

CONTACT INFORMATION

Company (As you wish it to appear in all promotional materials) _____

Primary Contact (Primary contact receives all event information) _____

Title _____

Address _____

City _____ State _____ Zip Code _____

Phone _____ Ext: _____ Fax: (_____) _____

E-Mail (Will be used by Brainstorming management only) _____

Description of products/services to be displayed _____

SPONSORSHIPS (If you've elected a Sponsorship opportunity that's already been reserved by someone else, we'll contact you personally.)

- Sponsorship of _____ \$ _____
- Sponsorship of _____ \$ _____
- Sponsorship of _____ \$ _____

EXHIBITS (Please check the appropriate boxes below - even if you're entitled to the benefit free of charge.)

- \$1,650 Tabletop Exhibit* - 6'x2' skirted table (no charge with sponsorship values of \$10,000 or more) \$ _____
*Tabletop exhibitors may only use table top space from the top of the table up to 5 feet. No floor space is permitted as part of the display.
- \$2,750 10x6' Exhibit area with a 6' table or without a 6' table (no charge with sponsorship values of \$20,000 or more) \$ _____
(Exhibits can not exceed a maximum height of 8 feet.)
- \$1,100 Based on Sponsorship value, I'm entitled to a Tabletop, but please upgrade me to a 10'x6' \$ _____
- \$ 450 Welcome Package* (no charge with sponsorship values of \$10,000 or more) \$ _____
*Please note shipping and handling costs associated with Welcome Package Items are the responsibility of the Exhibitor.

Total Amount of Agreement \$ _____

Signature on the agreement signifies the company representative has read, understands and agrees to the terms and conditions of Multifamilypro's Brainstorming Sessions™ 2010 (on page two of the agreement).

Exhibitor's/Sponsor's Signature _____ Date: _____

Accepted by Multifamilypro _____ Date: _____

PAYMENT All payments will be applied first to outstanding Multifamilypro obligations, then toward booth space and sponsorship.

(A deposit of at least 50 percent must accompany this agreement in order to reserve your exhibit or sponsorship. Balances must be received no later than July 12, 2010.)

<input type="checkbox"/> Check Enclosed Please make checks payable to Multifamilypro	
Credit Card Orders Amount to Charge \$	<input type="checkbox"/> Mastercard Exp. Date <input type="checkbox"/> Visa Exp. Date
Credit Card Number (16 digits)	Security Code (3-4 digits on back of card)
Street Address	Credit Card Billing Zip Code
Card Holder Name (please print)	Card Holder Signature

Exhibit Space Location Preference

1st Choice _____ 2nd Choice _____ 3rd Choice _____ 4th Choice _____

(All preferences will be considered but not guaranteed. Management will notify you of your space assignment by return mail, fax, or e-mail. Space will not be assigned until payment is received in full. All assignments are made according to the order in which the contracts are received, after Level Sponsors.)

Please make checks payable to Multifamilypro, and mail or fax signed agreement with payment to
 Multifamilypro, 3013 Regal Oaks Blvd. Palm Harbor, FL 34684
 Fax 727-784-7978 Phone 727-784-9469 E-mail info@multifamilypro.com Web site www.Multifamilypro.com

PLEASE RETURN BOTH PAGES OF THE AGREEMENT

BRAINSTORMING 2010 - Terms and Conditions

1. Contract for Space. The Exhibit Space/Sponsorship Application, the formal notice of space assignment Multifamilypro, hereinafter referred to as Management. These Rules and Regulations and any subsequent rules and regulations adopted by Management with regard to the Brainstorming event constitute a contract for the right to exhibit/sponsor at the event. All matters regarding these Rules and Regulations and exhibitor's compliance therewith shall be determined by Management in its sole and absolute discretion. Each Exhibitor/Sponsor, for themselves and their employees, agrees to abide by these conditions, it being understood and agreed that the sole control of the exhibit area rests with Management.

