

# ISPCON

The Definitive Event for Wired & Wireless ISPs

May 16-18, 2006  
Baltimore Convention Center  
Baltimore, MD  
[www.ispcon.com](http://www.ispcon.com)

**ON YOUR MARK – GET SET  
SUCCEED**



## Exhibitor Opportunities

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Co-produced by:



Jupitermedia.



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## What Makes ISPCON a Can't-miss Event?

ISPCON attendees are knowledgeable, savvy buyers who are willing and quite able to make purchasing decisions on the spot. Simply put, you can be a part of ISPCON gain access to this market, or lose critical marketshare to your competitors.

## ISPCON Delivers Buyers

Exhibiting at ISPCON positions your company as a solutions provider in the scramble to define who will thrive in this market. ISPCON's unique and encompassing conference and exhibition promises to be THE marketplace to reach the service provider and IT marketplaces. The executives in attendance come to the show with money to spend. Million-dollar deals are made right on the show floor. ISPCON is the only trade show and conference that puts you face-to-face with this extremely lucrative market.

## Wired or Wireless ... Your Prospects are Here

Because so many attendees seek information about how to become a WISP, ISPCON features entire conference tracks, keynotes and workshops dedicated to outdoor wireless services. There are many vendors offering license-exempt radios, testing gear, CPE equipment and more. It's not just about wireless though; there is much more to their businesses ... billing, anti-spam, anti-virus, network security, intrusion detection, dial acceleration, voice over IP, routing, upstream providers, insurance, hosting, storage, affiliate programs, domains, marketing and plenty more.

## The Facts

### ***How do you most-effectively reach potential buyers in the least amount of time?***

Attendees represent a channel of communication to multiple influencers within their organizations, which extends the sales message beyond just the attendee visiting an event.\*

- 36% will share with 1-3 people
- 35% will share with 4-6 people
- 9% will share with 7-10 people
- 20% will share with 11+ people

### ***How do you maximize the ROI on your overall sales effort?***

Statistics clearly prove that decision-makers take buying actions at trade events, trade events provide the highest sales call-to-close ratio, more marketing dollars are spent on trade events than any other marketing or advertising vehicle and trade events provide the lowest cost-per-sale and the largest profit margins.\*

\*From the "Power of Exhibitions" Landmark Study published by the Center for Exhibition Industry Research





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## ISPCON Adds Value

As the service provider market redefines itself and forges a path to recovery and growth, ISPCON is dedicated to being a resource for service providers of all types as they learn to do business better.

As an exhibitor at ISPCON, you position your company as a reliable resource for service providers as they choose the partners and processes to propel them forward. We'd be honored for you to consider us YOUR partner in reaching this market.

## Addressing Your Needs and Concerns

- **More face time with the buyers**
- **The best ROI possible with tight budgetary restraints**
- **Unparalleled education and networking for you and the service provider community**

- **Dedicated exhibit hall hours**

Our show agenda allows for dedicated exhibit hall hours. You'll get face time with the buyers in attendance without having to compete with the conference sessions for their attention.

- **Vendor-sponsored Education Sessions**

We offer time slots to allow you more one-on-one time with attendees. Vendor sessions are open to all show participants and are promoted across our entire marketing reach. Invite your best prospects, craft a targeted message and deliver it directly to your market at the show.

- **Networking events**

We've moved the opening reception to the exhibit hall, to create a casual networking environment for you to talk with the attendees from your booth. If you'd like to sponsor a continental breakfast, an evening reception or your own event during the show, contact us to talk over your options.

- **Affordable booth space rates**

Once again, booth space is affordable for the event. And we offer two packages to help manage your investment of both money and time in the show.



