

EXHIBIT SPACE APPLICATION / CONTRACT

2011 IEEE – IAS / PCA Cement Industry Technical Conference
May 22 – May 26, 2011
St. Louis, Missouri

INSTRUCTIONS

1. Please read both pages of this document carefully and print or type all information.
2. Complete and sign this page and forward as indicated below.

COMPANY CONTACT RESPONSIBLE FOR SETUP LOGISTICS

The undersigned agrees to the following provisions: Spaces will be assigned by the Exhibit Chair on the basis of priority order in which the application/contract and payment are received. If the exhibitor cancels his participation in the exhibit, such cancellation shall be considered on his part and any money paid there under shall be credited on the basis of the cancellation schedule on the following page. Exhibitor and the conference shall be bound by the terms, conditions and rules for exhibiting in an IEEE/PCA technical exhibit.

Name: _____

Title: _____

Company: _____

Address: _____

City: _____ State: _____

Zip: _____ Country: _____

Phone: (_____) _____

Fax: (_____) _____

E-mail Address: _____

BOOTH LOCATION REQUEST

Please indicate preferred booth number or range in the order of preference. You will be notified of your number by the Exhibit Chair two months prior to the conference date.

1st choice: _____

2nd choice: _____

3rd choice: _____

BOOTH LOCATION COMMENTS

Please list any competitor(s) that you wish separation from:

BOOTH FEES

Each booth will be 10' x 10' and we will allow multiple booths.

The rental fee of **\$1,800.00 (USD)** per space includes **one (1) full conference registration**, booth carpeting, back and side boundary draping, company I.D. sign, and wastebasket.

All exhibitor personnel must register for the conference and pay the full registration fee in order to enter the exhibit hall.

Requirements for electrical, telephone and other services must be contracted through the exhibit contractor, The George Fern Company. Forms and instructions for these services will be forwarded at a later date.

PAYMENT SCHEDULE

The contract will only be accepted with payment in full at time of booking.

BOOTH ASSIGNMENT

Companies cannot assign their contracted space to another company. The conference Exhibit Chair will be the only source of space assignment.

BOOTH SETUP AND TEAR DOWN

The exhibition hall will be available for setup and tear-down according to the attached Exhibit Schedule.

Accepted and agreed to:

(Signature)

(Print name and title)

Please make check payable to:

2011 IEEE-IAS/PCA Cement Technical Conference

Credit cards:

AMEX, Visa and MasterCard credit cards are accepted. Please forward type of card, account number, expiration date and name on card.

Please forward check or credit card information to:

Ms. Shanda Gianladis, Treasurer
2011 IEEE-IAS/PCA Conference
2942 US Highway 61
Bloomsdale, MO 63627

E-mail: Shanda.Gianladis@holcim.com
Fax: 636-524-8181

Unless otherwise requested, your cancelled check is your receipt.

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REGULATIONS AND CONDITIONS OF CONTRACT

1. PURPOSE AND ARRANGEMENT OF EXHIBITS

Exhibits are to educate an audience by dramatic demonstrations and presentations. They shall be so arranged as not to obstruct the general view nor hide the exhibits of others. Plans for specially built displays not in accordance with regulations should be submitted to the conference organizers before construction is ordered.

STANDARD BOOTHS. Regular and specially built back walls including signs may not exceed an overall height of 12 ft. The back wall height for wall locations may not exceed 12 ft. Low side dividers between exhibits may not exceed 48" in height. Any shared wall that ends at an aisle cannot be used as a full back wall 12 ft. in height completely across. Instead it must drop to a 48" height at a point 6 ft. from any aisle and remain at 48" to the aisle.

CROSSOVER AREA DISPLAYS. Crossover area displays will not be permitted.

Two Story Exhibits: IEEE prohibits the use of two story exhibits.

Cubist or free-form displays: These may be constructed in any manner desired, within the areas designated, except the upper 40% of each display must be at least 60% open.

Equipment: All equipment must adhere to an 8 ft. height restriction.

Finished surfaces: All exposed areas of the exhibit must be finished or draped surfaces, including the back and sides. No graphics, logos or print facing into another booth will be allowed. All such material must face into the aisle or into the exhibitor's own booth. Any part of any booth needing a finished surface at 3:00 PM the day of the show opening will be draped at the expense of the exhibitor. IEEE will decide whether such drape is needed.

2. INSTALLATION AND DISMANTLING OF EXHIBITS

Information for installation and dismantling of exhibits will be sent to you via comprehensive instruction bulletin in ample time to prepare for these activities.

3. FIRE, SAFETY AND HEALTH

The exhibitor assumes all responsibility for compliance with local, city and state ordinances and regulations covering fire, safety, and health. All exhibit equipment and materials will be reasonably located within the booth and protected by safety guards and devices where necessary. Only fireproof materials should be used in displays and the necessary precautions will be taken by the exhibitor.

4. FILM, SOUND DEVICES AND LIGHTING

Sound movies will be permitted if tuned to conversational level and if not objectionable to neighboring exhibitors. If loudspeakers or sound devices are used, they should be tuned to conversational level, and must not be objectionable to neighboring exhibitors.

