whatsoever.
- Tentative plans are that exhibits will be dismantled on Tuesday, 12 November from 18:30 -20:00 . These hours are subject to change. **No display will be dismantled or packing begun prior to 18:30 pm, Tuesday, 12 November . Any early dismantling or packing shall be considered a breach of this contract. This rule will be strictly enforced and a breach will result in the following penalties:**
 1. Your company earns 5 exhibitor priority points for a booth space at the show and an additional one point for each additional space. A breach will result in your company losing twice the amount of points that would have been earned.
 2. A letter will be sent to your company's headquarters informing them of the breach.
 3. Two breaches will result in your company losing all exhibitor priority points.
- Interference with the light and space of other exhibitors is prohibited.
- Exhibit areas must be staffed during exhibit hours by persons prepared to effectively explain all products and services on display. Each exhibitor must wear an official exhibitor badge that identifies them as a corporate employee for the exhibiting company, while in the exhibit area. All spaces are tabletop.
- It is understood that no rooms, suites or other space in the conference hotel will be used for exhibit purposes, workshops or other exhibitor sales-related use, except as approved by PRISM International prior to the conference.
- Social affairs of all kinds should be scheduled so as not to conflict with conference events.
- All demonstrations or other promotional activities must be confined to the exhibit space or designated outdoor display area.
- Exhibitors must show only goods manufactured or dealt with by them in their regular course of business.
- Exhibitors may provide samples and souvenirs to be given away; however, not in such a way as to block the aisles or in any way impair other exhibitors or the flow of Exhibit Hall traffic. Any food or beverage dispensed or given away at your exhibit space must be purchased from, or have the consent of the Conference hotel.
- All exhibits shall serve the interest of the members of PRISM International and NAID and shall be operated so as not to detract from the other exhibits or from the conference. PRISM International determines acceptability of persons, things, conduct and/or printed matter and reserves the right to require the immediate withdrawal of any exhibit believed to be injurious to the purposes of the Association. In the event of such restriction or eviction, PRISM International and NAID are not responsible for any refund or exhibit fees or other exhibit-related expense.
- Cancellations of exhibit space received by 1 September 2013 will be assessed a 50% processing fee. There will be no refunds for cancellations received after 1 October 2013.
- If PRISM International and NAID should be prevented from holding the conference by reason of any cause beyond its control (such as, but not limited to damage to buildings, riots, labor disputes, acts of government or acts of God), or if it cannot permit the exhibitor to occupy the space due to causes beyond its control, then

PRISM International and NAID has the right to cancel the conference with no further liability to the exhibitor other than a refund of space rental fee, less a proportionate share of exhibition expenses.

- Exhibitors, or their agents, must not injure or deface the walls or floors of the exhibit area or conference hotel. When such damage occurs, the exhibitor is liable to the owner of the damaged property. All materials used in decoration must be flame-proof. Electrical wiring must conform to applicable electrical code safety rules. Combustible materials or explosives are not permitted.
- Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and hold PRISM International, NAID and its employees and agents harmless against all claims, losses and damages to persons, property, government charges or fines and attorney fees arising from, or caused by, exhibitor's installation, removal, maintenance, occupancy or use of exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of the conference hotel, its employees and/or agents.
- The exhibitor acknowledges that PRISM International and NAID do not maintain insurance covering exhibitor's property. The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damage to exhibitor's display, equipment and/or other property brought upon the premises of the conference hotel and shall indemnify and hold harmless PRISM International and NAID from any and all such abuses, damages and claims.
- Exhibitors using copyrighted music during the expo, whether within the exhibit area, in hospitality space, or in any other way related to the conference and expo, shall obtain permission for such use from PRISM International. This requirement applies to all live and recorded music, including that music accompanying video or other presentations.
- Any exhibitor using copyrighted music as set forth above assumes the entire responsibility for its use and for obtaining the appropriate permission and payment of any fees associated with its use. The exhibitor further agrees to protect, indemnify, defend and hold PRISM International, NAID, the management of the meeting facility, the service contractors and their respective employees and agents harmless against all claims, losses or damages, government charges or fines and attorney's fees arising from, or caused by, the exhibitor's use of said copyrighted music.
- The exhibitor agrees to abide by and comply with the rules and regulations, including any amendments that PRISM International or NAID may make in the future. The exhibitor further assumes all responsibility for compliance with all pertinent laws, ordinances, regulations and codes of duly authorized local, state and federal governing bodies concerning fire, safety and health, as well as the rules and regulations of the operators of and/or owners of the property where the expo is held.