**RESERVE YOUR SPOT TODAY!**  
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## EXHIBITING OPTIONS

### BASIC BOOTH PACKAGE

**\$5295**

- 10' x 10' booth space
- 8-foot backwall, 3-foot sidewall drape (standard and linear booths only)
- electrical (500 watts, labor included)
- 6-foot draped table
- 2 side chairs
- wastebasket
- company ID sign
- 2 complimentary conference passes for your company

### EXHIBIT SPACE ONLY

**\$41.95 per square foot**

- 8-foot backwall, 3-foot sidewall drape (standard and linear booths only)
- company ID sign
- 2 complimentary conference passes for your company

*Exhibitors are responsible for ordering Internet connection and any other required items and/or services. All booths MUST be carpeted.*

### All exhibitors receive:

- Listing in the Exhibitor List on the ISPCON Spring 2006 website with "online virtual booth" and link to your website
- Listing in the ISPCON Spring 2006 printed Show Guide
- Online access to the list of Press registered for the event
- On-site Press Room distribution opportunity

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# SPONSORSHIP OPTIONS

## Get the Visibility Your Company Deserves!

As an exhibitor at ISPCON, you have the extraordinary opportunity to reach this lucrative audience with our unique marketing and sponsorship options in all price ranges. The new customers and prospects you've been searching for will be sure to find you pre-show and on-site when you take advantage of these opportunities. Please take a moment to review the list of sponsorships and promotions that are listed below to learn how you can build brand awareness and drive more traffic to your booth.

### EVENTS

- Sponsored Attendee Lunch  
with Speaking Opportunity ..... \$7500
- Sponsored Networking Reception:  
Opening Night or Evening Two ..... \$7500
- Sponsored Attendee Breakfast ..... \$2500
- Demo Theatre:  
Three-spot Package ..... \$2500  
Single Spot ..... \$1000
- Vendor-sponsored Education Session ... \$1000
- After-hours Reception/Suite ..... call for details

### PROMOTIONAL ITEMS

- Conference Tote Bags/Backpacks ..... \$3000
- Lanyards ..... \$2500
- Conference T-shirts ..... \$2000
- Badge Inserts ..... \$1500
- Show Commemorative Travel Mug ..... \$1250
- Conference Notebooks ..... \$1250
- Conference Bag Insert ..... \$1000
- Conference Pens ..... \$750

### SHOW BRANDING

- Attendee Prospect Email:  
Three-ad Schedule ..... \$3500  
Single Placement ..... \$1350
- Past-attendee Mailing List Rental ..... \$1500
- Demo Theatre: Ad Rotation Only ..... \$500
- Logo Blitz ..... \$500

### ON-SITE SPLASH

- Wireless Access and Lounge ..... \$5000
- Aisle Signs ..... \$3500
- Email Access Center ..... \$3500
- Lobby Distribution:  
Three-day ..... \$3500  
One-day ..... \$2000
- Conference-at-a-glance Sign ..... \$3000
- Exhibit Hall Attendee Carry Bags ..... \$2500
- Chair Covers:  
Keynotes ..... \$2000  
Conference Lunch ..... \$1000
- Free-standing Billboard ..... \$1000
- Hanging Banners ..... call for details

### SHOW GUIDE

- Pocket Show Guide Sponsor ..... \$5000
- Back Cover Ad ..... \$3500
- Inside Front or Inside Back Cover Ad ... \$2500
- Two-page Spread ..... \$2000
- Full-page Ad ..... \$1500
- Half-page Ad ..... \$500
- Company Logo Above Listing ..... \$250

