



**DCUC Conference & Showcase**

# *Minneapolis*

Exhibitor Registration Materials

August 22 – 25, 2010



**DEFENSE CREDIT UNIONS!**  
**Navigating Change ...**  
**Creating Opportunities**



## DEFENSE CREDIT UNIONS:

# Navigating Change ... Creating Opportunities

### **2010 Defense Credit Union Council Conference**

The Defense Credit Union Council is a niche membership association representing the interests of our 235 member credit unions operating on military installations worldwide. Now more than ever, our members need the right products and resources to help them navigate the changes in the current marketplace. DCUC's Annual Conference is the perfect opportunity for you to meet our members face to face, to strengthen your existing business partnerships with our member credit unions, and to build new relationships with senior level decision makers.

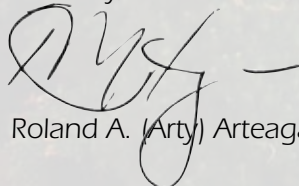
### **What makes the DCUC Conference different?**

- All corporate partners and sponsors are invited to fully participate in our conference. You are not limited to standing in the Exhibit Hall all day waiting for someone to walk by and talk to you!
- We may not be the biggest national credit union meeting, but we do represent some of the largest credit unions in the world.
- You are invited to attend all educational sessions, social events, and meals, the golf tournament and even tours. Being a corporate partner makes you a true VIP.
- Our Showcase is a casual and fun environment that will help you in your networking goals.
- At no additional cost, you can provide a breakout session or a Hot Market Issue (space is limited and reserved on a first-come, first served basis).
- There is no limit to what you can accomplish at the DCUC Conference because we work hard to give you the best possible experience.
- But above all else, our members make the DCUC Conference different, for they are "serving those who serve our country!"

At this, our 47<sup>th</sup> Annual Defense Credit Union Conference, our members will meet in Minneapolis to connect with their peers and suppliers, learn how to best navigate through the changes that lie ahead, and find ways to create opportunities for growth and success. You need to be there! You need to join us at the Hilton Minneapolis, August 22-25, 2010!

On behalf of DCUC's Board of Directors, I invite you to be a part of the premiere conference of the year! Contact our Conference Manager, Janet Sked at 314-802-8808 or email [janetsked@dcuc.org](mailto:janetsked@dcuc.org) for questions. I guarantee you'll be glad you did.

Sincerely,



Roland A. (Arty) Arteaga, President/CEO

# 2010 Tentative DCUC Conference Program

## Saturday, August 21

(Pre-Conference Activities)

7:30  
Modified Shotgun Start  
**17<sup>th</sup> Annual Vincent Lascara Golf Tournament**  
The Wilds Golf Course

8:00 – 11:00  
**DCUC Registration Desk Open**

11:00 – 5:00  
Optional Tour with Lunch  
**Twin Cities Highlights Tour with Riverboat Cruise and a Gangster Twist**

## Sunday, August 22

8:00 – 5:00  
**DCUC Registration Desk Open**

11:00 - 11:45  
**Overseas Defense Credit Union Sub-Council Meeting**

12:15 – 2:15  
**DCUC Showcase Grand Opening with casual lunch**

2:30 – 3:30  
**Roundtable Discussions with Military Representatives (3)**  
(Army, Navy/Coast Guard/Marines, Air Force)

3:45 - 4:20  
**Corporate Partner Breakout Sessions (4)**

4:30 – 5:05  
**Corporate Partner Breakout Sessions (4)**

5:15 – 5:50  
**Corporate Partner Breakout Sessions (4)**

6:30 – 8:00  
**Chairman's Reception**  
Brit's Pub  
"Serving scoundrels and scholars since 1990!"

## Monday, August 23

7:30 – 4:00  
**DCUC Registration Desk Open**

7:30 – 8:30  
**Breakfast with our Corporate Partners**

8:45 – 9:15  
**Opening Ceremony and Welcome**  
Presentation of the National Colors  
Invocation

9:15 – 10:15  
**Keynote Speaker**

9:00 – 3:00  
Guest Tour with Lunch  
**Stillwater – Birthplace of Minnesota**

10:15 – 10:30  
**Refreshment Break**

10:30 – 11:15  
**Educational Workshops (4)**

11:30 – 12:15  
**Repeat sessions**

12:30 – 1:30  
**Casual Lunch Buffet in the Showcase**

1:45 – 2:45  
**DCUC Update**

3:00 – 4:30  
**Social Reception with Silent and Live Auction**

Evening  
Explore Minneapolis with Colleagues and Clients

## Tuesday, August 24

7:00 - 11:00  
**DCUC Registration Desk Open**

7:30 – 8:30  
**Continental Breakfast Buffet**

8:45 – 10:15  
**General Session**  
(2 speakers – NCUA and Other)

