

Search Engine Strategies Conference & Expo 2006 Japan

Rules Governing the Fair

1. Management

The Management is the exhibition management staff and committees, as well as any proxies designated for the operation of the exhibition.

2. Exhibition applications

Applications can be made by filling out the exhibition application form (this form) with the requested information and submitting it to the Search Engine Strategies Conference & Expo 2006 Japan Management. Applications will become effective upon receipt of the application form (this form). By signing the application form, Exhibitors and their proxies have agreed to the items described in this "Rules Governing the Fair" and the exhibition rules established by the Management. There may be cases where the Management deems that an applicant is not appropriate for the exhibit and therefore reserves the right to reject that application.

3. Exhibition fee includes the following

- Use of hall ventilation, lighting, and space during designated exhibition hours.
- Basic construction of back panel and side panels.
- Construction and maintenance of common facilities.
- Public relation for overall exhibition (Including posters and flyers. Additional orders may be charged.)
- Visitor's services (Including production costs for hall guides.)
- Management planning and operations, safety administration, and hall security. (Security for the exhibitor's booth is not included.)

Exhibition fee does not include the following

- Exhibitor's interior decoration, installing and dismantling, and operation.
- Primary and secondary main line electricity installation and electrical power consumption.
- Installation and usage fees for communication, such as temporary telephone lines.
- The use of the venue outside of designated exhibition hours.
- Construction costs and use of plumbing, ground wiring, antennas, etc.
- Damage or injury insurance covering exhibitor's property, personnel, visitors, etc.
- Compensation for damage and loss to hall facilities and equipment, as well as to other exhibitor's exhibitions.
- Cleaning, waste handling, and disposal of remaining interior decorations following the close of the exhibition.
- Other miscellaneous items which are not normally included in exhibition fees.

4. Payment

Exhibitors and their proxies must pay in full by the due date. Accounts not paid in full by the payment deadline may be assessed a penalty by the Management.

5. Cancellation after receipt of application

After an application is submitted, if the Exhibitor wishes to cancel part or all of the booth area applied for, a cancellation fee will be charged 100% of exhibition fee. However, if the exhibition cannot be held by reason of any unavoidable circumstances, such as a natural disaster, the Management will cancel the exhibition applications already received. With regard to exhibition fees that have already been paid, the Management will refund these fees, if there are still funds remaining, after subtracting the necessary expenses. The Management will divide the remaining money proportionately according to booth size.

6. Booth assignments

After receiving the exhibition applications, the Management will assign all Exhibitors' booth locations by considering the sizes of the booths, and the products to be exhibited.

7. Prohibition of subleasing, buying or selling, transfer, or exchange of exhibition space

Exhibitors and applicants may not sublease, buy or sell, transfer, or exchange either part or all of the exhibition space they are assigned. Companies other than the Exhibitors cannot use the space of exhibit anything without the consent of the Management.

8. Operation for exhibition

In order to carry out the operation of the exhibition smoothly, the Management will establish and amend rules and regulations. In addition, with regard to items not mentioned in this "Rules Governing the Fair", the Management will decide whether or not to establish, add, or alter the rules.

If exhibitors violate the terms of "Rules Governing the Fair," or the exhibition rules and other regulations mentioned in the exhibitors manual, the Management may reject the exhibition of that Exhibitor. In such a case, the Management has the right to dispose of the exhibiting space in any way it deems necessary. In addition, a penalty fee will be charged in accordance with the "Rules Governing the Fair," Section 5. The Management will carry out venue security by means of contracting with a security company during the full period of the exhibition, from preparation to removal. However, the security of the booths is the responsibility of the exhibitors.

9. Management's right to stop the exhibitions

If the Exhibitor causes any trouble to other exhibitors, or the Management judges the Exhibitor may cause trouble to others, the Management has a right to stop the exhibition of that exhibitor. In addition, a penalty fee will be charged in accordance with the "Rules Governing the Fair", Section 5.