### SHOW WEBSITE

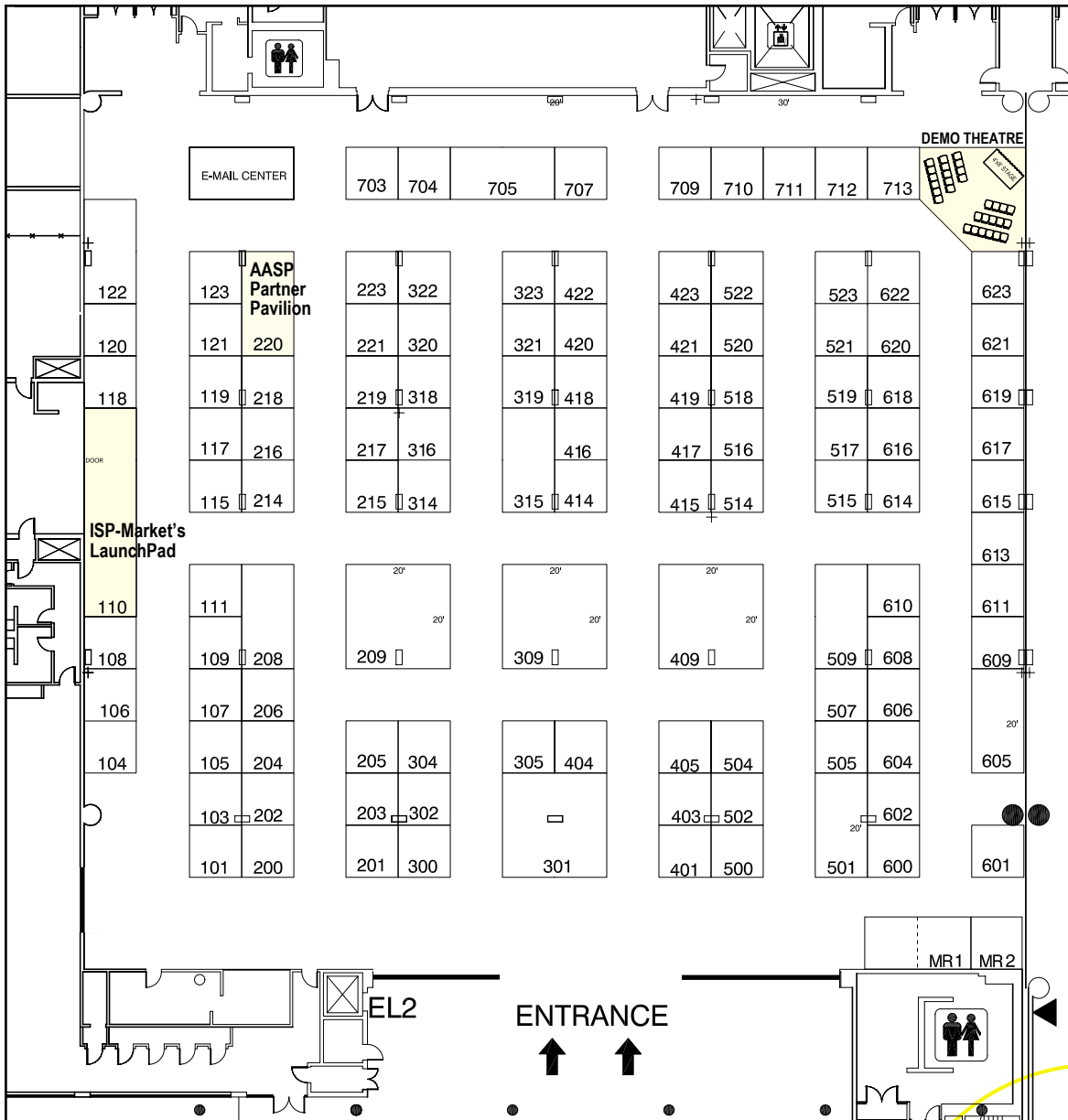
- Skyscraper Ad Rotation ..... \$1000
- Cube Ad Rotation ..... \$500
- Company Logo in Virtual Booth ..... \$250



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# EXHIBIT HALL FLOORPLAN



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# EVENT SCHEDULE

## MONDAY, MAY 15, 2006

12:00–6:00pm **Early Exhibitor Move-in available** for large booth set-up

## TUESDAY, MAY 16, 2006

8:00am–3:00pm	<b>Exhibitor Move-in</b> <i>All booths must be set and ready by 3:00pm</i>
8:15–9:00am	Conference Breakfast <i>Sponsorship opportunity available</i>
9:00–10:00am	Conference Sessions
10:15–11:15am	Conference Sessions
11:30am–12:30pm	Conference Sessions
12:45–1:45pm	Conference Luncheon <i>Sponsorship/speaking opportunity available</i>
2:00–3:00pm	General Session: KEYNOTE
3:00–4:00pm	Vendor-sponsored Education Sessions
3:00–6:00pm	<b>EXHIBIT HALL OPEN</b>
3:00–4:00pm	Vendor-sponsored Education Sessions
4:00–5:00pm	Vendor-sponsored Education Sessions
4:30–6:00pm	<b>Opening Reception in the Exhibit Hall</b>

