



2017 EXHIBITOR REGISTRATION

brand**2**global

Conference For Global Marketers

Menlo Park, California • October 2-3, 2017

www.brand2global.com

HOW TO COMPLETE YOUR REGISTRATION

1. Read

Read through this document to learn all about our exhibition offering. It includes the exhibition timeline, what's included and the rules for exhibitors.

2. Complete

Fill out the form on page 4 (please complete the full form - incomplete forms may lead to delays and another exhibitor grabbing the spot you want).

3. Sign

Sign the Application Form on page 5 (ensuring you read the Exhibition Rules first)

4. Describe

All exhibiting companies receive a listing in the conference program and on our website. Please e-mail a company description, a company introduction video, and a high resolution logo to alex@brand2global.com at the time you submit this form.

5. Send

Please scan and e-mail pages 4 & 5 of this completed form to jill@brand2global.com or fax to +1 608 826-5004. At this time, also send your exhibit description and logo as outlined above.

We will confirm your exhibit registration and send you an invoice once we have received your completed Exhibit Application Form.

Need Help with your Exhibitor Registration or have a question about exhibiting? Please contact:

Alex Bernet

+1.608.826.5001 (US Central Time Zone)

alex@brand2global.com

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SCHEDULE AND LOGISTICS

Setup Time For Exhibits

Sunday, Oct 1, 2017. 4:00 - 6:00 pm

Exhibits are located in a semi-public and covered outdoor space, exhibit space can be set up today - but we recommend any electronic items be wired and tested - and then stored the devices in our locked interior room at the conference center. (You are welcome to use the space for storing handouts, giveaways etc.)

Sunday, Oct 1, 2017. 7:00 pm

Exhibitor/Sponsor get together at a location nearby (to be determined)

Monday, Oct 2, 2017. 7:00 - 8:30 am

Conference Registration opens and refreshments are offered in the exhibit area starting at 8:30am. We would like you to have your space set-up by this time.

If you prefer, any portion of the Exhibits can to be taken down on Monday night at 6:00 pm and reset up on Tuesday morning at 7:00 am (a locked interior room at the conference center will be reserved for overnight storage.) Otherwise, the spaces will be covered and monitored by 24 hour security overnight.

Exhibit Hours

Monday, Oct 2, 2017. 9:00 am - 5:30 pm

First conference session begins at 9:00 am. Last conference session ends at 5:30 pm and the Opening Reception will begin immediately after.

Booth materials can be broken down (or left partially assembled as long as you are able to carry them into the designated room for storage.) Exhibitors will have access to the room on Tuesday morning starting at 7:00 am.

Tuesday, Oct 3, 2017. 8:30 am - 3:30 pm

Last conference session ends at 4:00 pm and exhibitors are able to begin exhibit tear-down at 3pm, when closing remarks begin.



brand2global

Conference For Global Marketers

THE EXHIBIT PACKAGE \$5,500

A 10 ft x 10 ft exhibit space includes:

- rectangular table and two chairs
- wireless internet access
- conference attendance for two people (\$3,950 value)
- one electrical power strip

Promotional items include:

- company listing with logo and link on Brand2Global website
- one featured blog posting on Brand2Global website
- unlimited conference bag inserts

Note that the space is in an open-air space and do not include any walls. You may supply whatever pop-up displays or additional furniture you would like, but Brand2Global only supplies the furniture mentioned above.

Please review the Exhibition Floor Plan to see the layout of the spaces.

Booth Location Preferences

Once your completed Registration Form has been received, Brand2Global's Conference Manager, Alex Bernet will contact you and explain what booths are available. We will try to accommodate your location preference, but these are assigned on a first-come, first-serve basis.

Please note: The conference organizers reserve the right to reassign exhibit space at any time in the interest of creating a cohesive exhibit.

Conference & Exhibit Floorplan

This floorplan shows the positioning of the exhibit spaces. Any marked as SOLD have already been assigned to a confirmed exhibitor. We may have other confirmed exhibitors that have not yet been added to this floorplan. Availability demonstrated here is conditional and will be confirmed for you by the Brand2Global team.

