I. COMPANY INFORMATION

Company Name ________________________________
Exhibiting As (if different from above) ________________________________
Street ________________________________
City ________________________________ State/Province ________________________________
Zip/Postal Code ________________________________
Telephone* ________________________________ Fax* ________________________________
*Please include city and country codes.
Website ________________________________
Primary Contact Name ________________________________
Email ________________________________
Billing Contact Name ________________________________
Email ________________________________

II. SPACE REQUIREMENTS AND OPTIONS

<table>
<thead>
<tr>
<th>PNC/NG</th>
<th>10x10</th>
<th>10x20</th>
<th>10x30</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inline</td>
<td>$3,575</td>
<td>$7,150</td>
<td>$10,725</td>
</tr>
<tr>
<td>Corner*</td>
<td>$4,075</td>
<td>$7,650</td>
<td>$11,225</td>
</tr>
</tbody>
</table>

2nd inline corner fee = $500. No corner charge for islands.

<table>
<thead>
<tr>
<th>Island Up to 1200 sq. ft.</th>
<th>$34.75 per sq. ft.</th>
<th>Multi-Story**</th>
<th>Up to 1200 sq. ft.</th>
<th>$17.40 per sq. ft.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Island Over 1200 sq. ft.</td>
<td>$33.50 per sq. ft.</td>
<td>Multi-Story**</td>
<td>Over 1200 sq. ft.</td>
<td>$16.75 per sq. ft.</td>
</tr>
</tbody>
</table>

*Minimum booth size: 10'x10' = 100sq.ft. (3.05m x 3.05m = 9.3m² approx.)
**Multi-Story booth space is additional cost to the Island Space. Multi-Story booths must be approved by show management.

Our Space Preferences: 1st ________________________________ 2nd ________________________________ 3rd ________________________________

I prefer not to be located near the following companies:

- Products/services to be exhibited:

  Desired exhibit size: ________________________________ ft. x ________________________________ ft. = ________________________________ total sq. ft.

  Booth Cost: US$ per sq. ft. ________________________________ x ________________________________ total sq. ft. = US$ ________________________________

  Multi-Story: US$ per sq. ft. ________________________________ x ________________________________ total sq. ft. = US$ ________________________________

  Corner charges: US$ ________________________________


- Exhibits Plus Option $1,295
  - Enhanced online exhibitor listing to include company logo and ability to upload additional documents including press releases or product sales sheets.
  - Enhanced IWCE Show Guide listing (printed) distributed onsite and online to all IWCE attendees.
  - IWCE Pre-Show Attender List (Name, Title & Company Name Only).
  - IWCE Post-Show Attender List Name Only.
  - IWCE Post-Show Attender Emailing and text list distributed to a third party email house.
  - Mobile App Upgrade – logo within listing in the mobile app.
  - Video – Exhibitor may upload an existing video to their IWCE online exhibitor listing.
  - Virtual Attendant fly insert.

- Insurance $115 (Required for international exhibitors)
  All international exhibitors (defined as non-U.S. and non-Canadian exhibitors) are required to obtain insurance through ExhibitorInsurance.com, the Show’s designated insurance provider. The cost will be added to all international exhibitor contracts. This fee will be waived/refunded to international exhibitors if a valid Certificate of Insurance with the required coverages is provided and approved by Show Management. U.S. and Canadian exhibitors may purchase the required insurance through their own carriers or through ExhibitorInsurance.com.

Please contact me with additional information:
- IWCE’s Online Advertising
- IWCE’s Urgent Communications’ Opportunities

III. PAYMENT INFORMATION

- CREDIT CARD: Credit card payments must be made online at www.iwceexpo.com/payments. You will receive detailed instructions and a password along with your invoice via e-mail. Your deposit is due according to the payment schedule under Exhibit Space Terms below. Please contact your sales manager for more information.

  Make checks payable to: IWCE/Informa Business Media 24654 Network Place Chicago, IL 60676-1246

  Wire Transfer: IWCE/Informa Business Media JPMorgan Chase

  New York, NY

  ABA #020100021

  Account #11104744

  SWIFT: CHASUS33

- Please include invoice # and customer # on check stub or wire transfer

IV. EXHIBIT SPACE TERMS

By completing and returning this contract, the company identified below (“you” or “exhibitor”) is applying for exhibit space at IWCE Expo 2020 or IWCE’s Network Infrastructure Forum (the “Show”). Upon written confirmation of acceptance by IWCE and assignment of exhibit space, this contract shall become effective and form a binding agreement between you and IWCE governing the non-assignable license granted to you to use exhibit space for the Show. The agreement formed incorporates (i) the terms and conditions set forth below on this contract form and the Additional Terms and Conditions (accessible at iwceexpo.com/terms) (collectively, “Terms and Conditions”); (ii) the terms, conditions, rules, regulations and guidelines set forth in the Exhibitor Services Kit (accessible at iwceexpo.com/esk); and (iii) all additional policies and directives (“Policies”) published or provided by Show Management relating to the Show (collectively, the “Agreement”). The foregoing shall control in the following order of priority to the extent there is any direct conflict between or among them: first, the Terms and Conditions, second, the Exhibitor Services Kit, and third, the Policies. IWCE reserves the right to reject any application for exhibit space for any reason.

- Payment schedule:
  - 25% Required Deposit (must accompany all contracts upon signing)
  - 50% must accompany all contracts submitted on or after July 26, 2019 and before November 29, 2019
  - 100% must accompany all contracts submitted on or after November 29, 2019

- Show Management may, at its discretion, release the exhibit space if the deposit(s) are not made in accordance with the payment schedule. Reassignment of exhibit space due to missed or late payment does not relieve exhibitor of its obligations under this Agreement.

- Cancellation and Reduction of Space Policy: Once this contract is signed and exhibit space is allocated, you are contractually obligated to exhibit space. Cancellation requests must be in writing, and agreement by Show Management to any request for cancellation of exhibit space/Exhibits Plus or reduction of space shall be subject to the following fees:
  1) Cancellations or booth downsizes received before July 26, 2019 are subject to a fee equal to 50% of the booth price.
  2) Cancellations or booth downsizes received on or after July 26, 2019 and before November 29, 2019 are subject to a fee equal to 50% of the booth price.
  3) The full contract price is due and payable and non-refundable for any cancellations or booth downsizes received on or after November 29, 2019

- CONTRACT ACCEPTANCE
  By signing below, exhibitor agrees to abide by the terms and conditions of this Agreement, and hereby represents and warrants that the undersigned is duly authorized to execute this Agreement on behalf of exhibitor.