



Booth Space Application Form

(Please type or print)

Please accept this booth space application form for participation in ITpro EXPO 2012. I agree to abide by the "Rules Governing ITpro EXPO 2012" on the reverse page as well as any other set of rules as required by the organizer. The ITpro EXPO Managing Office, upon receiving this booth space application form, will issue an invoice and a new sheet of "Rules Governing ITpro EXPO 2012" for confirmation. **(Please send the booth space application form by fax or postal mail.)**

**October 10 to October 12, 2012
at Tokyo Big Sight, Tokyo, Japan**

*The exhibitor name on the booth space application form must be the official name of the exhibiting entity. Unless the organizer is informed of any changes in advance, the name written on the form will be used for the exhibitors list in the ITpro EXPO 2012 media advertising, official website, guidebook, and etc.

Exhibitor Name

Name of applicant (include title, division and name)

Division: Title:

Name: e-mail:

Contact (for the Managing Office to communicate on clerical matters)

Company name: Division:

Title: Name:

Address:

TEL: FAX: e-mail:

Contact in Japan

Company name : Division: Name:

Address :

TEL: FAX: e-mail:

Please check the plan of your preference. (Please fill out the blanks including the number of booth spaces and costs of booth and seminar.)

① **Booth Spaces**

booth(s) × 440,000yen = ① yen

② **Seminars** *Seminar is only for exhibitors.

seminar(s) × 700,000yen = ② yen

③ **Special Package Plan**

= ③ yen

Total

①+②+③
yen
(excl. 5% consumption tax)

Products to exhibit

Application Date

Signature

The deadline for Application : July 4, 2012

**Please send your application form to:
Nikkei Business Publications, Inc.
ITpro EXPO Managing Office**

1-17-3 Shirokane, Minato-ku, Tokyo 108-8646 Japan
TEL +81-3-6811-8083 FAX +81-3-5421-9170
e-mail: itpexpo@nikkeibp.co.jp

※Please see the "Rules and conditions for ITpro EXPO" on back side.

Advertising agencies, contact

Company name

Division

Address

Name

TEL

FAX

e-mail

Rules and conditions for ITpro EXPO 2012

■ COMPLIANCE WITH RULES

Companies and organizations wishing to run (an) exhibition booth(s) or present (a) seminar(s) in ITpro EXPO 2012 (hereinafter referred to as the Exhibitor) must comply with the rules below as well as rules set in the exhibitor manual provided by the organizer. In the event that the Exhibitor fails to abide by these rules, or in the event that the organizer judges that conducts of the Exhibitor disturb a third party or offend public order and morals, the organizer will have the right to reject the Exhibitor's application for entry in the exposition, cancel the exhibition agreement, or order the Exhibitor to remove or change the Exhibitor's booth, decorations, and exhibits. In the event of such a case, the organizer will neither return the Exhibitor any fees that had been paid by the Exhibitor, or compensate any damage arising to the Exhibitor and its related parties due to cancellation of the exhibition agreement or removal / change of the booth, exhibits, and decorations. The Exhibitor must fully compensate any damage that it has caused to the organizer.

■ ELIGIBILITY

In order to qualify as exhibitor, an entity must provide products and/or services that are in line with the organizer's exposition principle. The organizer has the right to determine the eligibility of any product or service for inclusion in ITpro EXPO 2012.

■ EXHIBITOR NAME

The Exhibitor must put its official name in the "Exhibitor Name" space of the Booth Space Application Form, as it may be used in the announcements, official website, and guidebook of the exposition.

■ BOOTH ALLOCATION & SEMINAR TIMETABLE

The organizer will decide the booth allocation and seminar timetable based on the application date, booth size, category of the booth / seminar, and past entry records of the applicant. The booth allocation and seminar timetable will be announced at the exhibitor briefing session. Please note that the organizer, while giving consideration to requests of each applicant, may not be able to meet all of the requests from the applicants.

■ DATE OF AGREEMENT

The day on which the organizer sends the Exhibitor a letter confirming that the Booth Space Application Form that the applicant submitted has been received by the organizer will be the date of the exhibition agreement.

■ PAYMENT OF EXHIBITION FEE

The Exhibitor must pay the exhibition fee in full through a bank transfer to the bank account designated by the organizer by the date specified in the invoice. Exhibitors applying through an advertising agency will be charged by the advertising agency; please follow the payment procedure set by the agency.

Failure of payment by the due date (including, in the case of applying through an advertising agency, cases in which the payment via the advertising agency could not be confirmed by the organizer) will result in cancellation of the exhibition agreement, and the Exhibitor will be held responsible for any and all the damage that it has caused to the organizer.

