



*Defining the Lead...*

Agreement Between:  
**ExpoBadge, Inc.**  
*and*  
**The Producers Guild of America**  
For Lead Retrieval Services for

**Produced by Conference**  
**June 3-5, 2012**  
**Disney Studios**

The Producers Guild of America (PGA) agrees to engage ExpoBadge in accordance with the following agreement for the Produced by Conference:

**ExpoBadge will:**

- Produce the exhibitor services order form inserts and send them to the appointed conference contact personnel as directed by PGA.
- Field all pre-show calls from exhibitors (via 800#) and process all orders; ExpoBadge will e-mail market, or fax market ExpoBadge products and services prior to the show.
- E-mail all exhibitors prior to the "early-bird" deadline, notifying them of the coming deadline in order to secure the best possible pricing.
- Ship the necessary equipment to the show and provide adequate support staff onsite to accommodate servicing the exhibitors at the show (1 person for every 75 orders). ExpoBadge does not use temporary staff at the on-site booth. All staff members are trained thoroughly on the use of all ExpoBadge equipment.
- ExpoBadge on-site staff will provide training to all exhibitors on the use of the equipment. ExpoBadge provides cell phone numbers of all on-site staff to the exhibitors should the need for servicing arise during show hours. Otherwise, there is a staff person at the Lead Retrieval service counter at all times during show hours.
- Lists of standard "electronic notes" are provided complimentary to each exhibitor. ExpoBadge will customize electronic notes for any exhibitor at the pricing listed below.
- Be responsible for distributing all equipment; processing on-site orders, collecting all equipment from the exhibitors, as well as shipping the equipment back to ExpoBadge offices.
- Handle all post-show questions regarding the use of data by exhibitors after the show and any payment questions from exhibitors.
- Produce an analysis of the use of the lead retrieval equipment within five (5) days of the close of the show.

## PGA will:

- PGA will produce badges with a 1D barcode that meet ExpoBadge's specifications for quality and data structure. Even though EB is providing the software, hard copy samples are required on original badge stock. Once all changes are complete and the 1D barcode meets ExpoBadge's standards, a BPA (Badge Production Authorization) will be issued. Sample badges should be received no later than **April 27, 2012**. Please provide minimum of five (5) samples.
  
- Provide one badge holder from each category by **April 27, 2012**.
- Provide a sample registration database in .xls format that includes all fields to be included in the exhibitor leads files. Sample due **April 7, 2012**.
- Provide ExpoBadge with the contact name of the person working with the show contractor responsible for including the ExpoBadge exhibitor products order form in the Exhibitor Service kit at least two (2) weeks prior to the first mailing of the Exhibitor Service kit.
- Provide ExpoBadge a list of exhibiting companies in digital format by **Friday, February 24, 2012** and an updated list by **as exhibitors sign on**. Exhibitor Lists should include the following information:  
Contact Name, Title, Company Name, Address 1, Address 2, Address 3, City, State, Zip, Country, Phone, Fax, E-Mail Address, Alt E-Mail Address, Booth Number, Booth Size
- PGA will provide a complimentary hotel room for the lead retrieval onsite staff person.
- Provide a secure area in the exhibitor services area of the exhibit hall with the following requirements:
  - 1) One (1) service counters with headers labeled "Exhibitor Lead Retrieval"
  - 2) Electrical power: Two (2) 110 Vt. Outlets
  - 3) One (1) eight ft. draped tables
  - 4) One (1) chair
  - 5) One telephone line, plus instrument. (Long distance charges will be billed to ExpoBadge).
  - 6) Internet connection

**EXHIBITOR PRICING FOR EB PRODUCTS AND SERVICES ARE AS FOLLOWS:**

All pricing includes exhibitor training and maintenance services; and does not include 8.75% sales tax.

ExpoBadge Lead Retrieval Equipment	Discount Deadline: May 7, 2012	Regular Pricing: May 8, 2012
<b>Handheld Scanners:</b> <i>(Battery operated scanners; no electricity required)</i>		
<b>ExpoBadge Mobile e-Lead</b>	<b>\$260</b>	<b>\$290</b>
<b>ExpoBadge Mobile e-Lead+</b>	<b>\$285</b>	<b>\$315</b>
<b>ExpoBadge Select</b>	<b>\$330</b>	<b>\$360</b>
<b>ExpoBadge Extras:</b>		
<b>Delivery, Setup, and Training</b>	<b>\$95</b>	<b>\$125</b>
<b>Personalized Action Codes:</b> <i>(Up to 20 action codes specific to your needs)</i>	<b>\$75</b>	<b>\$100</b>
<b>USB Flash Drive:</b>	<b>\$100</b>	<b>\$125</b>

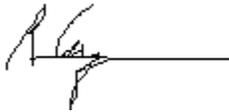
**Terms and Conditions**

It is understood that this is a working agreement; the above agreement may be amended at any time with the consent of both parties.

Prices in this contract are guaranteed if the contract is executed by both parties **February 20, 2012**. After this date, a recalculation of prices based on product availability will be necessary.

**Offered by:**

**Accepted by:**



\_\_\_\_\_  
Rosie Carrigan  
VP, Sales  
ExpoBadge, Inc.

2/10/12  
Date

\_\_\_\_\_  
Barry Kaplan  
PGA

\_\_\_\_\_  
Date