Product Showcase Information

FileMaker Developer Conference is targeted at solving attendees' most urgent and critical problems, giving them hot new ideas, and showing them how to achieve the greatest success with FileMaker Pro and related technologies. From the Product Showcase to the session rooms, they'll learn exactly what's important (and what's not), and how to make it all work right now. The FileMaker Developer Conference gives you access to anyone involved in creating innovative solutions using FileMaker Pro for Windows or Mac OS. Conference attendees include software developers, technical managers, power users, corporate and government programmers, commercial developers, IT/IS staff and management, independent consultants, and trainers.

The Product Showcase is the place to display your innovative products and services. Since the showcase is open during multiple days of the conference, there is ample time to give in-depth information on your product and/or service. Don't miss this unique opportunity to reach these targeted decision makers and show them what's new and how you can help assist with their ever changing needs.

FileMaker Developer Conference attendees guide their companies with new ideas. They want to learn about innovative products, services and technologies. To show them your company's best, become an exhibitor. You'll reach the people who really matter; the pacesetters who drive their companies to ever-better solutions and ROI. That's who attends the FileMaker Developer Conference and that's who you'll meet as an exhibitor. Attendees are looking forward to meeting you!

Conference Dates

August 15 - 18, 2010
(Sunday - Wednesday)

Product Showcase Dates

August 15 - 18, 2010

Sheraton San Diego Hotel & Marina

San Diego, CA

Exhibitor Package Includes:

One 8′ X 10′ Booth Space

- One Internet Connection
- Two high chairs
- One Wastebasket
- Two Exhibitor Only Badges
- 500 Watts of Electrical Power
- One Demo Height Draped Table
- Exhibitor Lead Retrieval

(Exhibitor only badge includes access to the Product Showcase, Breakfasts, Buffet Lunches, Welcome Reception, Refreshment Breaks, and DevCon Dinner Party.)

Company Listing in the Conference Binder

Each attendee receives a copy of the exclusive FileMaker Developer conference binder. The conference binder becomes their personalized technical reference as they plan their own conference learning program. Your company information will be listed in the "Product Showcase" section of the binder.

One Full-Page Black & White Ad in Conference Binder

Each attendee receives a copy of the exclusive FileMaker Developer conference binder. The conference binder becomes their personalized technical reference as they plan their own conference learning program. A special section is devoted to the Product Showcase where attendees can learn what your company has to offer. A full page black and white ad from each exhibitor will be included in the conference binder.

Company Listing And Product Content on Conference Resource CD

Each attendee receives this Conference Resource CD packed with information on session presentations, examples, and your company's listing, logo and URL link as well as up to 30MB of your product info. Attendees reference this CD for months after the conference.

Logo On The Event Web Page

(placed on conference web site when payment is received)

Logo in Conference Brochure

Booth payment received by **February 1, 2010** will be eligible to get a logo placement in the printed conference brochure. The conference brochure is sent to thousands of FileMaker customers worldwide.

Materials Specifications

Logo

- EPS file with fonts converted to outlines
- Adobe Illustrator CS
- MAC created files are preferable

Full-Page Black & White Ad in Conference Binder*

(Product Showcase Section)

- Black & White Ad
- Live Area: 7"x 10"
- Format: pdf
- Trim Size: 8 1/2"w x 11"h
- Screen Size: 85 line

Company Listing in Conference Binder*

Please submit the following information:

- Company name
- Fax
- 50-word summary
- Address
- Email address
- Phone
- Company URL

Product Demo On Conference Resource CD

- Demo must be 30MB maximum
- Content can be a product demo, PowerPoint, pdf, a specific link to your Website.

All ads and CD content are subject to approval by FileMaker, Inc. Please send your ad in ASAP so there is time for you to make corrections if needed.

Let's Check Out !

Exhibitor Package

I would like to purchase a booth(s) @ **$2,400** each. (TT204LL/A)

Name of Company: _____

Qty._____ Total Cost: _____

Exhibitor Only Badges

(*INCLUDED with package*): Please print.

1. Name _____

2. Name _____

Upgrade Exhibitor Only Badge To Full Conference Pass:

(*Must be a full-time employee on company payroll of exhibiting company*)

I would like to upgrade my exhibitor only badge to a full conference badge @ **$695.00** each (TT201LL/A)

1. Name _____

2. Name _____

Qty. _____Total Cost: _____

Additional Exhibitor Only Badges:

I would like to purchase Additional Exhibitor only badges at **$450.00** each (TT202LL/A)

1. Name _____

2. Name _____

3. Name _____

Qty. _____Total Cost: _____

Full Conference Passes

(Must be a full-time employee on company payroll of exhibiting company)

I would like to purchase Full Conference Passes @ **$995.00** each (TT203LL/A)

1. Name _____

2. Name _____

3. Name _____

Qty. _____Total Cost: _____

Upgrade full-page B/W ad in conference binder to 4-Color

I would like to purchase an upgrade @$750 each (TT205LL/A)

Qty. _____Total Cost: _____

Conference bag insert

I would like to purchase an insert @$800 each (TT206LL/A)

Qty. _____Total Cost: _____

Payment Information:

Primary Contact _____

Company _____

Address _____

City _____ State/Province_____

Zip/Postal Code_____

Contact Person/Title_____

Phone _____

Fax_____

E-mail _____

Please charge $_____ to the following credit card.