9:00 – 1:00  
Guest Tour  
**Lake Minnetonka Lunch Cruise**

10:15 – 10:30  
Beverage Break

10:30 – 11:30  
**Hot Market Issues**  
(2 Concurrent Sessions)

11:45 – 1:15  
**Military Credit Union Awards Luncheon**

1:30 – 1:45  
**Voter Registration**

1:45 – 2:30  
**DCUC Annual Business Meeting**

3:00  
**Free time to Explore Minneapolis**

2:45 – 5:30  
Optional Tours (2 choices)  
**Riverboat Cruise aboard the Minneapolis Queen OR Historic St. Paul Tour**

7:00 – 7:30  
**Hall of Honor Reception**

7:30 – 10:00  
**11<sup>th</sup> Annual Hall of Honor Awards Dinner**

## Wednesday, August 25

7:30 – 8:30  
**Light continental Breakfast**

8:30 – 9:30  
**Motivational Speaker**

9:30  
**Grand Prize, final Announcements**

# SHOWCASE WITH A PURPOSE

The **47<sup>th</sup> Annual DCUC Showcase and Annual Conference** is an important event for your company! We choose to align ourselves with respected partners that are committed to helping our members. In return, we provide you with access to military credit union CEO's, executives, staff and board chairs. These attendees make the majority of final buying decisions at defense credit unions around the world.

## Our Showcase has a purpose on several levels:

- Helping you to build relationships with our members, Defense Credit Unions located on military bases around the world
- Providing an optimum setting for relaxed networking and energized discussion
- Raising awareness of your products and services
- Healing the Wounds of War with our Annual Silent Auction to raise funds for a worthy cause to assist our military

Who are Defense Credit Unions? What makes them special in the universe of all credit unions? And most importantly, why should you attend this conference?

- Defense Credit Unions are federal and state chartered credit unions that serve the military, DoD civilian personnel and their families. Our total membership is comprised of 235 credit unions with total assets of more than \$152 B, including 29 of America's top 100!
- Over 25% of DCUs report over \$500M in assets and 14% over \$1B. These are credit unions that should and can be your customers
- In the past three years, over 80% of CUs attending the DCUC conference has sent a top decision maker. These are the people you want to meet.
- Our member credit unions are located throughout the country, representing all geographic regions, including Alaska and Hawaii...and are also located on military installations in Europe and Asia.
- Our members pride themselves on promoting the morale and welfare of our military and they maintain the highest of standards by truly **"Serving Those Who Serve Our Country."**
- By participating at the DCUC Conference, you can become a part of this tight-knit community and help defense credit unions serve our military by providing the best products and services available! They need the solutions you can provide!

## What your Registration includes:

- Complete participation for two people in the DCUC Conference, including:
  - An 8' x 10' Exhibit space in the DCUC Showcase where you will be entitled to the following:
    - Company ID sign
    - One 6' skirted table and tall pedestal table
- Directory of all conference attendees and information about their credit union
- Special activities during the Showcase to attract maximum audience participation
- Invitation to the popular Chairman's Reception
- Ability to attend Conference sessions
- Conference Meals, including a special Monday morning breakfast in YOUR honor
- Casual Lunch Buffet in the Showcase – we don't expect you to stay in your booths, rather feel free to mingle and have lunch with our members
- Monday Social Reception and conclusion of Silent Auction to support our troops
- Tuesday Awards Banquet

## PLUS: Provide a 35-minute EDUCATIONAL BREAKOUT SESSION

All participating companies will have the opportunity to provide a 35-minute breakout session on Sunday, August 22 directly after the Grand Opening of the Showcase at no additional charge. If your company is interested, please check the box on the registration form. This opportunity is limited to the first 12 applicants.

To date, we have raised over **\$75,000 in charitable donations** that support our troops! This has been a joint effort between our Corporate Partners, our Board of Directors and our member credit unions – working together to make a difference! We are proud and thankful for this great partnership!

# HOT MARKET ISSUES

Do you want maximum exposure to our elite attendees?

Would you be interested in larger audience to hear your message?

If the answer to these questions is YES, read on...

Each year, two companies are selected to provide a special one-hour session to our members.

All you have to do is submit a "hot" presentation topic that you believe will strongly interest and benefit our credit unions. A special committee will select the winning two entries and it could be you! Don't worry, if you are not selected – you will still be entitled to provide a 35-minute breakout session on Sunday afternoon, so there is no downside!