## WEDNESDAY, MAY 17, 2006

8:00–8:45am	Conference Breakfast <i>Sponsorship opportunity available</i>
8:45–9:45am	Conference Sessions
10:00–11:00am	General Session: KEYNOTE
11:00am–5:00pm	<b>EXHIBIT HALL OPEN</b>
11:30am–12:30pm	Vendor-sponsored Education Sessions
12:30–1:30pm	Conference Luncheon <i>Sponsorship/speaking opportunity available</i>
1:45–2:45pm	Vendor-sponsored Education Sessions
3:00–4:00pm	Conference Sessions
4:15–5:15pm	Conference Sessions
5:15pm	EXCHANGE Reception <i>Sponsorship opportunity available</i>
6:15–8:30pm	EXCHANGE Sessions

## THURSDAY, MAY 18, 2006

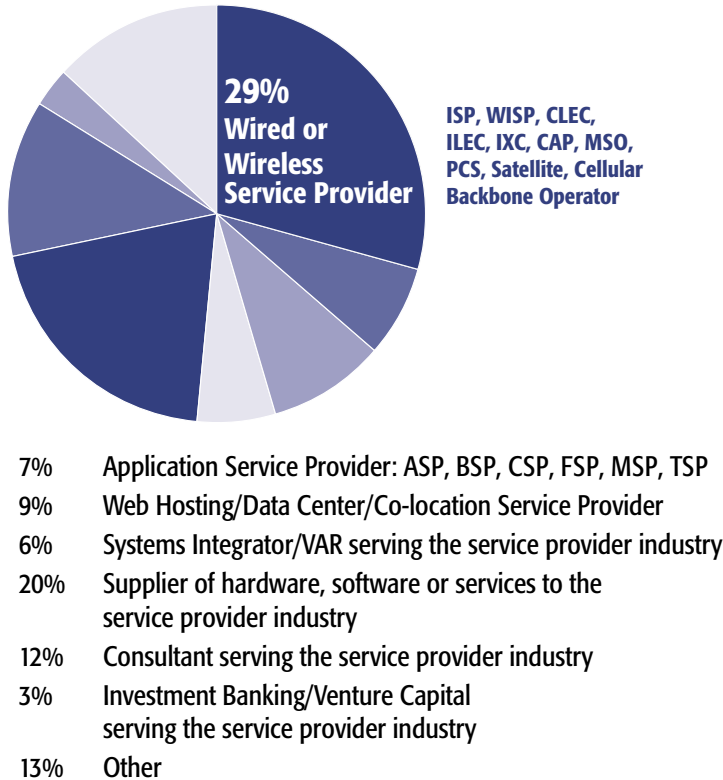
8:15–9:00am	Conference Breakfast <i>Sponsorship opportunity available</i>
9:00–10:00am	Conference Sessions
10:15–11:15am	Conference Sessions
10:00am–2:00pm	<b>EXHIBIT HALL OPEN</b>
11:30am–12:30pm	Conference Sessions
12:30–1:30pm	Conference Luncheon <i>Sponsorship/speaking opportunity available</i>



## DEMOGRAPHIC PROFILE OF ATTENDEES

As an exhibitor at ISPCON you will meet the industry's biggest players, innovators and all-around forward thinkers. Million dollar deals are made right on the show floor, with the people who make the decisions.

### Your company's primary business activity?



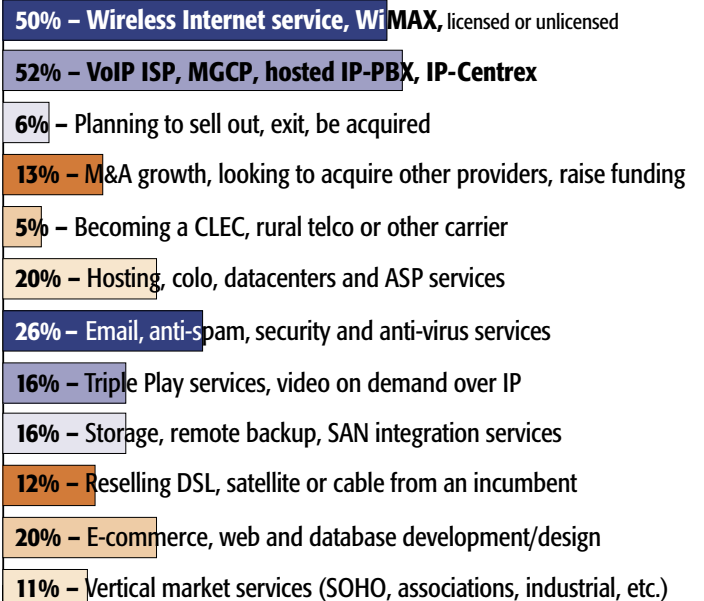
### In what ways are you involved in the specifying, recommending, purchasing influencing or approving the purchase of technology and services used for providing communication and/or hosting services?

- 29% For use in my company
- 17% For resale to other companies, including as a consultant or systems integrator
- 38% Both of the above

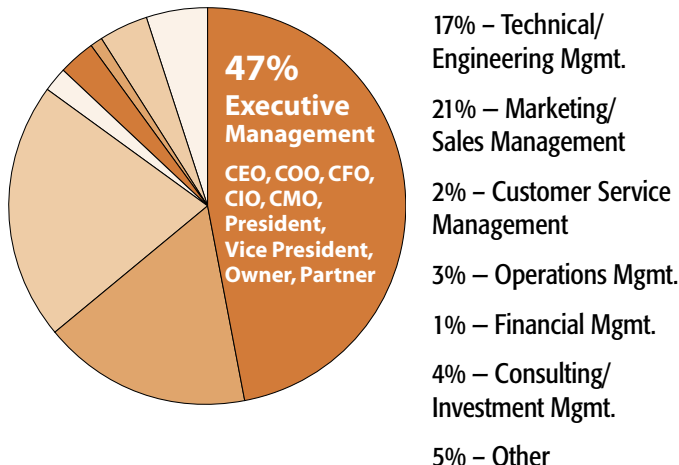
### How much will your company will spend in the next 12 months on the purchase of technology and services used for providing communications and/or hosting services?

- |    |                          |     |                        |
|----|--------------------------|-----|------------------------|
| 2% | \$1 billion or more      | 16% | \$1 to \$9.9 million   |
| 1% | \$500 to \$999.9 million | 12% | \$500,000 to \$999,999 |
| 2% | \$100 to \$499.9 million | 22% | \$100,000 to \$499,999 |
| 1% | \$50 to \$99.9 million   | 38% | Less than \$100,000    |
| 5% | \$10 to \$49.9 million   |     |                        |

### What technologies/initiatives are you looking to investigate or deploy in the next 12-24 months?



### Your primary job function?



**80.6%** of conference attendees are planning to buy a product or service they learned about at ISPCON in the next six months.



## PLEASE INITIAL \_\_\_\_\_

**5. LOCATION OF EXHIBIT SPACE.** ISPCON Spring 2006 will be held at the Baltimore Convention Center. All measurements and exhibit space layouts shown on the floor plan are as accurate as possible. The Producer reserves the right to make such modifications and changes to exhibit space assignments and to the location of the exhibit space as may be necessary to adjust the floor plan at any time to meet the needs of the Producer, exhibitors and exhibits. The Producer reserves the option, in the event of any emergency or other circumstances beyond its reasonable control, to either substitute comparable exhibit space or to refund the total rent paid hereunder.