Included in the exhibition fee is the use fee of the booth space / seminar lot. In addition to the exhibition fee, the Exhibitor will bear all the extra costs that may arise in relation to its booth / seminar, such as costs of booth decoration (self-decoration / rental package) and Internet access.

■ CANCELLATION BY EXHIBITOR

Exhibitors wishing to cancel their entry in ITpro EXPO 2012, either entirely or partially, must notify the organizer in writing. In the event of cancellation by the Exhibitor, the following charge will arise as the cancellation fee. Exhibitors who applied through advertising agencies will pay the cancellation fee to the respective advertising agency in accordance with the agency's instructions.

- a) From the date of agreement to July 4, 2012: 30% of the exhibition fee
- b) On and after July 5, 2012: 100% of the exhibition fee

Please also note:

- In the event that the Exhibitor has caused to the organizer damage that exceeds the cancellation fee, the Exhibitor must pay the balance to the organizer to compensate the damage.

- The cancellation fee must be paid to the bank account designated by the organizer (or, in the case of applying through an advertising agency, the bank account designated by the advertising agency) by the date specified in the invoice.

■ NO SUBLEASING

Without the expressed permission of the organizer, exhibitor may not transfer or sublet all or any part of his exhibit space (whether for payment or not).

■ CANCELLATION OF EXHIBITION

The organizer will have the right to cancel the whole or part of ITpro EXPO 2012 at any time for its own reasons. In the event of cancellation by the organizer, the organizer will reimburse the amount that it deems reasonable based on the degree of cancellation (in the case of partial cancellation) and the number of days left in the exposition. Apart from the foregoing, the organizer will not bear any liability for cancellation of the exposition.

In the event of cancellation of the whole or part of the exposition for reasons not attributable to the organizer itself (including the cases in which the organizer judges that it is necessary to call off the exposition), the organizer will not bear any liability to the Exhibitor.

■ COMPENSATION

The organizer, irrespective of the reason, will not be responsible for any personal injury or property damage to the Exhibitor and its related parties resulting from their use of the venue. The Exhibitor must indemnify immediately any personal injury or property damage to a third party and the venue facilities / fixtures caused by the Exhibitor's employees, agencies, and related parties, whether by design, due to negligence, or non-fault.

In the event that the organizer is billed for such damage, the responsible Exhibitor must make the payment on its own responsibility and promptly compensate the organizer for all the costs incurred due to the damage, including attorney's fees.

The organizer will not be held responsible for any troubles arising due to typographical errors and omissions in any of the prints and production relating to this exposition.

■ CARRY-IN & CARRY-OUT

The Exhibitor must carry in its exhibits and decoration items during the period specified in the exhibitor manual provided by the organizer and complete booth decoration before the exposition starts. All the exhibits and decorations must be removed and carried out of the venue during the period specified in the exhibitor manual.

In the event that the Exhibitor fails to complete its work within the said period and causes damage to the organizer, the Exhibitor must compensate all the damages done to the organizer and related parties.

■ BOOTH CONSTRUCTION

- All exhibitors are required to follow the guidelines in the ITpro EXPO 2012 Exhibitors Manual when constructing and decorating their booths.
- Each exhibitor must ensure that his/hers exhibit does not interfere with the exhibit of neighboring booths. The organizer, based on the Exhibitors Manual, will determine whether an exhibit is interfering with another exhibit or whether there is violation of rules. The decision made by the organizer must be followed by all exhibitors.

■ FIRE & SAFETY REGULATIONS

All exhibitors are required to adhere to the fire & safety rules and regulations that apply to the venue of ITpro EXPO.

■ PHOTOGRAPHY

All rights related to photography and video shooting on the venue are retained by the organizer.

■ PERSONAL INFORMATION

The Exhibitor must abide by all the applicable laws relating the Protection of Privacy and Transborder Flows of Personal Data and conduct lawfully and appropriately when collecting personal information for the purpose of this exposition. The purpose of collecting personal information must be presented and notified explicitly and without fail, and the personal information collected must be used only within the scope of that purpose. The Exhibitor will be held responsible for administering and handling of the personal information that it collects. In the event of damage to the visitors in relation to personal information, the Exhibitor will bear all the responsibilities and settle the trouble on its own responsibility.

※ Please see below for the organizer's privacy policy and online policy on information collecting.

<http://www.nikkeibp.com/privacy.html>

Please be informed in advance that the organizer may disclose the names of the participating Exhibitors to its commissioned companies including constructors and power suppliers, where necessary.