If you want to be a **standout** at this year's conference and have an idea for a **Hot Topic** that you believe will be of interest to our members, please submit a title and brief description to Janet Sked at [janetsked@dcuc.org](mailto:janetsked@dcuc.org) by **Friday, June 4th.**

## Why DCUC 2010?



"Allied Solutions attends many conventions and meetings each year. With the greatest sincerity I can say the DCUC event is our favorite. Rose Spence, and Bonnie Jacobson, two of our top sales Reps, along with myself continue to be very impressed with the organization of this event, the attendance, and most importantly the excellent networking with our Credit Union colleagues. I can't wait for the August gathering in Minneapolis."

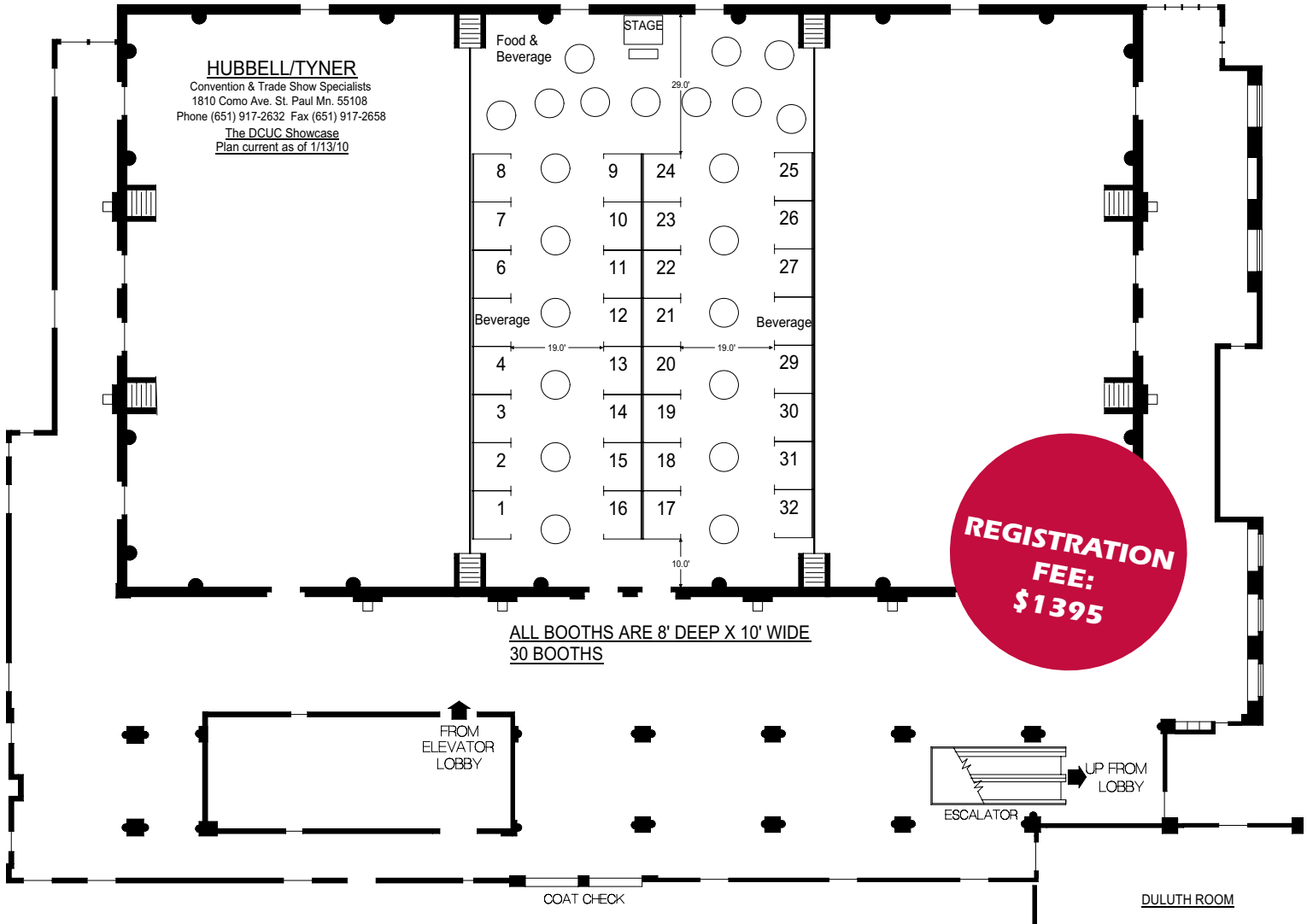
**Melissa Eldredge**  
Marketing, Sales, and Public Relations Liaison  
Allied Solutions

"The DCUC Annual Conference should be at the top of the list for conferences to attend for those companies partnering with credit unions. The event is always in a wonderful venue, one of the best well run and well attended industry events, and the DCUC staff always make sure that each exhibitor is given great opportunities to meet and talk with the many key credit union leaders who attend this outstanding event each year. The DCUC Annual Conference has more of a family reunion atmosphere to it as opposed to a typical conference, so it is one of my favorites."