2. Sponsorships. Automatic first right of refusal for sponsorships is given to companies that sponsored the same item or opportunity at the last event. Specific deadlines may apply. Management must approve all sponsorship recognition including, but not limited to, introductions, presentations, signage, handouts and giveaways. Management reserves the right to modify or cancel, at its discretion, any sponsorship opportunity at any time. Management will not be liable for cancellations made by speakers or entertainment of a sponsored event. Management may, at its discretion, replace any speaker or entertainment with what it deems to be comparable talent. There will be no competitive company or category competitive company or category lockouts on any event. Unless expressly authorized by the Management, the Sponsor will have no creative input into the production of any sponsored opportunity.

3. Service Provided. In exchange for payment in full for the exhibit space contracted by the exhibitor, Management will provide the following for each exhibit: a 10'x6' space or table top display as leased. Table top displays will come with a skirted 6'x2' table. 10'x6' exhibit space may have a skirted 6'x2' table at their option. All telephone, high-speed Internet, audio-visual, or electrical requirements relative to your Exhibit or Sponsorship area must be arranged directly with the appropriate agent prior to the event, and will be charged to you directly. Contact information will be provided to you upon receipt of your agreement and deposit via our Exhibitor Kit.

4. Payment for Space/Sponsorship. A deposit of at least 50% of the total price must accompany this agreement in order to reserve your exhibit/sponsorship. We must receive the balance of your agreement fee no later than July 12, 2010. Reservations not paid in full by July 12, 2010 will be canceled, and any deposit or partial payment will be forfeited. Agreements received after July 12, 2010 must be accompanied by full payment providing exhibit space/sponsorships are still available. All monies paid shall be retained by Management. In the event the Exhibitor/Sponsor fails to fulfill or violates its contract, or withdraws from the Brainstorming event, the respective exhibit space shall immediately revert to Management.

5. Cancellation of Exhibit Space/Sponsorship. Cancellation or failure to exhibit/sponsor will not be cause for a refund, regardless of your contract date; and no part of any payment will be applied to any future agreement. Exhibiting companies that are part of a merger, acquisition, or no longer operating after contracting exhibit space will not be refunded any part of exhibit fee, nor will any amount be applied toward another exhibiting company's exhibit or future year exhibit or outstanding obligation. Exhibit space/sponsorship is non-transferable.

6. Exhibit Space Assignment/Confirmation. Space assignment will be made on a first-come, first-serve basis. All spaces will be confirmed upon receipt by Management of a signed Exhibit Space Application, payment in full, and written notification from Management to a company representative of actual exhibit assignment. Any concerns regarding competition or a specific type of exhibitor should be communicated to the Management at the time of application for exhibit space. The concerns are considered but cannot be guaranteed.

7. Adjust Exhibit Assignment. Management reserves the right to adjust exhibit assignments at its discretion to ensure an even flow of traffic or due to floor alterations.

8. Exhibitor/Sponsor Information. Management may use the information supplied by the Exhibitor/Sponsor on the Agreement as part of marketing, advertising and/or other promotional materials.

9. Move-in/Move-out. The specific requirements as to time for installation and dismantling of exhibits is detailed in the Exhibitor Kit. All displays must be in place and set up by the time of the official Resource Room opening. Management reserves the right to reassign space not occupied or set-up by that time for other purposes, and such reassignment shall not be cause for a refund.

10. Exhibit Hours. Resource room hours will be on the second day of each Brainstorming event. Exact hours will be posted by Management prior to show date. (Hours may be changed at any time at Management's discretion.)

11. Character of Exhibits. Management reserves the right to reject any Resource Room exhibit that we deem inappropriate or inconsistent with the goals of the Annual Multifamily Housing Brainstorming Sessions™. This reservation concerns persons, things, conduct, printed matter, souvenirs, catalogs and all other things, which affect the character of the Show. Exhibitors have the right to distribute catalogs, souvenirs and all other matter from only the space occupied by them.

12. Exhibit Specification. The height of display for 10'x6' booths shall be limited to the height of the 8-foot curtain backdrop. Exhibitors shall limit the height of the display material at the sides to 36 inches, from the front of their exhibit to a depth of 6 feet. Management must approve in writing any display that exceeds these specifications. Table top displays are limited to the area of the 6'x2' skirted table to a total height from the ground of 8'. Exhibit items may not extend beyond the area that you've reserved. Failure to comply will result in removal of unauthorized items from the Exhibit floor, and will not be cause for a refund.

13. General Restrictions. (a) Exhibitor shall not in any manner indicate that a Management endorsement or approval of Exhibitor's product(s) or service(s) has been given by Management merely because Management has allowed such product(s) or service(s) or literature to be displayed in its Brainstorming event; this includes but is not limited to the use of the Multifamilypro's Brainstorming Logo. (b) Exhibitors are solely responsible for any damage to hotel property or adjacent exhibits resulting from their display (including, but not limited to: paint, tape, nails, screws, staples, drilling, or tacking anything to the walls, columns, floor, ceiling, or adjoining displays). (c) No visual or audio recording or transmission of the Multifamilypro's Brainstorming events may be made by or on behalf of the exhibitor. (d) Exhibitors shall not perform or play/broadcast any music during the Multifamilypro's Brainstorming events without written consent from Brainstorming Management and shall indemnify Management, their officers, employees, and agents from and against any loss, damage, claim, liability and expense (including reasonable attorneys' fees) resulting from or arising out of Exhibitor's performance of music during the Multifamilypro's Brainstorming events. (e) Management reserves the right to regulate the volume on any and all loudspeakers, radios, television sets and/or musical instruments during exhibit hours. (f) Only one company is permitted to sponsor and/or occupy each exhibit space. More than one company is not permitted to purchase an exhibit or sponsor together. No Exhibitor/Sponsor shall assign,

sublet or apportion the whole or any portion of the allotted exhibit, nor exhibit therein any literature or display other than that produced or distributed by the Exhibitor/Sponsor in the regular course of his/her business. Exhibitor/Sponsor personnel must be representative(s) of the contracting company. Contracting company must be company exhibiting. Companies with separate divisions operating under different names must purchase separate exhibit space. No exhibitor or sponsor shall permit any other corporation or firm or its representatives to share in the benefits of his sponsorship. Co-participation by any other corporation or firm or its representatives in space assigned to the original applicant is not allowed. Partner companies should purchase their own exhibits/sponsorships, and we will make every endeavor to locate exhibits adjacent or nearby. Promotion of your company shall not extend beyond your entitlement as an Exhibitor or Sponsor, and is expressly prohibited while participants are engaged in Brainstorming. Facilitators are empowered to remove from any table of Brainstormers an Exhibitor or Sponsor representative who engages in overt product or service promotion. This may result in your company's inability to participate in future events. (g) Firms and representatives of firms not assigned exhibit space are prohibited from soliciting business in any form, including but not limited to handing out business cards or promotional material in the exhibition area. Violators of this prohibition will be promptly ejected from the show without refund. (h) Exhibits shall be shown only in the official Resource Room area or as allowed in conjunction with your sponsorship(s). Neither exhibitors nor non-exhibitors who are affiliated in any way with our industry shall be permitted to display or distribute articles, equipment, or information concerning products and/or services in the event hotel from the Monday prior to the Brainstorming event through the final day of the event. (i) The use of any public area outside of the exhibit area for the display of products and/or services or demonstrations or the distribution of circulars, samples or other material is strictly prohibited (j) Exhibitor shall not use or permit the exhibit area to be used in conflict with any law, ordinance, rule or regulation of any governmental authority; in any manner which constitutes waste or nuisance; or any manner which causes injury to the Hotel. (k) Promotion of products and services in relation to Brainstorming, including pre-event contact with participants and dissemination of any item that promotes your company or any other during the event, shall be confined to the promotional opportunities offered or expressly approved by Management or included with your sponsorship. (l) In the interest of the success of the event, the exhibitor agrees not to extend invitations, call meetings, or otherwise encourage or cause absence of attendees or exhibitors from the event or exhibit area during any activity affiliated with the event. Any group function involving Brainstorming participants must receive prior approval from Management. (m) Submission of this signed contract indicates your agreement to read and abide by the procedures expressed in the Brainstorming Exhibitor Kit that will be provided to you. Submission of this contract also indicates your agreement to inform all of your participating employees of all of the above terms and conditions. (n) Representatives of industry supporting vendor and supplier companies may not register as Brainstorming attendees until their company is a contracted exhibitor (and has abided by the terms and conditions of this contract). We identify representatives of Industry Supporting Vendor companies as those who represent organizations or partnerships of two or more persons that serve the industry beyond a purely consultative basis (i.e. providing tangible goods or services, electronic advertising included). Individuals who serve the industry primarily as independent consultants (but not secondarily to their role as an employee of an Industry Supporting Vendor company) are considered exempt from this "Exhibitor's Only" rule for Brainstorming registration. Brainstorming Management reserves the right to cancel attendee registrations associated with your exhibitor status at any time should you fail to abide by the terms of this contract, and such cancellation shall not be considered cause for a refund.

