

# 2009 ONLINE (DIGITAL BOOTH) LISTING UPGRADE FORM

June 2-4, 2009 . Baltimore Convention Center . Baltimore, Maryland, USA



Return signed contract with deposit to: CLEO Exhibits, c/o OSA, 2010 Massachusetts Ave., NW, Washington, DC 20036  
Tel: +1.202.416.1401 Fax: +1.202.416.1408 Email: cleoaccounts@osa.org

Primary Contact — to receive all information pertaining to exhibit

We are a first-time exhibitor.

If no Buyers' Guide information is submitted online by the deadline (to be provided), this information will be published as shown.

Company Name: \_\_\_\_\_

Division of /  Subsidiary of: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ ZIP/Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: (main mode of communication—print clearly) \_\_\_\_\_

URL: \_\_\_\_\_

Cost of Listing Upgrade: Cost of Listing Upgrade: Indicate the upgrade level you're requesting by checking the box.

\$435

\$275

Feature	Gold Level	Silver Level
Business Card (general company contact info which appears online)	✓	✓
Company Logo (100x100 pixel GIF or JPG)	✓	✓
Company Website URL (displayed in Business Card area)	✓	✓
Coupon (PDF, GIF, or JPG file upload)	✓	✓
Product Categories (display online and are published in the printed Buyers' Guide)	5	5
NEW for 2009! Featured Product (product name or description that is published in the printed Buyers' Guide)	1	1
Special Event Information (name, description, time and location)	4	4
Booth Contacts (contact information for booth personnel who will be at the show)	4	4
Press Releases	2	2
Company Profile (online company description - not published in Buyers' Guide)	100 words	50 words
Product Names (at Gold Level, these are associated with the full Product Showcase details)	5	2
Product Showcase (details of featured products - tagline, description, photo, brochure and URL)	5	-
Company Logo on Floorplan (25x25 pixel GIF or JPG)	✓	-
Company Brochure (PDF upload)	✓	-
Audio Webcast	✓	-
Video Webcast	✓	-
Visitor Report	✓	-

**Contract Authorization:** By signing below, Exhibitor agrees to abide by and be bound to these Terms, CLEO Management's rules and regulations, any additional rules and regulations published by CLEO Management, and the following documents (which are hereby incorporated by reference as part of this contract) as they may be amended by CLEO Management from time to time: CLEO Exhibitor Service Manual (inclusive), CLEO Online Exhibitor Service Center (inclusive), CLEO Exhibitor Newsletters. CLEO Management does not actively monitor the Digital Booths or the content that is posted or provided through the Digital Booth features, nor are we obligated to do so. As such we may not have the ability to control or actively monitor the content and don't guarantee its accuracy, integrity or quality. You may contact CLEO Management to alert us to content that you find objectionable. If we choose to investigate the complaint, we will take any action that we believe is appropriate, including but not limited to issuing warnings and removing the content. However, because situations and interpretations vary, CLEO Management also reserves the right not to take any action. Under no circumstances will we be liable in any way for any content, including, but not limited to, any errors or omissions in any content, or any loss or damage of any kind incurred as a result of the use of, access to, or denial of access to any content. If we determine, in our sole discretion, that you are not in compliance with the Terms of Use, we reserve the right to remove objectionable material from your digital booth.

Terms of Use:

- Don't upload, post, email, transmit or otherwise make available ("provide") any content that is unlawful, libelous, defamatory, obscene, pornographic, indecent, lewd, harassing, threatening, harmful, invasive of privacy or publicity rights, abusive, inflammatory or otherwise objectionable;
- Don't provide any content that encourages a criminal offense or violates the rights of any party;
- Don't violate any applicable local, state, national and international law or regulation;
- Don't harass others; and
- Don't try to gain unauthorized access to the Website, other exhibitor's accounts, or computers connected to the Website.

Authorized Signature: X \_\_\_\_\_

Date: \_\_\_\_\_

**Payment:** Make checks payable (in US Dollars) to OSA. If payment is to be made by wire transfer, direct funds to: Bank of America, 1501 Pennsylvania Ave. NW, Washington, DC 20013, ABA# 0260-0959-3, OSA Acct. 20-867-84-287, SWIFT BOFAUS3N. Please incorporate any bank fees associated with your wire transfer, to include a \$25 processing fee by Bank of America, as remitter is responsible for these fees.

You may also pay by credit card:  Visa  M/C  Diners  AmEx

Amount: \_\_\_\_\_

Card No: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Print Name (as it appears on card): \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## Upgrade Your Digital Booth Now!

Your digital booth is the company and product information that you display online at [www.cleoconference.org](http://www.cleoconference.org). Be sure to stand out from your competitors and give attendees more detail about your company offerings. A great investment for maximum Web exposure.

Feature	Gold Level	Silver Level	Standard
Business Card <i>(general company contact info which appears online)</i>	✓	✓	✓
Company Logo <i>(100x100 pixel GIF or JPG)</i>	✓	✓	-
Company Website URL <i>(displayed in Business Card area)</i>	✓	✓	✓
Coupon <i>(PDF, GIF, or JPG file upload)</i>	✓	✓	-
Product Categories <i>(display online and are published in the printed Buyers' Guide)</i>	5	5	5
<b>NEW for 2009!</b> Featured Product <i>(product name or description that is published in the printed Buyers' Guide)</i>	1	1	1
Special Event Information <i>(name, description, time and location)</i>	4	4	-
Booth Contacts <i>(contact information for booth personnel who will travel to the show)</i>	4	4	1
Press Releases	2	2	-
Company Profile <i>(online company description - not published in Buyers' Guide)</i>	100 words	50 words	50 words
Product Names <i>(at Gold Level, these are associated with the full Product Showcase details)</i>	5	2	-
Product Showcase <i>(details of product names - tagline, description, photo, brochure and URL)</i>	5	-	-
Company Logo on Floorplan <i>(25x25 pixel GIF or JPG)</i>	✓	-	-
Company Brochure <i>(PDF upload)</i>	✓	-	-
Audio Webcast	✓	-	-
Video Webcast	✓	-	-
Visitor Report	✓	-	-

*Please note: Information that you update within your digital booth has no effect on the information that CLEO Management uses for billing and the primary booth contact, nor does it replace or effect the Buyers' Guide contact information and description (unless otherwise noted), which must be submitted separately through the Exhibitor Service Center.*

**For a demo of the features listed above or more information on the CLEO Digital Booth functionality, please contact Crystal Krason at 202.416.1428 or [ckraso@osa.org](mailto:ckraso@osa.org).**