**John Slusher**  
Vice President, Sales  
CUNA Mutual Group

# DCUC 2010 Showcase Floorplan



## SHOWCASE DETAILS:

**Installation of Table Top Displays:**  
Sunday, August 22 ▪ 9:00 a.m. – 12 noon

**Showcase Grand Opening and Lunch**  
Sunday, August 22 ▪ 12:15 – 2:15 p.m.

**Breakfast with DCUC Corporate Partners**  
Monday, August 23 ▪ 7:30 – 8:30 a.m.

**Casual Lunch Buffet in the Showcase**  
Monday, August 23 ▪ 12:30 – 1:30 p.m.

**Social Reception in the Showcase**  
Monday, August 23 ▪ 3:00 – 4:30 p.m.

**Showcase Closes:**  
Monday, August 23 ▪ 5:00 p.m.

Official Showcase Decorator: Hubbell Tyner. Electricity and phone lines are available through Hilton Minneapolis at 314-397-4900.



Become a **DCUC PREMIER PARTNER** through our

## **SPECIAL SPONSORSHIP OPPORTUNITIES**



Many sponsorship opportunities are available this year. Make a dynamic impact with your company logo on a variety of conference giveaways or provide a sponsorship for an activity or speaker. **Please check the box next to your sponsorship choice and send along with your registration.** Don't miss this excellent opportunity to stand out from the crowd!

(Sponsorships are available on a first-come, first-served basis.)

### **Conference Co-Sponsorships** (can be reserved by more than one company)

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- Showcase Grand Opening Reception Entertainment** ▪ \$1,500  
The DCUC "Showcase with a Purpose" entertainment is a sure winner!
- Monday Social Reception in the Showcase** ▪ \$1,500  
Host the Final Showcase reception with wine, beer, soft drinks and snacks.
- Sunday Afternoon Soft Drinks during the Breakout Sessions** ▪ \$750  
Provide soft drinks as our attendees attend the Corporate Partner Breakout Sessions and you'll be sure to win their attention and thanks.
- Monday Coffee Break Package** ▪ \$1,500  
Attendees will be your guests as they enjoy coffee breaks and snacks during the break after the Opening General Session on Monday morning.
- Monday Afternoon Soft Drinks during the Hot Market Issues** ▪ \$750  
Provide soft drinks as our attendees attend the Hot Market Issues and you'll be sure to win their attention and thanks.
- Tuesday Continental Breakfast** ▪ \$1,500  
Attendees will be your guests at the continental breakfast held on Tuesday morning.

### **Giveaways**

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- Nametag Pouch Imprinted with Your Company Name** ▪ \$2,500  
Your company name will be imprinted on each attendee's Nametag Pouch for Maximum Visibility throughout the conference.
- Customized Hotel Keys** ▪ \$1,500  
Print your logo on the hotel room keys so that every time our attendees use their room key, they'll be reminded of your sponsorship.
- Conference Pocket Schedule** ▪ \$1,000  
These handy Conference Guides will slip easily into attendees' pockets and will be used throughout the week to check on events and sessions!
- Final Program Back Cover** ▪ \$1,500  
Get great exposure during the conference by having a full-page back cover Advertisement in The Final Conference Program!
- Conference Tee Shirts** ▪ \$2,500  
Customize a tee shirt with our conference motto and your logo for increased recognition and visibility! You can then distribute during the Showcase Grand Opening!
- Conference Hats** ▪ \$2,500  
Customize golf hats with our conference motto and your logo! You can distribute during the Golf Tournament and Showcase Grand Opening!
- Conference CD** ▪ \$1,000  
Your company name and logo will be imprinted on the Conference CD that is sent to all participants and will include all presentations and Showcase information.

### **Other Individual Sponsorships**

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- Sponsor Head Table at Tuesday Luncheon** ▪ \$1,500  
Receive special recognition and choose one of your company representative to join the head table during the Luncheon on Tuesday afternoon.
- Drink Tickets during Awards Banquet Cocktail Reception** ▪ \$2,500  
Provide drink tickets to conference attendees before the Hall of Honor Awards Dinner and entertainment. Seating in the VIP section is included.
- Internet Café** ▪ \$2,500  
Two computers accessed to the internet with printer will be set up so that our attendees can check email or visit the internet during the conference.
- Hall of Honor Entertainment** ▪ \$2,500  
Stand out from the crowd with this high level sponsorship and sit with our VIPs during the final banquet.

Company Name \_\_\_\_\_ Contact \_\_\_\_\_ Phone \_\_\_\_\_

**All sponsors will be listed in the Final Conference Program, have LCD signage dedicated to their individual sponsorship and will be mentioned at the podium.**

# 2010 HOTEL INFORMATION

The Defense Credit Union Council 2010 Conference will be held at the Hilton Minneapolis, 1001 Marquette Avenue, Minneapolis, MN 55403.

For reservations, you can contact the Hilton Call Center at 888-933-5363 or visit our website at [www.d cuc.org](http://www.d cuc.org) and click on Hotel Reservations for a direct link to the hotel. Be sure to request the group rate for Defense Credit Union Council. For online reservations, our Group Code is DEF.

The special conference rate is \$189 single/double. Suites are available on a limited basis and can be obtained by calling the hotel directly at 612-397-4900. All guests looking for the military rate must contact the DCUC office at 202-638-3950 in order to make your reservation.

**Our room reservation deadline is July 21, 2010.** Please be sure to make your reservation before this date.

Located in the heart of downtown, the **Hilton Minneapolis** hotel is an elegant Victorian brick building rising twenty-five stories above the city. It is connected by skyway to the Minneapolis Convention Center and adjacent to Orchestra Hall. The Guthrie Theatre, Walker Art Center, fabulous shopping, and first-class restaurants are within walking distance.

Stunning Minneapolis skyline views and the latest amenities provide class and comfort for creating an ultimate retreat. The spacious, newly renovated guest rooms and suites feature all the conveniences of a first-rate hotel.

The 2010 DCUC Conference hotel's Deluxe Guest Rooms and Suites offer high speed internet and "The Serenity Bed" by Hilton offering the finest linens and down comforting. Each guest room offers a 32-inch High Definition television, alarm clock radio with MP3 connection, wireless high-speed Internet, work desk with a Herman Miller chair, two-line phones with voicemail, Lavazza Coffee, iron and ironing board, and hair dryer. Additionally, all of the rooms and suites are fitted with large windows, affording expansive views of the city.

You can also take advantage of various hotel amenities, including the indoor heated swimming pool, whirlpool and sauna, as well as the hotel fitness center.

We look forward to welcoming you to the AAA Rated 4 diamond Hilton Minneapolis in August where you are sure to feel right at home!

**Reservation  
deadline is  
July 21**

Hilton Minneapolis Lobby

## Three Easy ways to register!



### ONLINE:

Simply visit [www.d cuc.org](http://www.d cuc.org).  
click on Conferences/Annual Conference  
/2010 Minneapolis and select the Exhibitor  
Registration Form on the left side of the page



### MAIL:

The Defense Credit Union Council  
601 Pennsylvania Avenue, NW,  
Suite 600, South Building  
Washington, D.C. 20004-2601



### FAX:

Fax your registration form  
and method of payment to  
**(314) 802-8807**

**Call Janet Sked at (314) 802-8808 or e-mail [janetsked@dcuc.org](mailto:janetsked@dcuc.org) with any questions.**

### COMPANY INFORMATION

Company Name \_\_\_\_\_ Web Site Address \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact Name for Future Correspondence \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

### PRODUCTS/SERVICES INFORMATION

(limit to 25 words or less for publication in conference program)

\_\_\_\_\_  
\_\_\_\_\_

### REGISTRANT NAMES

(list all names as you would like to appear on name badge)

1. \_\_\_\_\_ 3. \_\_\_\_\_

2. \_\_\_\_\_ 4. \_\_\_\_\_

Select Space Preference: \_\_\_\_\_ We request that our display area is not located near a particular company: \_\_\_\_\_

### COST SUMMARY

a. Booth Charge \_\_\_\_\_ # of booths @ \$1,395 \$ \_\_\_\_\_

b. Additional registrants @ \$450 each (4 maximum) \$ \_\_\_\_\_

Total Amount Enclosed (if mailed) \$ \_\_\_\_\_

Total Amount to be Charged \$ \_\_\_\_\_

### PAYMENT METHOD

**Check is enclosed**, payable to Defense Credit Union Council.  
Mail to: DCUC Conference, 601 Pennsylvania Avenue, NW, Suite 600,  
South Bldg., Washington, D.C. 20004-2601