**6. EXHIBITION MANAGEMENT.** The Producer reserves the right to render interpretations and to establish such further rules and regulations it may deem necessary for the general success of the Exhibition. The Producer further reserves the right to decline, prohibit or expel any exhibit, which, in its sole judgment, is in poor taste or is out of character with, or reflects poorly upon, the Exhibition or is in violation of the terms of this contract or any applicable law, rule, or regulation.

**7. EXHIBITOR SERVICE MANUAL.** The Producer will furnish an Exhibitor Service Manual prior to the exhibition which will include specifications for drayage, labor requirements, labor rates, electricity, lighting, water, carpeting, furniture, telephones, food and beverage service, etc.

**8. EXHIBIT SPACE EQUIPMENT AND SERVICE INFORMATION.** The Exhibitor agrees to be bound by the rules and regulations as may be established from time to time by the Producer or as set forth in the Exhibitor Services Manual, or otherwise, and to abide by all applicable rules as set forth in the contracts of labor unions whose jurisdiction apply at the Exhibition. The Producer will furnish the Exhibitor with the name of an exhibit service contractor prepared to furnish all services customarily required within a reasonable time prior to the commencement of the Exhibition. The Producer assumes no responsibility or liability for any services performed or materials delivered by such contractor. Complete shipping instructions and information regarding furniture rental, electrical work, telephone installation, plumbing, labor for erecting and dismantling exhibits, drapery, etc. is contained in the Exhibitor Service Manual. A service desk will be maintained in the exhibit area.

**9. INSTALLATION AND REMOVAL TIME.** The specific times for installation and dismantling of exhibits shall be set forth in the Exhibitor Service Manual, subject to change at the discretion of the Producer. No other times are allowed.

**10. Exhibit Dates.** The Exhibit portion of ISPCON Spring 2006 will be held May 16 - 18, 2006, at the Baltimore Convention Center. The Producer reserves the right to change exhibit hours and/or to change the number of days or dates of the Exhibition as it may seem desirable.

**11. COMPETITIVE EVENTS.** The Exhibitor shall not, during the Exhibition and the two-day period before the first day of any conference and/or exhibition produced by the Producer, conduct, Producer, or be affiliated with, within 25 miles of said conference or exhibition(s), any functions, classes, seminars, exhibits, or similar activities (hereinafter "functions") for more than 20 people which is similar to, competitive with or complementary to, any functions, classes, seminars, exhibits or other activities at the Exhibition, other than (i) the exhibit provided for in this contract, or (ii) those functions approved by the Producer in writing and held at a location specifically authorized by the Producer.

**12. CANCELLATION.** (A) In the event the Exhibitor cancels all or part of the exhibit space contracted for hereunder, the Exhibitor shall pay to the Producer a cancellation fee equal to all monies due as determined by the Payment Terms on the front of this contract. However, in no event shall the cancellation fee be less than one third of the total value of the purchase. Any cancellation fee is due at the time of cancellation. Whenever the payments already made by the Exhibitor to the Producer hereunder shall exceed the cancellation fee payable, the Producer shall refund such excess to the Exhibitor. Except for such excess, a payments made to the Producer under this contract shall be deemed fully earned and non-refundable. The cancellation fees described above are paid as liquidated damages and not a penalty. Exhibitor acknowledges that any cancellation will cause Producer to sustain significant damages that cannot be precisely ascertained at contract time. (B) If the exhibit space is not occupied by the Exhibitor by 2:00pm on Tuesday, May 16, the Exhibitor shall be deemed to have canceled the exhibit space contracted for, and the Producer shall have the right to use such space as it deems appropriate and the Exhibitor shall pay to the Producer all amounts which would have been due, under the terms of subsection (a) above as if the Exhibitor had cancelled the contract as of such date.