10. Exemptions

The security of the exhibits is the responsibility of the exhibitors. The Management will not bear responsibility for damage, loss, or theft of the exhibits.

11. Insurance

Exhibitors are asked to provide nonlife insurance covering the item that the Exhibitor deems necessary for the entire period between installing the exhibit to dismantling the exhibit. The security of and the insurance for the booths are the responsibilities of the Exhibitors.

12. Indemnity

If the Exhibitor or its proxy damages or injures another Exhibitor booth, the operational facilities of the Management, the facilities of the venue, staff, visitors, or personnel, the indemnity will be borne by the Exhibitor.

13. Installing, dismantling, and removal of exhibit

The Management will inform the Exhibitors when they may install their exhibits in the venue, and when they may carry out installation and construction in the venue. During the show, installing, dismantling, removing, or transferring of the exhibits are prohibited without the consent of the Management. Cleaning and securing of exhibits within booths are the re

Sponsorship of the individual Exhibitors. If exhibits or the Exhibitor's property are not removed at the designated removal time, the Management will remove the items. Expenses and risks for this removal will be borne by the Exhibitor.

14. Sales

All sales (including order taking) is prohibited, except at designated sales booths. The spot sales of, taking orders for and telephone orders to outside for CPU hard units is prohibited at the exhibition hall. It is permitted to sell other products or to take orders for CPU hard units WITHOUT PAYMENT; however, it is prohibited to double-mark products (simultaneous display of list price and 'real price').

-Indication at Sales Booth

Exhibitors with sales booths must indicate, on a sign clearly visible to customers, the following information:

1. Exchange and return policy regarding defective products
 2. Conditions for after-sales service, including service address
 3. Board Size: 60cm x 60cm, Minimum Font Size: 48 pt
- #### -Regulation on Sales Area in an Island Booth

A sales booth area can be created within an island booth space as long as the general booth area and the sales booth area are clear-defined by area calculations (i.e., the equivalent of one booth space). In this case, a booth plan has to be provided to the Management for prior approval. Sales activities within a general booth area are prohibited.

-In the case of violations, the Management has the right to stop sales or to dispose of the exhibiting space in accordance with the "Rules Governing the Fair", Section 8.

15. Adult materials

The exhibition, display, presentation, sales, distribution, or bringing of all adult materials is expressly prohibited.

Products for adults at this expo means products which are labeled a prohibited for those under 18 years old; products which include images of genitals, the sexual act and pubic hair (including hair with mosaic manipulation); and products which the Management judge as inappropriate for the Expo.

Furthermore, the exhibition, display, presentation, sales, distribution, or bringing of products which are not of an adult nature but which are contrary to the public ordinance protocol or which are deemed unsuitable by the Management may be prohibited. If such products as described above are found during the exhibition, the Management will act in accordance with Section 8 above to suspend exhibition. The Management will bear no responsibility for any losses arising from such action. Furthermore, legal action may be pursued if it is determined that damage to the image of the Expo has resulted due to the exhibition of such products.

All products, as well as exhibition and sales activities, must be in compliance with criminal laws, and other related Japanese laws and regulations. Exhibitors are solely responsible for compliance with these laws and ordinances. Management takes no responsibility for this matter.

The permission to exhibit is granted based on the exhibitor's observance of related laws and

will be regulated by exhibition rules and the Management ask the Exhibitors to close their exhibit. Personal or material damage incurred as a result of violations of related laws and exhibit rules are the responsibility of the Exhibitor. Management takes no responsibility for this matter.

16. Agreement to "Rules Governing the Fair" and exhibition rules

It is assumed that Exhibitors and their proxies have agreed to the item described in this "Rules Governing the Fair" and the exhibition rules established by the Management. If a situation arises among the Management, an Exhibitor, visitor, or associated person that is deemed unnegotiable, the matter will be referred to the proper judicial authorities.

Search Engine Strategies Conference & Expo 2006 Japan Management