Credit Card Number (VISA or MasterCard only)

\_\_\_\_\_ Exp. Date \_\_\_\_\_

\_\_\_\_\_  
Name of Cardholder Signature

**IMPORTANT:** Please read Contract Terms and Regulations found in this Prospectus. Fill in ALL sections of this form. Make a copy of this form for your records. Mail original application with a check payable to DCUC Conference, 601 Pennsylvania Avenue, NW, Suite 600, South Bldg., Washington, D.C. 20004-2601.

The DCUC Federal ID Tax # is 39-1405036.

### OTHER OPPORTUNITIES

#### BREAKOUT SESSION

Yes, I am interested in providing a breakout session on Sunday, August 22 at no additional charge. (Sessions are limited and will be assigned on a first-come first-served basis.)

#### HOT MARKET ISSUES

Yes, I would like to submit a topic for the Hot Market Issues Roundtable on Tuesday, August 24 from 10:30 – 11:30 a.m. (Expanded time to one hour) Topics must be submitted to Janet Sked no later than June 4, 2010. Two topics will be selected.

#### CONFERENCE SPONSORSHIPS

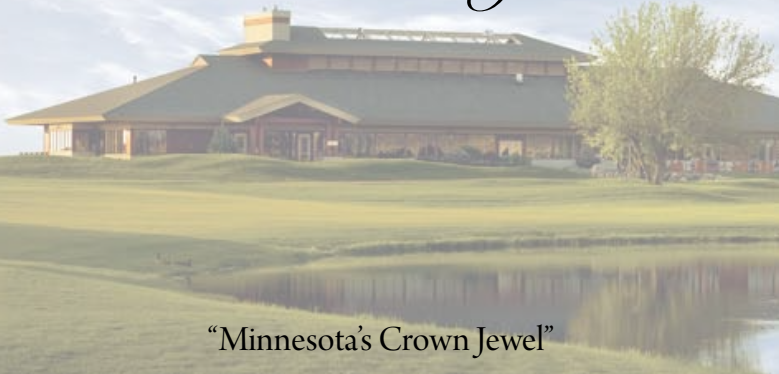
Yes, I am interested in providing a Conference Sponsorship to enhance my presence at DCUC 2010. Please attach the enclosed Sponsorship form with your choice and don't hesitate to contact Janet Sked with any questions.

# 17th Annual VADM Vincent Lascara Golf Tournament

Saturday, August 21, 2010 at 7:30 a.m.

Join us this August in Minneapolis for the 17th Annual Vincent Lascara Golf Tournament. Our tradition of good times and fun golf, plus a chance to help support our annual Fundraiser is a winning combination!

## The Wilds Golf Club



“Minnesota’s Crown Jewel”

The Wilds Golf Club, designed by Tom Weiskopf and Jay Morrish, is nestled in a breathtaking natural setting of Ponderosa Pines, hardwoods, wetlands and wildlife habitats. Just a short drive from the Twin Cities, The Wilds won the Midwest Golf Course of the Year Award in 2008 and has continuously been rated as one of the best public courses nationally by Golf Magazine and Golf Digest. While the course is challenging, multiple sets of tees as well as generously wide fairways, will enable golfers of all levels to enjoy the course.

The Wilds Clubhouse, a stylish Frank Lloyd Wright inspired design, offers a spectacular view of the Minneapolis Skyline and the eighteenth hole.

### REGISTRATION FORM

Cost is \$125 per person ▪ Rental clubs are available for \$35 per set

Please register the following people for the **17th Annual VADM Vincent Lascara Golf Tournament**, being held on Saturday, August 21 at 7:30 a.m. Enclosed is my payment of \$125 per player to cover greens fees, bus transportation, golf cart, and lunch for a total of \$\_\_\_\_\_.

_____	_____
Player One	Player Two
_____	_____
Player Three	Player Four

Do you have any pairing preference?

If so, please advise: \_\_\_\_\_

Rental Clubs are available at \$35 per set. Please circle below.