(C) If the Exhibitor fails to make full payment when due under the terms of the contract, the Producer may terminate this contract and the Exhibitor shall be responsible for payment to the Producer of all amounts which would have been due the Producer, under the terms of subsection (a) above as if the Exhibitor had canceled this contract as of the date of such failure of payments. (b) Except as the Exhibitor's obligations to pay rent may be reduced in accordance with the terms set forth in subsection (A) above, the Exhibitor shall be responsible for payment of the exhibit space total rent whether the Exhibition is canceled, delayed or relocated, in whole or in part as a result of a riot, strike, civil disorder, act of war, act of God, or any other cause of any kind whatsoever not within the Producer's reasonable control. (D) The exhibitor shall be responsible for all collection costs and legal fees for any balance that is placed for collections.

**13. RIGHT OF OFFSET.** The Producer shall have the right to offset the amount of any obligation due and owing to the Producer from the Exhibitor against any obligations at any time due and owing to the Exhibitor by the Producer, whether under this contract or under any other contract arrangement or understanding between the Producer and the Exhibitor. Exhibitor is subject to Producer's standard credit terms and policies and Producer may apply any amounts received from Exhibitor to any other outstanding balances due to Producer.

**14. USE OF EXHIBIT.** The Exhibitor shall provide adequate staff for maintenance and operation of its exhibit during all exhibit hours. If the Exhibitor contracts basic space, the exhibitor shall provide carpet or other suitable floor covering for its entire exhibit space during all exhibit hours. All demonstrations or other promotional activities, including distribution of promotional material, shall be confined to the limits of the exhibit space. Sufficient space must be provided within the exhibit space for the comfort and safety of persons watching demonstrations and other promotional activities. The Exhibitor is responsible for keeping the aisles near its exhibit space free of congestion caused by demonstrations or other promotions. The Exhibitor shall not assign, sublet or share the exhibit space without the express written consent of the Producer. The Exhibitor shall display only goods manufactured or sold in the ordinary course of its business and that are related to the Exhibition. No individual, firm or organization not assigned exhibit space shall solicit business within the exhibit

area. No exhibit may exceed eight (8) feet in height without the express written permission of the Producer. In no case may the height along the side dividers exceed three (3) feet in the frontal three (3) feet of booth. No portion of any exhibit space sign or carpeting may extend over or beyond assigned floor space. Interference with the light and space of other exhibitors is prohibited. Display material exposing an unfinished surface to neighboring exhibit spaces is not permitted and must be finished at the Exhibitor's expense. The Producer reserves the right to perform such finishing at the Exhibitor's expense. The Exhibitor's booth and/or exhibit shall not intrude or interfere with the use of any adjacent exhibit area. The Producer reserves the right to restrict, segregate or relocate exhibits which, because of noise, method of operation, materials or any other reason, become objectionable. In the event of any such restriction or removal, the exhibitor shall have no claim against the Producer based upon any such restriction or removal. If the Exhibitor utilizes music (for example, from tape, record, CDs, audio-visual presentations, live entertainment or radio speakers), the Exhibitor shall first obtain written permission from the owner for the use of that music as required by applicable laws. Exhibitor shall comply with all applicable laws, rules and regulations that pertain to its exhibit.

**15. TAXES AND LICENSES.** The Exhibitor shall be solely responsible for obtaining any licenses, permits or approvals required under local or state law applicable to its activity at the Exhibition and for obtaining any tax identification numbers and paying all taxes, license fees or other charges that shall become due to any governmental authority in connection therewith.

**16. EXHIBIT SAFETY.** The Exhibitor hereby represents and warrants to the Producer that the Exhibitor has taken steps reasonably necessary to ensure that sound engineering and structural integrity of its exhibit design and the proper construction and safety of the exhibit itself, as erected, including obtaining the certification or a registered structural engineer if reasonably available. The Exhibitor accepts sole responsibility for any personal injury or property damage that may result directly or indirectly from the collapse of its exhibit or any portion thereof or the existence of any other unsafe condition at its exhibit. The Exhibitor hereby agrees to indemnify and hold harmless the Producer, the owner and manager of the exhibition facility, and others lawfully on the exhibit floor, from and against any claim, loss, liability or damage suffered as a result of the Exhibitor's installation, use, construction or maintenance of an unsafe exhibit, and the Exhibitor further represents and warrants that it has obtained adequate insurance to cover its potential liability hereunder. The Exhibitor will furnish the Producer with the engineering certificate and/or insurance certificates evidencing the coverage described herein upon request prior to or during the Exposition.