AMEX VISA MASTERCARD DISCOVER

Card # _____

Exp Date _____

Security Code _____

Card Holder Name _____

Billing Address _____

City State/Province _____

Zip/Postal Code _____

Country_____

_____ I would like to pay by check Total: $ _____

FileMaker, Inc.
Attn: FileMaker Developer Conference 2010
5201 Patrick Henry Drive M/S C-15
Santa Clara, CA 95054

_____ I would like to pay with a Purchase Order (PO), my PO is included:

PO#_____

FileMaker requires Net 30 terms. (U.S. only)

I understand that the total is due upon receipt of invoice and my contract is not final until payment in full has been received. **Please make check payable to: FileMaker, Inc.** If agreement is received after booth space is sold out, Exhibitor will be notified immediately and will be under no obligation to perform under this contract. This agreement is binding and expires on August 11, 2010 Cancellations on or before **June 11, 2010** are subject to a charge of **50%** of booth space fee. Cancellations and "no shows" received after **June 11, 2010** will be charged entire product showcase package fee. Payment must be received on or before **May 23, 2010** or product showcase materials will not be accepted and your company will not be listed in the conference binder or on any other conference related materials. Terms and conditions (page 9) must be initialed and returned with this agreement.

By signing this agreement you agree to the terms and conditions.

Signature_____

Print Name _____

Title_____Date_____

Booth Info:

Booth Placement

Location cannot be guaranteed **until full payment is received** and is on a first-come first-served basis. FileMaker, Inc. will give first choice of booth placement to the company who pays first. Second choice of booth placement will be given to the company who pays second and so on.

Booth ID Sign

This ID sign is only for booth identification purposes. ID sign is 7" x 44", all caps, one line, and 40 letters max.

Print here: _____

Important Dates

February 1, 2010	Deadline for payment and logo submission to get in the conference brochure.
May 23, 2010	Payment in Full. All ads due for conference binder and conference CD.
June 11, 2010	Cancellation Deadline Date
August 15, 2010	Exhibitor Move-In **Please note: 12 noon – 7pm only** **Welcome Reception: 8pm – 9:30pm**
August 18, 2010	Exhibitor Move-Out: 3:30pm – 5:00pm

*REMINDER: All ads and CD content are subject to approval by FileMaker, Inc. Please send your ad in ASAP so there is time for you to make corrections if needed.

All product showcase materials must be submitted on or before **May 23, 2010** to:
shari_martinez@filemaker.com

Please mail completed Product Showcase Agreement with payment to:

FileMaker, Inc.
Attn: FileMaker Developer Conference 2010
5201 Patrick Henry Drive M/S C-15
Santa Clara, CA 95054

Or Fax to 408.987.7358
Or Email to shari_martinez@filemaker.com

Schedule at a Glance

Saturday, August 14, 2010

Conference Registration	5:00 pm	-	8:00 pm

Sunday, August 15, 2010

Conference Registration	8:00 am	-	5:00 pm
Exhibitor Move-In	12:00 pm	-	7:00 pm
Pre-Conference Seminars	8:00 am	-	5:30 pm
Keynote	6:30 pm	-	8:00 pm
Welcome Reception (In Product Showcase)	8:00 pm	-	9:30 pm

Monday, August 16, 2010

Conference Registration	7:00 am	-	5:00 pm
Breakfast	8:00 am	-	9:00 am
Conference Sessions	9:00 am	-	6:00 pm
Product Showcase Open	8:00 am	-	6:00 pm
Lunch	12:00 pm	-	1:30 pm
Afternoon Refreshment Break	2:45 pm	-	3:15 pm

Tuesday, August 17, 2010

Breakfast	8:00 am	-	9:00 am
Conference Sessions	9:00 am	-	6:00 pm
Product Showcase Open	8:00 am	-	6:00 pm
Lunch	12:00 pm	-	1:30 pm
Afternoon Refreshment Break	2:45 pm	-	3:15 pm
DevCon Dinner Party (Off Property)	7:00 pm	-	10:00 pm

Wednesday, August 18, 2010

Breakfast	8:00 am	-	9:00 am
Conference Sessions	9:00 am	-	4:30 pm
Product Showcase Open	8:00 am	-	3:15 pm
Lunch	12:00 pm	-	1:30 pm
Closing Session	5:00 pm	-	6:00 pm
Exhibitor Move-Out	3:30 pm	-	5:00 pm

Tentative schedule, subject to change.

Terms and Conditions

1. Exhibitor Registration: Exhibitor representatives are restricted to personnel engaged in the display, demonstration, application or sale of the company's product or services in the Showcase area. Booth personnel shall wear "Exhibitor" badge identification furnished by Producer, and agree to be bound by the rules and regulations as may be established from time to time by the Producer.

2. Payment must be received in full before fulfillment of items included with exhibit package can begin. Payment must be received on or before May 23, 2010 or exhibitor materials will not be accepted. All exhibitor materials are due May 23, 2010. Payments will NOT be accepted onsite.