14. Default. If this contract is breached by the Exhibitor/Sponsor, they will not be permitted to participate and will be subject to eviction without refund. No waiver of any breach of these rules shall be held to be a waiver of any subsequent breach.

15. Union Rules. Exhibitors are expected to comply with the union requirements in effect for the location of the Brainstorming events. Additional information from the decorator will be included in the Exhibitor Service Kit.

16. Labor. Exhibitors agree that labor used in erecting their exhibits shall not cause stoppage or injury to the Multifamilypro's Brainstorming event or any other visitor.

17. Guard Service. Management will not assume responsibility for damage to, loss or theft of property of the exhibitor, the exhibitor's agents, employees or guests. If guard service is needed it should be provided by and at the cost of the exhibitor.

18. Americans with Disabilities Act. Exhibitor agrees to comply with all applicable provisions of the Americans with Disabilities Act (the "ADA") and shall indemnify Management, their officers, and employees from and against any loss, damage, claim, liability and expense (including reasonable attorneys' fees) resulting from or arising out of exhibitor's failure to comply with the provisions of Management and allegations of exhibitor's failure to comply with provisions of the ADA.

19. Force Majeure/Show Cancellation. In the event the Hotel or any part of the exhibit/sponsor area thereof is unavailable whether for the entire event, or portion of the event as a result of wind, fire, flood, tempest or any other such cause or as a result of governmental intervention or regulation, military activity, malicious damage, acts of war, strike, lockout, labor dispute, riot or any other cause or agency over which Management has no control, or should Management decide that because of any such cause it is necessary to cancel, postpone, or resite the Brainstorming event or reduce the exhibit/sponsor time, Management shall not be liable to indemnify or reimburse the Exhibitor/Sponsor in respect of any damage or loss, direct or indirect, arising as a result thereof.

20. Laws Applicable. This contract shall be governed by the laws of the State of Florida.

21. Amendments. Management reserves the right to make reasonable changes in the foregoing rules, exhibit hours, sponsorship times and move-in/move-out arrangements. All rules and regulations are subject to the terms and conditions contained in any agreement with the Hotel and should be expressly incorporated into any such agreement. Any and all matters not specifically covered by the preceding rules and regulations, and the policies and requirements set forth in the Exhibit Space Confirmation, invoice, notices, and Exhibitor Kit shall be determined by Management in conjunction with the event, in their sole discretion. Management shall have the full power to interpret, amend, and enforce these rules and regulations, provided any amendments, when made, are brought to the notice of the Exhibitor/Sponsor. Each Exhibitor/Sponsor, for itself and its employees, agrees to abide by the foregoing rules and regulations and by any amendments or additions thereto in conformance with the preceding sentence.

22. Penalties. Failure to comply with any of these rules can result in ejection from the event, or being prohibited from exhibiting/sponsoring in future Multifamilypro's Brainstorming events. Penalty is at the sole discretion of Management and will not be cause for a refund.