Operating equipment that emits excessive noise must be run before or after exhibit hours for specific demonstrations only. IEEE reserves the right to restrict or prohibit the use of glaring lights, objectionable lighting effects, excessive or bothersome noise, or other effects which are offensive or otherwise distract from the exposition as a whole.

5. SUBLETTING OF SPACE

The exhibitor shall not assign, sublet or apportion the whole or any part of the space assigned or have representatives, equipment or materials from other firms other than the assigned exhibitor without written consent of IEEE. Only one company shall be considered as the exhibitor, any other company or unit, in the space shall be considered a subsidiary or affiliate.

6. EXHIBITOR'S PERSONNEL AND OTHER CONSIDERATIONS

Distribution of advertising matter and souvenirs must be confined to exhibitor's spaces. Undignified methods of attracting attention will not be permitted. IEEE does not permit any sales or order taking on the exhibit floor. IEEE reserves the right to prohibit an exhibit or any part of an exhibit which in its judgment may detract from the character of or may be considered objectionable to the exhibit area as a whole. The use and distribution of balloons of any type is prohibited in the exhibit hall.

Canvassing in exhibit halls or distribution of advertising matter or souvenirs by representatives of non-exhibiting firms is strictly forbidden. Personnel recruiting in any form is not permitted.

PROFESSIONAL DRESS CODE. Models, demonstrators, hostesses and other employees and personnel in the exhibit hall must be attired in a businesslike, professional, tasteful manner. Costumes are not allowed. Failure of an exhibitor to meet this requirement is grounds for immediate removal of the offending person from the exhibit hall. IEEE shall have the sole and complete authority in the interpretation of this policy. All promotional plans must be submitted to IEEE for approval.

7. LIABILITY AND INSURANCE

The exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend, and same, IEEE, and its employees and agents, harmless against all claims, losses, and damages to persons or property, governmental charges, or fines, and attorney's fees arising out of or caused by exhibitor installation, removal, maintenance, occupancy or use of exhibit premises or a part thereof, excluding any such liability caused by the sole negligence of IEEE, its employees, and agents. In addition, property and that it is the responsibility of the exhibitor to obtain business interruption and property damage insurance covering such losses sustained through exhibition.

8. STORAGE

The storage of shipping crates during the exhibit can be arranged through the official service contractor. If you pre-ship your display to the contractor's warehouse this service will be included in your handling charge. The conference assumes no responsibility for damages or loss of boxes or crates.

9. UNOCCUPIED SPACE

IEEE reserves the right, should any rented exhibitors space remain unoccupied on the opening day or should any space be forfeited due to failure to make proper payment, to rent any space to any other exhibitor, or use said space in any other manner, but this clause shall not be construed as affecting the obligation of the exhibitor to pay the full amount of the specified in his invoice for space rental under the terms of the contract.

10. INABILITY TO PERFORM

If IEEE should be prevented from holding the conference by any cause beyond its control (such as fires, strikes, acts of terrorism, acts of God, etc.) or if it cannot permit the exhibitor to occupy his space due to circumstances beyond its control, IEEE will refund to the exhibitor the amount of the rental paid by him, less a proportionate share of the exposition expenses, and IEEE shall have no further obligation or liability to the exhibitor. If the exhibitor shall have made no rental payment, he nevertheless shall be obligated to pay his proportionate share to such expenses.

11. OBSERVANCE OF LAWS

Exhibitor shall abide by and observe all laws, regulations and ordinances of any applicable governmental authority and all rules of the IEEE.

12. ASSIGNMENT OF EXHIBIT SPACE

IEEE shall assign the exhibit space to the exhibitor for the period of the exhibit (provided the exhibit building is made available to IEEE) in order of receipt of contract and full payment of the all applicable booth fees. Such assignment is made for the period of this exhibit only and does not imply that the same or similar space be held or offered for future exhibits. Every effort will be made to honor space choices, but IEEE's decision is final. IEEE reserves the right to transfer assignments where such action is deemed to be in the best interest of the total exhibition. IEEE reserves the right to withdraw its acceptance of this application/contract at any time for violation of the rules, or conduct not in accordance with the character of the meeting.

13. AMENDMENTS

The regulations have been formulated for the best interest of the exhibitors as well as this conference and IEEE. All matters and questions not covered by these regulations are subject to the decisions of IEEE. The regulations may be amended at any time by IEEE and all amendments that may be so made shall be equally binding on all parties affected by them as by the original regulations.

RENTAL INFORMATION

PRICING

The charge for display space at the 2011 exhibit is US\$1,800 per 10 ft x 10 ft (3.3 m x 3.3 m) booth.

CANCELLATION

On or before January 14, 2011

After January 14, 2011 but on or before March 4, 2011

After March 4, 2011

SCHEDULE OF REFUND/CREDIT

100% of the total amount paid as of the date of the cancellation.

50% of the total amount paid as of the date of the cancellation

NO REFUND OR CREDIT