

Don't miss out on the chance to reach an audience of marketing and opinion researchers that can help you grow your business! Exhibit at the Marketing Research Association's Fall Education and Technology Conference November 12-14 at the Wyndham Palace Resort and Spa in Orlando, Florida!

Promote your company to the right people!

What is the Technology Forum 2003?

An exhibit forum for companies with technology-oriented products or services that are of direct interest to the opinion and marketing research profession. The exhibit forum is designed to offer Exhibitors the opportunity to interact with marketing research practitioners in an informal setting.

LOCATION, LOCATION, LOCATION!! This year's Technology Forum will be located only steps away from meeting rooms and registration! As per our Exhibitors' request, Technology Forum hours will be arranged to afford maximum exposure and less competition with educational sessions. Special program scheduling will encourage traffic in the Exhibit Hall bringing conference attendees to your booth!

Expected Attendance: At least 500 research professionals from around the world.

Reserve Your Company's Exhibit Space Now!

STEP #1

Complete the Contract to Exhibit.

Provide a company contract person (this does NOT have to be the Exhibitor).

Return with full payment to MRA Headquarters.

STEP #2

Additional information on exhibit hall floor plan layout, table selection, exhibitor registration forms, additional equipment, hotel accommodations, and other details will be sent to you shortly.

Table location requests will be honored on a first-come first-served basis, according to the date this completed contract is received at MRA Headquarters.

Exhibitor Benefits:

- A 100-word description of Exhibitor's products and/or services that will be posted on the MRA Web site, from Exhibitor sign-up date through the Conference and in the Conference program book
- A hyperlink from the MRA Web site to the Exhibitor's Web site and e-mail, from sign-up through the Conference.
- Returning exhibitors have first choice of exhibition space location!
- Quality exhibit hours designed not to compete with educational sessions.
- Conference activities in the exhibit hall designed to attract attendees
- Pre-conference attendee list, available on or about October 29th.
- One set of post conference mailing labels, upon request.

Attendee Demographics:

	1998	1999	2000	2001	2002
Owners and/or Management* Level	76%	74%	77%	78%	77%
More than 10 years in the profession	57%	55%	58%	55%	54%

* This category includes: Vice Presidents; Managers of departments and facilities; Field Directors, Managers and Supervisors.

Exhibit Description:

Exhibit space: 8' x 8' - no side rails

Exhibits are restricted to: computer equipment and promotional materials that fit on top of the table and/or within the confines of the exhibit space and do not pose any physical or visual obstructions. MRA conference management must approve - before the exhibit hall opens - any exhibits that generate noise.

MRA reserves the right to expel an exhibitor that does not conform to the established parameters or in the opinion of the Association may pose discomfort to the attendees. In the event of such restriction and/or ejection, MRA is not liable for any exhibit expense. MRA conference management reserves the right to alter the exhibit hall floor plan at any time.

Exhibit Fee Includes:

- One skirted six-foot table, with two chairs
- An identification sign with the exhibiting company's name and table number
- 24-hour security - from setup to tear down
- Electrical power - to each table
- Exhibitor benefits listed above

You May Also Have:

- Banner*
- Backdrop*
- Table cover
- Printed materials describing Exhibitor's products/services on table
- Computers and monitors on table
- Other equipment necessary for demonstration purposes - providing it fits on the exhibit table and the noise level does not disturb other Exhibitors.

* Banners and backdrops must hang from the pipe and drape backdrop, must not have side arms and must not extend beyond the confines of the exhibit space.

You May NOT Have:

- Full-size booths or pop-up tabletop exhibits
- Furniture or video carts
- Free-standing panels, drapes, banners, signs, etc.

MRA's conference management reserves the right to determine appropriate displays, noise levels, and equipment and to request removal of any part of any exhibit that they feel violates these guidelines or interferes with other Exhibitors.

Exhibitor Fees:

	Members	Nonmembers
	\$1,500	\$1,900
Additional Exhibitor	\$300	\$400

Additional Exhibitors: Exhibitors may register Additional Exhibitors. Two company representatives are permitted at each table at any time. It is recommended that at least one company representative be present at the exhibit table during all official exhibit hours.