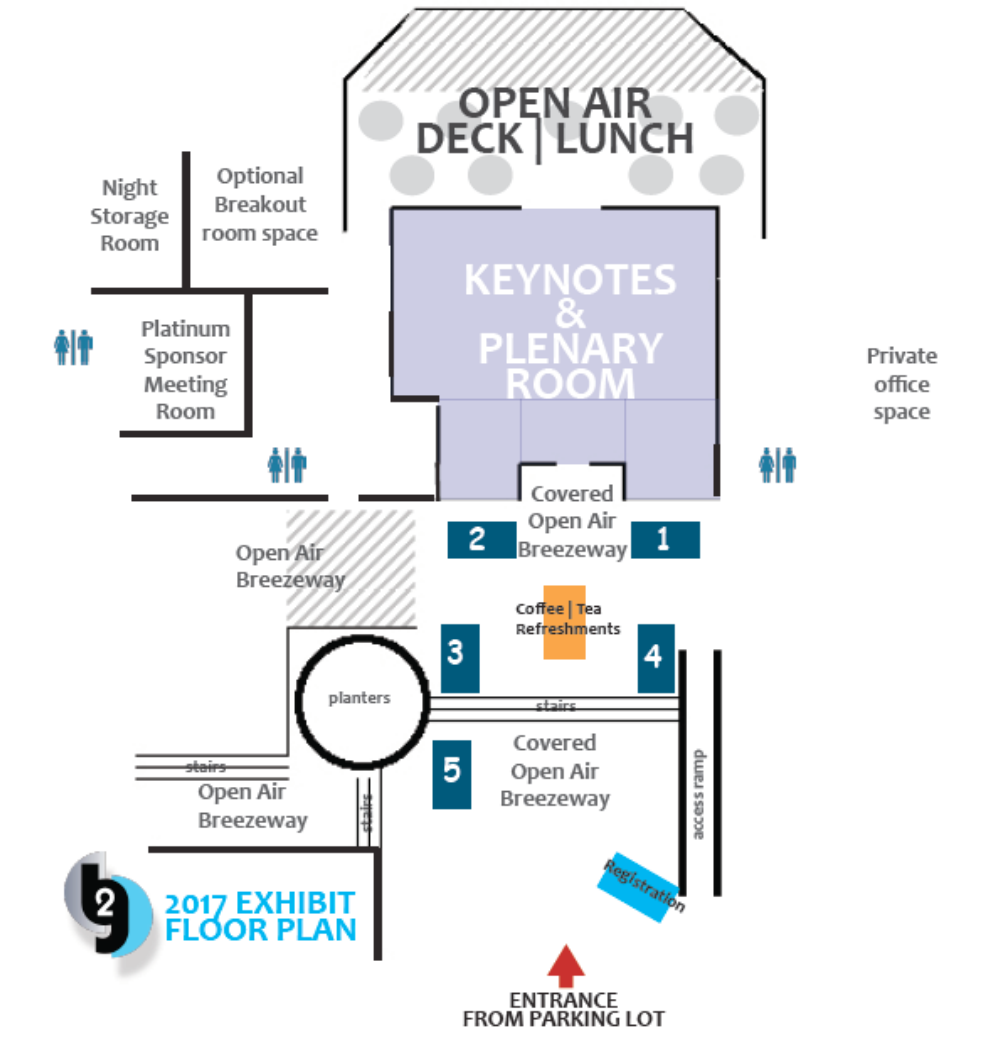


EXHIBIT APPLICATION FORM

MENLO PARK, CALIFORNIA | OCTOBER 2-3, 2017

We will confirm your registration and send you an invoice once we have received your completed Exhibit Application Form.



A. Company Information

Company name

Street address

Suite/Floor

City, State, Postal Code

Country

B. Billing information, if different

Company name

Street address

Suite/Floor

City, State, Postal Code

Country

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C. Contact Details

Phone

Fax

E-Mail

Website

D. Booth Personnel Registration

Please enter the name and e-mail address of your (2) booth personnel below. Your booth personnel will receive an invitation to register containing a special code once your contract is signed. Entering the promo code into the Supplier Registration form will allow them complimentary attendance for the event.

(1) Name

(1) Email

(2) Name

(2) Email

EXHIBITION RULES

The following rules become binding upon acceptance of this contract by Brand2Global, its sponsors and the exhibiting company.

A. Exhibit Rental.

The exhibit space rental is for the sole use of the contracting organization that appears on the Exhibit Application Form. No portion of the booth shall be sublet or assigned to another organization without the consent of the conference organizers.

B. Space Assignment.

Assignments will be made after the receipt of the application and payment on a first-come, first-serve basis. I understand that the conference organizers reserve the right to reassign exhibit spaces at any time in the interest of creating a cohesive exhibit.

C. Signs and Advertising.

No signs or advertising devices shall be displayed outside the exhibit space.

D. Exhibit Hours.

Displays must be staffed during all regular exhibit hours. Adherence to set-up and take-down schedule is required. Brand2Global reserves the right to curtail exhibits or parts of exhibits that reflect against the character of the conference.

E. Loss, Damage.

Neither Brand2Global, its sponsors, their employees or agents will be responsible for any injury, loss or damage that may occur to the exhibitor or the exhibitor's property. By signing the exhibit space application, the exhibitor releases Brand2Global, its sponsors, their employees and agents from any agreement to indemnify them against any and all claims for loss, damage or injury. Exhibitors are advised to carry insurance.

F. Sales.

Any on-site selling must comply with all laws regarding taxes.

G. Printed Materials.

Printed materials may not be placed in other areas of the conference venue without the consent of the conference organizers.

H. Storage of Empty Containers.

Because the exhibition is located in a semi-public and covered outdoor space, exhibits are able to be taken down on Monday night at 6:00 pm and reset up on Tuesday morning at 7:00 am (a locked interior room at the conference center will be reserved for overnight storage.)

I. Termination.

If the conference is terminated due to picketing, strike, embargo, injunction, act of war, act of terrorism, act of God, or a state of emergency declared by a government agency, the exhibitor waives any and all damages. Brand2Global may, after deducting all costs and expenses including a reserve for claims, refund to the exhibitor the prorated amount of all funds paid by the exhibitor.

J. Cancellation.

No refund will be given for the cancellation of space after the assignment of space has been made. The space may be resold, reassigned or used by Brand2Global without benefit or refund to the exhibitor.

K. Events.

Any function, event or meeting sponsored by an exhibitor must be scheduled in advance through Brand2Global and must not conflict with the conference schedule.

Exhibition Rules Agreement

Please sign and date to verify that you have **read, understand** and **agree with** the exhibition rules.

Name:

Date: