

New Tradeshow Advertising Opportunity

Region 1

EXCLUSIVE DISPLAY

- Static Ad – Always ON!
- Only 1 advertiser per day
- Includes free 15 second FULL MOTION VIDEO AD

\$3,000 per day

Region 2

VALUE DISPLAY

- Static Ad (60+ plays/hour)
- Rotates among 3 advertisers
- Includes free 15 second FULL MOTION VIDEO AD

\$2,000 per day



Region 3

FULL MOTION VIDEO AD

- Video or Static 15 sec ad
- 24 hour random rotation of ads
- Guaranteed run frequency of 20 times per hour each elevator

\$1,000 per day

MSNBC News, Sports & Business Updates

What if you could put your customers in a room, shut the doors and get their undivided attention?

Reach a captive audience by advertising on Televator's 15" flat panel digital media screens in each elevator at the Rosen Centre & Rosen Plaza Hotels, located adjacent to the Orlando Convention Center. Simultaneous run time in all 16 elevators serving 2,134 hotel rooms.

Our unique advertising tool allows exhibitors to create thousands of impressions to attendees before, during, and after show or meeting hours, so your ad dollars work for you 24/7 during the conference.

Televator's innovative digital advertising will help:

- Drive Traffic to Your Booth
- Display Your Company's Booth Number
- Promote a New Product or Brand
- Extend Your Brand Beyond the Convention Floor

Our screens offer an exclusive, attention-grabbing, cutting-edge – but cost effective – way to reach your audience!

Chicago - Orlando - San Diego - San Francisco
Currently Expanding to New Convention Markets!

Join the ranks of satisfied customers, who advertise with us whenever they attend a show in one of our convention city locations.

"I strongly encourage any exhibiting company who wants to enhance their brand recognition and increase booth traffic at their trade show to contact Televator."

Fougera Pharmaceutical
NACDS Conference - San Diego '06



For more information contact Televator:

Eric Kennaugh
800-426-4742

ekennaugh@televator.net

Televator Order Form

Space is limited so please complete form to reserve ad in advance

Contact: _____ Phone: _____
 Organization: _____ Fax: _____
 Address: _____ City: _____
 _____ State: _____ Zip: _____
 Email: _____
 Name of Show: CTST
 Show Location: Orange County Convention Center
 Display Dates: _____


Product	Description	Price	Days	Total
	Region 1 –(1) Static Ad 24 Hr-Day Includes a 15-second ad in Region 6	\$3,000/Day		
	Region 2 –(3) Static Ads 24 Hr-Day Includes a 15-second ad in Region 6	\$2,000/Day		
	Region 3 –(6) Static/Video Ad Per Ad Per Day 20X/Hr 24 Hr-Day	\$1,000/Day		
	All Regions: System Buy Out 24 Hr-Day	Call for Pricing		
		Total		

Image Conversion Format

Region 3

15 second QuickTime (QT 6.x.x or earlier)
 PSD
 Flash version 8.0 or earlier (.swf)
 640 pixels wide by 480 pixels high
 Logos, photos, graphics: JPEG, BMP, GIF, TIFF, EPS or PSD
 Power Point Slides: (.PPT) no animation
 Animation: .GIF, or .MOV format at 12 – 15 fps
 Maximum file size is 5mb
 No audio tracks

Region 1 & 2

Static Images, Logos, and Photos: JPG, GIF,
 354 pixels wide by 235 pixels high

All charges and services are subject to change without notice.

Billing Method (please write number and expiration date, name and cardholder)

Credit Card Number: _____ Exp. Date: _____

Name of Cardholder: _____ Type of Card: _____

Signature: _____ Date: _____

Please fax completed order to: **Eric Kennaugh** Phone: 800-426-4742
ekennaugh@televator.net Fax: 802-864-7749

Disclaimer:

The requestor of this service assumes all responsibility for obtaining legal rights to view and or use logo's, graphics, and any copy portrayed on their advertisement. The hotel assumes no responsibility for returning any graphics or images conveyed to us for the purpose of reproduction, reformatting, or viewing. The hotel will work to complete all work as scheduled, but will not assume responsibility for any delayed broadcast for circumstances due to third party, client failure, or supply related issues. The hotel maintains the right to refuse to display any materials that it deems undesirable without cause.