\$\_\_\_\_\_

- Player 1 –  Mens or  Womens –  Right  Left Handed  
 Player 2 –  Mens or  Womens –  Right  Left Handed  
 Player 3 –  Mens or  Womens –  Right  Left Handed  
 Player 4 –  Mens or  Womens –  Right  Left Handed

\_\_\_\_\_

Contact Name

\_\_\_\_\_

Company Name

\_\_\_\_\_

Mailing Address

\_\_\_\_\_

City

State

Zip

\_\_\_\_\_

Telephone

Fax

E-mail

### PAYMENT METHOD

Total Payment: \$\_\_\_\_\_

Check (Payment Enclosed)

VISA Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Print name on the card: \_\_\_\_\_

Authorized Signature \_\_\_\_\_

### MAIL PAYMENT TO:

The Defense Credit Union Council, 601 Pennsylvania Avenue, NW, Suite 600 South Building, Washington, DC 20004-2601 Or fax to 314-802-8807

**Cancellation Policy:** Cancellations received in writing prior to August 1 will be charged a \$25 cancellation fee, with substitutions allowed at any time without penalty. No refunds after August 1. Call Janet Sked at 314-802-8808 with any questions.

# 2010 Conference Showcase Contract Terms & Regulations

In accordance with the rules governing rental of display space on this contract, we hereby apply for display space at the DCUC Conference Showcase in Minneapolis, Minnesota, August 22-23, 2010. We have read and agree to the exhibit rules. We understand these Rules are incorporated into this contract by reference and that this application becomes a contract when accepted and confirmed by DCUC Management. We understand that all fees are to be paid in full before space is assigned.

**CANCELLATION BY EXHIBITOR.** This application for exhibit space, the notice of space assignment by DCUC Management, and the full payment of rental charges together constitute a contract for the rights to use the space. If, after execution of this agreement, exhibitor cancels this contract, exhibitor will forfeit 25% of the total price of the entire contracted amount as liquidated damages. If the contract is cancelled within thirty days before the beginning of the conference, exhibitor will forfeit 50% of the total contracted amount of liquidated damages.

**RULES.** Exhibitor shall faithfully observe and comply with the Rules set forth on all the attachments to this Lease and, after notice thereof, any modifications and additions to the Rules promulgated by DCUC Management. Also, Exhibitor shall abide by the Rules of the Fairmont Hotel and The Defense Credit Union Council and any modifications made thereto.

**FIRE, THEFT, ACCIDENT.** DCUC Management shall make reasonable effort to provide adequate security. However, DCUC Management shall not be responsible for the safety of Exhibitor or its property, employees, visitors, or customers from theft, disappearance, pilferage, injury, or damages by fire, accident, or any other cause and Exhibitor assumes sole liability for any losses resulting from such causes. DCUC Management shall not provide insurance for the benefit of Exhibitor or its property.

**INDEMNIFICATION.** Exhibitor shall indemnify and hold DCUC Management harmless from any damages, losses, or liabilities resulting from any claims, demands, suits, or other actions based on or arising out of the Exhibitor's occupation or use of the exhibit space or its installation, operation, or removal of exhibits, including, but not limited to, all claims demands of exhibitors, their agents, employees, representatives, customers, and guests for injury to person or property (including theft or mysterious disappearance) arising by virtue of any occurrences in the exhibit space or exhibit area or in the parking areas in proximity to the exhibit area during the Lease term, as well as any period during which the Exhibitor is moving into or out of the Exhibit area.

**COMPLETE AGREEMENT.** This Lease, the notice of space assignment, and full payment of rental charges, constitutes the complete agreement between DCUC Management and Exhibitor. This Lease supersedes all previous or contemporaneous negotiations, arrangements, or understandings, if any, between DCUC Management and Exhibitor with respect to the subject matter of this LEASE. No modification of this Lease shall be valid unless approved in writing by Show Management. Exhibitor warrants that there was no oral or written representations or warranties (other than those contained in this Lease) made by or on behalf of DCUC Management that served as inducement to Exhibitor to enter into the Lease.

**FAILURE TO PROVIDE DISPLAY SPACE.** DCUC Management shall not be responsible for failure to provide the specified display space because of any reason beyond its control or due to negligence, including, without limitation, government regulations or controls, strikes, work stoppages, Acts of God, if the occupation of any portion of the Showcase by any governmental authority or a public enemy or if the DCUC Management is unable, through no fault of its own, to obtain sufficient space from the owner of the Hall. In the event of such failure or such causes, DCUC Management may terminate this Lease by refunding to Exhibitor 50% of the rental price paid by the Exhibitor and the parties hereto shall be released from any and all further obligation to each other under this Lease. In the event of partial or total evacuation of the exhibit space for less than (5) hours for a cause beyond the control of DCUC Management, there shall be no reduction or abatement of rent. In the event of a partial or total evacuation of this exhibit space for more than (5) hours or for all the period covered in this Lease, the total rental price shall be reduced in proportion to the period of time lost (but in no event more than 50% of the total rental price), and DCUC Management's liability to Exhibitor is limited to a refund of any amount paid by Exhibitor over the reduced rental price.