Exhibitor Selection:

All Exhibitors are screened by MRA's Technology Forum Committee to ensure a well-balanced offering of presentations in the exhibit hall. Selected Exhibitors provide a product/service to the opinion and marketing research profession that directly involves the application of technology. The decision of the Committee is final.

Contract for Space:

The application for space and the formal notice of assignment by MRA constitutes a contract for the right to use the space allotted. Upon the occurrence of conditions beyond the control of MRA which make performance impossible or inadvisable in the circumstances, including but not limited to government order, civil disruption, weather,

strike or labor unrest, transportation difficulties, MRA may alter, reduce, or redistribute allocated exhibit space, or even cancel this Agreement upon notice to the Exhibitor.

Restrictions of Space Usage:

All demonstrations, hospitality interviews, or other activities must be confined to the limits of the exhibit table. No Exhibitors shall assign, sublet or share the whole or any part of the space allotted without the knowledge and consent of MRA's conference management and without approval of the terms of such arrangements.

Additional Equipment:

Telephone lines, high-speed Internet connections, audio-visual equipment, such as: personal computers, monitors, VCRs, etc. may be acquired by Exhibitors directly through the Hotel or a specified vendor. Details will be provided. Liability Insurance: All Exhibitors are required to provide proof of liability insurance of \$1 million (see details in "Exhibitor Rules and Regulations").

Exhibit Hall Schedule:

Wednesday: 2:00 – 6:00

Thursday: 7:30 – 5:00

Friday: 7:30 – 2:00

Exhibitor Registration:

Exhibitors may register at the MRA registration desk on Wednesday, November 12, 2003.

Exhibit Set Up and Tear Down:

Set-up begins on Wednesday, November 12, 2003 no earlier than 10:00 a.m. and must be completed by 1:45 p.m. Exhibits open at 2:00 p.m. Times are subject to change.

Exhibitor materials and equipment must be packed for shipment before 1:00 p.m., Friday, November 14, 2003. Any merchandise left in the hall after the removal deadline may be removed with storage/removal charges applied and will not be the responsibility of MRA, the drayage/decorating company or the Hotel. Unclaimed items will be disposed of by MRA.

The Exhibitor agrees not to dismantle the exhibit, remove any goods or materials (except bonafide samples) used in the exhibit from the exhibit hall or do any packing before the closing hour of the Technology Forum 2003, without obtaining advance written permission from MRA conference management.

Hotel Accommodations:

A block of rooms has been reserved at the Hotel at a special conference room rate and will be available to conference attendees and Exhibitors. Exhibitors are responsible for making their hotel reservations through MRA. (Housing Reservation Form to follow.)

Exhibitor Liability and Insurance:

Exhibitor agrees to protect, indemnify and hold harmless MRA, its officers, directors, employees and agents against and from any and all losses, costs, damages, liability, or expenses (including attorney's fees) arising from or by reason of any accident, bodily injury, property damage or other claims or occurrences to any person, including Exhibitor, its employees and agents, or any business invitees, arising out of or related to Exhibitor's occupancy or use of the exhibition premises in the conference or in and adjacent to the Hotel, including storage and parking areas. Exhibitors are required to insure themselves against such risks of loss or liability. **All Exhibitors are required to submit a Certificate of Insurance, showing proof of a minimum liability insurance coverage of \$1,000,000, to MRA Headquarters with full payment.** Exhibitor agrees that MRA, its officers, directors, employees and agents are not responsible for loss or damage to any property of Exhibitor, in storage, in transit, to and from and within the confines of the conference, or Hotel, even though it may at any time be under the temporary control or direction of MRA. The Hotel and MRA cannot guarantee Exhibitors against loss by theft or otherwise.

Exhibitor agrees to protect, save and hold MRA, the Hotel and all agents and employees thereof (hereinafter collectively called "indemnities") forever harmless for any damages or charges imposed for violations of any law or ordinance, whether occasioned by the negligence of the Exhibitor or those holding under the Exhibitor, and further, Exhibitor shall at all times protect, indemnify, defend, save and hold harmless the indemnities against and from any and all losses, costs, damages, liability, or expenses (including attorneys' fees) arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees and business invitees which arise from or out of or by reason of said Exhibitor's occupancy and use of the exhibition premises, the Hotel or any part thereof. The terms of this provision shall survive the termination or expiration of this Agreement.