**17. LIMITATION OF PRODUCER'S LIABILITY.** Neither the Producer, nor any of its affiliates, agents or representatives shall have any liability whatsoever to the Exhibitor for any loss, expense or damage to the Exhibitor, its guests, invitees or any of their property, relating to or arising out of the acts of any participant, visitor or other invitee of the Producer, other than for the Producer's failure to perform its obligations hereunder. Under no circumstances shall the Producer have any liability for lost profits or other special, incidental or consequential damages and the Producer's total liability hereunder shall in no case exceed the amount of the total rent actually received by the Producer from the Exhibitor. The Producer makes no representations or warranties with respect to the nature or volume of Exhibitor or Attendees. The Producer shall have no liability for any failure to perform its obligations hereunder where such failure to perform was due to any riot, strike, civil disorder, act of war, act of God, or any other cause of any kind whatsoever not within the Producer's reasonable control.

**18. INDEMNITY.** The Exhibitor hereby agrees to indemnify and hold harmless the Producer, its affiliates, and any of the officers directors, employees or agents from and against any and all loss, expense actions, claims, and damages, including, without limitation, reasonable attorney's fees, arising out of or caused by the Exhibitor's installation, construction, removal or maintenance of its exhibit, the Exhibitor's occupancy of use of the Exhibition premises or any part thereof or as otherwise caused by the Exhibitor, its agents, representatives, invitees or guests.

**19. SECURITY AND PROPERTY INSURANCE.** The Producer shall provide perimeter guard service during the hours the exhibit area is closed. However, the Exhibitor is solely responsible for the security of its own exhibit materials and the Exhibitor undertakes to obtain appropriate casualty insurance covering the same. All property of an Exhibitor is understood to remain in its sole care, custody, and control in transit to or from within the confines of the exhibit hall. The Exhibitor agrees to waive all rights of subrogation against the Producer, its officers, directors and employees.

**20. LIABILITY INSURANCE.** The Exhibitor shall obtain, at its own expense, adequate insurance, but in no event less than \$1million of comprehensive general liability insurance, including the so-called "broad form endorsement". Such insurance shall name the Producer, and its officers, directors, and employees as additional insured. The Exhibitor shall furnish, upon request, at or prior to the Exhibition, certificate of insurance evidencing said coverage.

**21. CARE OF BUILDING AND EQUIPMENT.** Neither the Exhibitor nor its representative or agents, shall injure or deface the walls or floors of the building, the exhibit spaces, or the equipment in the exhibit spaces. All materials used by the Exhibitor shall comply in all respects with all applicable laws, rules and regulations respecting fire safety and electrical equipment. Combustible materials or explosives are not permitted in the exhibit hall. The Exhibitor shall also comply with all reasonable requests of officials of the exhibit hall and the Producer with respect to the installation, conduct and disassembly of its exhibit.

**22. MISCELLANEOUS.** This contract contains the entire understanding of the parties with respect to the subject matter hereof and there are no other agreements, understandings, representations or warranties except as expressly set forth herein. This contract cannot be assigned, transferred, or sold by an Exhibitor. The rights of the Producer under this contract shall not be deemed waived except as specifically stated in writing signed by an authorized officer of the Producer. This contract and the rights of the parties hereunder shall be governed by and construed in accordance with the laws of the State of Colorado without regard to Colorado's choice of law rules. Any action brought to enforce the terms of this contract may be brought only in a court having a situs within the State of Colorado and the Exhibitor hereby expressly consents to the in personal jurisdiction of any such court. The Producer may, however, elect to enforce its rights in any proper jurisdiction. The Producer shall be entitled to recover the costs, including reasonable attorney's fees and/or collection fees, in any action brought to enforce this contract or its rights hereunder. The Golden Group, Inc. shall also be entitled to recover all accrued finance charges through the date of payment of the full amount of this contract.