**EVENTS OF DEFAULT.** Exhibitor shall be in default of this Lease if it fails to perform any of the terms and conditions of this Lease or abide by the Rules. If it becomes insolvent or unable to pay its debts to DCUC Management when due. If it fails to maintain the space as to appearance, signs, and cleanliness in a manner reasonably suitable and in keeping with the character and quality of the Show; it causes undue noise, litter, or odor not in keeping with the character of and

quality of the Show or if any of its agents, employees, or other representatives engage in any conduct in the exhibit area during the Show which is in the judgement of the DCUC Management offensive to the character of the Show or to any other exhibitor or its agents, employees, representatives or customers, including, but not limited to, being intoxicated or unduly under the influence of drugs or using loud, vulgar, obscene or abusive language. In any such event of default DCUC Management reserves the right to prohibit, close, remove, or eliminate any exhibit, display, sign, or other thing of any conduct which is not suitable to or in keeping with the character and quality of the Show, or which may be detrimental to DCUC Management's reputation or business: whether or not such thing or action is covered by the Lease or the Rules in the exercise of its rights under this paragraph. DCUC Management shall not incur any liability whatsoever.

**MISCELLANEOUS.** All rights of Show Management expressed in this Lease are cumulative and in addition to any other rights it may have under the law or in equity. Exhibitor hereby waives any right it may have to recover attorney's fees under any applicable statute. If any provision of this Lease or the Rules is deemed invalid or unenforceable, for any reason and to any extent, such determination shall have no effect on the validity of enforceability or the remaining provisions.

## RULES

**1. CHARACTER OF EXHIBITS.** DCUC Management shall have the right to deny lease of exhibit space to any prospective exhibitor who intends to exhibit merchandise or services that, in the opinion of Show Management, are not in keeping with the character and quality of the Show. Exhibitor agrees to abide by city Fire Prevention Codes, which among other regulations prohibits attachment of any signs or other items of drapery, or display area unless fireproofed. Otherwise, such items must be at least (6) inches away from the property. Also, the regulations among other things, provide that decorations must be non-combustible or flameproof: the use, display, or storage of flammable fluids or gas must be approved by the Fire Marshall in writing, and open flames or smokeemitting materials are prohibited. All aisles and entrance doors will be under the control of DCUC Management. All merchandise, displays, signs, or other property of Exhibitor may not extend into aisles to obstruct the view of other space or aisles.

Any outside services contracted for and by Exhibitor, which are not included in this contract, are subject to review and approval for DCUC Management.

**2. INSTALLATION OF EXHIBITS.** All exhibits must be ready for the opening of the Showcase. DCUC Management will not allow any moving of exhibits after the opening of the Showcase without prior approval from show management. Exhibits may be installed on Sunday, August 22 between the hours of 9 a.m. and 12 noon. Vehicles will not be permitted in the building. All display areas not occupied or otherwise checked in with show management by 12:00 p.m. will cause the exhibitor to be in default of this Lease with no refund due the exhibitor, unless prior approval was obtained in advance by show management.

**3. CARE OF EXHIBITS.** DCUC Management will clean the exhibit area at the close of each day, but exhibitors must, at their own expense, keep their spaces clean and their exhibits in good order. Exhibits must remain intact until closing on the last day of the Showcase. Exhibitors are requested at all times to cooperate with DCUC Management by maintaining their exhibits throughout the Showcase hours in perfect condition with respect to materials and personnel.

**4. ELECTRICITY.** Electricity is not included in your booth package, but can be ordered directly from the Hotel Minneapolis at 612-397-4900.

**5. LIABILITY.** Exhibitor agrees to carry public liability insurance covering the exhibit and the exhibit space. DCUC Management will not be responsible for any loss or damage to the property of the Exhibitor or its employees due to fire, robbery, accidents or any cause whatsoever that may arise from use and occupancy of leased space or building. The Exhibitor agrees to indemnify and hold harmless Show Management and its employees and agents against any and all claims of any person whomsoever arising out of acts or omissions of Exhibitors, its employees and/or guests.

**6. MISCELLANEOUS.** DCUC Management shall have full power to interpret and/or amend these Rules that in its discretion shall be in the best interest of the Showcase. The decision of the Conference Manager must be accepted as final in any dispute between Exhibitor and any situation not covered by these Rules.