TELEVATOR RESERVATION AGREEMENT

1. **ADVERTISING FORMAT AND DELIVERY SCHEDULE:** Advertiser shall deliver all advertising content, in the finished format 5 business days before start of show.
2. **PAYMENT:** Payment for all advertising and production services is required in advance and must be received no later than 5 business days prior to show.
3. **USAGE & MAKEGOOD:** Given the irregular and unpredictable nature of elevator traffic within any given building, Televator is unable to make any representation or warranty about the rate of advertising distribution for any particular day or other period, to any individual advertiser. Televator will extend make goods when Televator fails to correctly post and/or fails to deliver ads during any given contract period. Make goods will be in the form of additional days of scheduled advertising run time.
4. **CONTENT & RIGHT TO REFUSE ADVERTISING:** All advertising content is subject to Televator's advertising guidelines and approval, as well as the approval of the Hotels. Televator reserves the right in its sole and complete discretion to reject or cancel any advertisement or advertising content, at any time, for any reason whatsoever. Televator also reserves the right, in its sole and complete discretion, to advertise in any of the same buildings the goods and/or services of any other advertisers. All content and technology shall remain the sole and exclusive property of the party that provides it and/or their respective licensors.
5. **NO ASSIGNMENT:** Advertiser may not assign this agreement, in whole or in part, without Televator's written consent.
6. **INDEMNIFICATION:** Advertiser represents and warrants that it has full authority to authorize Televator to distribute and publish all advertisements and associated content provided by Advertiser and that Advertiser is responsible for and shall pay all royalties, fees, and other amounts owed to any third party with respect thereto. Advertiser will defend, indemnify, and hold harmless Televator, the Hotels, and all of their respective officers, directors, employees, and agents, from and against any and all claims, losses, liabilities, and expenses (including, but not limited to, reasonable attorneys' fees) incurred or paid as a result of any claim, suit, or proceeding for libel, violation of the right of privacy or publicity, copyright, patent or trademark infringement, and any other claim, suit, or proceeding based on the use, content, or subject matter of Advertiser's advertisements or content.
7. **LIMITATION OF LIABILITY & DISCLAIMER OF WARRANTIES:**
 - (A) IN NO EVENT WILL EITHER PARTY BE LIABLE TO THE OTHER FOR ANY INDIRECT, CONSEQUENTIAL, INCIDENTAL, PUNITIVE, OR SPECIAL DAMAGES, INCLUDING, BUT NOT LIMITED TO, LOST INCOME OR PROFITS, LOST DATA, OR LOSS OF BUSINESS ARISING OUT OF OR RELATING TO THIS AGREEMENT, EVEN IF EITHER PARTY HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES, AND REGARDLESS OF THE NEGLIGENCE OR OTHER FAULT OF EITHER PARTY AND WHETHER SUCH LIABILITY SOUNDS IN CONTRACT, TORT, STATUTE, OR ANY OTHER THEORY OF LIABILITY. TELEVATOR SHALL NOT BE SUBJECT TO ANY LIABILITY WHATSOEVER FOR ANY FAILURE TO DISPLAY ANY ADVERTISEMENT, OR TO OTHERWISE FULFILL AN ORDER, OCCASIONED BECAUSE OF ACCIDENTS, FIRES, STRIKES, WORK STOPPAGES, SYSTEM OUTAGES, OR OTHER CIRCUMSTANCES BEYOND TELEVATOR'S CONTROL. THE LIABILITY OF TELEVATOR FOR ANY ACT, ERROR, OR OMISSION FOR WHICH IT MAY BE HELD LEGALLY RESPONSIBLE SHALL NOT EXCEED THE AMOUNT ADVERTISER HAS PAID TELEVATOR FOR THE APPLICABLE ORDER. THESE LIMITATIONS ARE AN ESSENTIAL PART OF THE PARTIES' BARGAIN.
 - (B) EXCEPT AS STATED IN THIS AGREEMENT, BOTH PARTIES DISCLAIM ALL WARRANTIES, EXPRESS AND IMPLIED, INCLUDING BUT NOT LIMITED TO, WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE. IN PARTICULAR, AND NOT BY WAY OF LIMITATION, THE PARTIES SPECIFICALLY DISCLAIM ANY REPRESENTATION OR WARRANTY REGARDING (A) THE SALES THAT MAY BE GENERATED AND (B) ANY OTHER ECONOMIC BENEFIT THAT MAY RESULT FROM THIS AGREEMENT.
8. **RELATIONSHIP OF PARTIES:** The relationship between Televator and Advertiser under this agreement shall be that of independent contractors, and neither party shall be, nor represent itself to be, a joint venture, franchisor, franchisee, partner, broker, employee, servant, agent, or representative of the other for any purpose whatsoever.
9. **GOVERNING LAW:** This agreement will be governed by and construed in accordance with the laws of California.
10. **ENTIRE AGREEMENT:** This agreement and any and all exhibits, and attachments are the complete and exclusive agreement between the parties regarding the subject matter hereof, superseding and replacing any and all prior agreements, communications, and understandings (both written and oral) regarding such subject matter.