Circulars, Promotions and Solicitations:

Circulars or advertising matter of any description may be distributed only within the exhibit space assigned to the Exhibitor presenting such material. Any firm, organization or individual not assigned space will be restricted from soliciting business in any manner within the exhibit hall or in any area of the Hotel being used by MRA for the conference. Firms will be restricted from soliciting business outside their allocated space in the exhibit hall.

Admittance:

Attendance is limited to those attending MRA's Fall Education Conference. Exhibits are not open to the general public.

Private Function Policy:

No hosted parties, meetings or other events of any kind are permitted during any official MRA activity or function.

Fire Protection:

Decorations and display material must be flame-proof and subject to inspection by the city fire department. If inspection indicates neglect to comply with these regulations, the right is reserved to cancel all or part of the specific exhibit.

Care of Building and Equipment:

Exhibitors or their agents shall not injure or deface the walls or floors of the building, the exhibit space, or the exhibit equipment. When such damage occurs, the Exhibitor is directly liable to the hotel management, the drayage and/or decorating company.

Hotel Rules:

Exhibitors agree to abide by all rules and regulations of the Hotel.

Cancellation Policy:

Cancellations received, in writing, before 5:00 p.m. ET September 12, 2003 will be refunded, less a \$300 service fee. Cancellations received, in writing, before 5:00 p.m. ET October 10, 2003 will be refunded, less a \$600 service fee. Cancellations received, in writing, before 5:00 p.m. ET October 24, 2003 will be refunded, less a \$1,000 service fee. No refunds will be issued after 5:00 pm ET October 24, 2003.

MRA's Liability and Insurance:

- MRA and its subcontractors shall not be responsible for damage to uncrated or improperly packed materials, glass breakage or concealed damage.
- MRA and its subcontractors shall not be responsible for loss, theft or disappearance of Exhibitor's material after same has been delivered to Exhibitor's table.
- MRA and its subcontractors shall not be responsible for loss, theft or disappearance of Exhibitor's material before it is picked up from Exhibitor's table for reloading after the close of the exhibit.
- MRA and its subcontractors shall not be responsible for ordinary wear and tear in handling of equipment. Neither will they be responsible for loss, damage or delay of shipments due to fire, theft, water, vandalism, acts of God, strikes, lockouts, work stoppages of any kind or any other circumstances beyond their control.

- MRA and its subcontractor's liability shall be limited to physical loss or damage to the specific article which is lost or damaged, and in any event MRA's maximum liability shall be limited to 30¢ per pound per article with a maximum liability of \$50.00 per item or \$1,000.00 per shipment, whichever is less.
- If MRA is found negligent for the damage of materials, the Exhibitor's sole remedy will be to have MRA repair or replace the defective materials with that of like kind and quality.
- In no event shall MRA be liable for incidental or consequential damages, which may result or arise out of the damaged materials. This shall include those losses or damages, which may arise out of the inability of an Exhibitor to show their product.
- The consignment for delivery of a shipment to MRA by an Exhibitor, or by any shipper on behalf of the Exhibitor, shall be constructed as an acceptance by such Exhibitor (and/or other shipper) of the terms and conditions set forth in this bulletin. It is understood that MRA and its subcontractors are not insurers. Insurance, if any, shall be based on the value of the material handling services and the scope of liability is unrelated to the value of the Exhibitor's property being handled. It is suggested that the Exhibitors insure all shipments from the time they leave their company until they are returned from the exhibit.
- MRA and its subcontractors shall not be liable to any extent whatsoever for any actual, potential or assumed loss or profits or revenues or for any collateral costs, which may result from any loss or damage to an Exhibitor's materials, which may make it impossible or impractical to exhibit same.
- Loss or Damage must be submitted to MRA prior to the close of the exhibit during which the loss or damage occurred or shall be considered waived. No suit or action shall be brought against MRA or its subcontractors more than one (1) year after the accrual of the cause of action therefore. All points not covered above are subject to the decision of MRA conference management.