3. Exhibitor Cancellation: In the event of a cancellation on or before June 11, 2010 the Exhibitor is liable for fifty percent (50%)of the total booth space cost. One hundred percent (100%)of the cost of exhibit space is due in the event of cancellation or "no show" **after June 11, 2010**. Failure to make full payment of deposit or exhibit space rental fee prior to the event will subject Exhibitor to cancellation of Contract, and forfeiture of deposit. So that Exhibitor may plan accordingly Conference Producer will disclose expected attendance two weeks prior to event. Conference Producer does not guarantee attendance figures and attendance is not cause for Exhibitor cancellation or adjustment.

4. Use of Space: Exhibitor may not sublet, assign, or apportion any part of the space allotted, nor represent, advertise or distribute literature for the product or services of any other firm or individual except as approved in writing by Producer. Marketing activities and distribution of literature and products may only occur in exhibit space assigned to Exhibitor.

5. Restrictions: Producer reserves the right to restrict exhibits which, because of noise, method of operation, or any other reason, become objectionable or otherwise detract from, or are out of keeping with the character of the Product Showcase as a whole. This right extends to materials the Producer may deem objectionable or out of keeping with the character of the event as a whole. No person under 18 years of age will be allowed on exhibit hall floor at any time.

6. Union Labor: Exhibitors are required to observe all union contracts in effect between Producer, the official contractors, the conference facility and various labor organizations.

7. Shipping & Receiving: Contracted decorating company must do all shipping and receiving. All shipments sent directly to hotel will be refused and/or forwarded to decorating company. Exhibitor will be responsible for any related storage and/or drayage fees assessed by decorating company.

8. Liability: Exhibitor agrees to indemnify, defend and hold FileMaker Inc. and all their officers, employees, or agents acting for it in the management of the Conference harmless from and against all losses, damages, liabilities and claims relating to its use of space and its participation in the Conference and/or any negligence or willful misconduct on the part of Exhibitor, its employees and agents. The Exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of Exhibitor 's activities on the Resort premises and will indemnify, defend, and hold harmless the Resort, its owner, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims.

9. Insurance: Exhibitor shall obtain and maintain in effect (a) an insurance policy of Commercial General Liability form with a combined single limit of $1,000,000 for bodily and/or personal injury or death and property damage, and (b) Workers' Compensation coverage with statutory limits. Such insurance coverage shall name FileMaker, Inc. as additional insured as their interests may appear, covering the activities of Exhibitor in connection with the Conference. Exhibitor must provide Producer with certificates of insurance evidencing these policies.

10. Property: Exhibitor agrees to assume risk of loss for its property and agrees to waive any and all claims and hold Producer harmless from and against any loss of, damage to, or disappearance of such property.

11. Taxes and Licenses: Vendor shall be responsible for obtaining any licenses, permits or approvals required under local or state law applicable to their activity in the Product Showcase, which includes any music or other licenses required by ASCAP, BMI and other copyright owners and agents. Vendor shall be responsible for obtaining any tax identification numbers and paying all taxes (including sales tax), license fees or other charges that shall become due to any government authority in connection with their activity in the Product Showcase.

12. Non-Compete: Exhibitor may not in any way market, promote, or mention products or services that are deemed by Producer to compete with its own products and services, or other business activities producer may identify. Violation of this condition will be deemed "cancellation for cause, "and result in immediate ejection from the Product Showcase and Conference, loss of all benefits specified in this contract, and forfeit of all monies paid to Producer. Producer reserves the right to decline exhibit space if, in Producer's judgment, the products and/or services to be marketed and/or demonstrated are unrelated to or inappropriate for the conference, or for any other reason.

13. Other Activities: Seminars, classes, and other meetings for attendees at the Conference hotel are prohibited two days prior through two days after the conference dates.

14. Collateral Distribution: Exhibitor is responsible for all shipping charges associated with collateral to be distributed to attendees, such as attendee briefcases, literature kiosks and other sponsored events. Exhibitor is responsible for insuring that all collateral to be distributed arrive in a timely manner, as outlined in the attached contract. Producer is not responsible for distributing collateral that arrives after the said due date. Late and/or lost shipments are not cause for refund or make good by Producer.

15. Deadlines & Mechanical Specifications: Exhibitor is responsible for insuring that all deadlines and specifications are met as outlined on the attached contract. Producer will not be responsible for Exhibitor items not submitted according to outlined specifications or received after the deadline. Additional charges may be incurred if specifications and deadlines are not met as outlined by Producer.

16. Conference Cancellation: Producer reserves the right to cancel the conference and terminate all other aspects of this program at any time by refunding all fees paid Exhibitor to Producer. Should Producer terminate this agreement pursuant to the provisions of this section, the Vendor waives claims for damage arising there from. Such cancellation relieves Exhibitor of requirements to perform as described in this contract, with the exception of fulfilled Sponsor benefits prior to cancellation.

17. Contract: This contract is made under and shall be governed by the laws of the state of California in all respects, including matters of construction, validity and performance.

Agreed by: Exhibitor Initials_____ Date_____