

MLSLI
MULTIPLE LISTING SERVICE

10TH ANNUAL TECH FAIR

Integrating Technology To Maximize Profits

THURSDAY, OCTOBER 13, 2011

Crest Hollow Country Club, Woodbury

8 am to 4 pm



**APPLICATION FOR
EXHIBITORS + SPONSORS
+ ADVERTISERS**

MLS Tech Fair is heavily marketed to over 20,000 Realtors in Nassau, Suffolk, Queens and Brooklyn and is expected to be attended by 600 to 700 real estate professionals. It provides local Realtors with access to vendors who can help them make the most out of the latest technology, services and products to use in their business.

Don't miss out on this great opportunity to meet potential new customers.


















Testimonial:

"ShowingTime has a strong and growing customer base on Long Island, and coming to this event every year has contributed to that growth. It allows us to meet with customers to update them on new products, and engage with other agents and offices who are looking for showing management and feedback solutions. We wouldn't miss it!"

Tom Denk, Director of Marketing - ShowingTime

For complete information about the event, visit **www.MLSTechFair.com**.

BECOME A SPONSOR - SPONSORSHIP OPPORTUNITIES

| | | | |
|---|-----------------------|------------------|--|
|  | Platinum Sponsor | SOLD | \$5,000 – Afternoon Wrap-up Session Sponsor with Laptop Grand Prize giveaway where you announce the winner. Includes exhibit hall table, full-page color ad in tech fair program, your company name displayed on wall banner and easel sign, post-tech fair publicity to include 2-month banner ad on Stratus MLS (\$600 value). |
|  | Platinum Sponsor | SOLD | \$5,000 – Aluminum Water Bottle for each attendee branded with your company logo. Includes exhibit hall table, full-page color ad in Tech Fair Program, your company name displayed on wall banner and easel sign, post-tech fair publicity to include 2-month banner ad on StratusMLS (\$600 value). |
|  | Gold Sponsor | SOLD | \$3,500 - Thermal Lunch Box Sponsor for each attendee with your company name and logo. Includes exhibit hall table, 1/2 page color ad in tech fair program, your company name displayed on wall banner and easel sign, post-tech fair publicity to include 2-month banner ad on Stratus MLS (\$600 value). |
|  | Gold Sponsor | SOLD | \$3,500 - Tote Bag Sponsor for each attendee with your company name & logo. Includes exhibit hall table, 1/2 page color ad in tech fair program, your company name displayed on wall banner and easel sign, post-tech fair publicity to include 2-month banner ad on Stratus MLS (\$600 value). |
|  | Gold Sponsor | AVAILABLE | \$3,500 - Lanyard Sponsor for each attendee with your company name & logo. Includes exhibit hall table, 1/2 page color ad in tech fair program, your company name displayed on wall banner and easel sign, post-tech fair publicity to include 2-month banner ad on Stratus MLS (\$600 value). |
|  | Gold Sponsor | SOLD | \$3,500 - Keynote Sponsor with Apple iPad Giveaway where you announce the winner. Includes exhibit hall table, 1/2 page color ad in tech fair program, your company name displayed on wall banner and easel sign, post-tech fair publicity to include 2-month banner ad on Stratus MLS (\$600 value). |
|  | Silver Sponsor | AVAILABLE | \$2,500 – Morning Break Sponsor with Desktop PC Giveaway where you announce the winner. Includes exhibit hall table, 1/2 page color ad in tech fair program, your company name displayed on wall banner and easel sign, post-tech fair publicity to include 1-month banner ad on Stratus MLS (\$300 value). |
|  | Silver Sponsor | AVAILABLE | \$2,500 – Morning Session Sponsor with High Definition TV Giveaway where you announce the winner. Includes exhibit hall table, 1/2 page color ad in tech fair program, your company name displayed on wall banner and easel sign, post-tech fair publicity to include 1-month banner ad on Stratus MLS (\$300 value). |
|  | Silver Sponsor | AVAILABLE | \$2,500 – Mouse Pad for each attendee branded with your company logo. Includes exhibit hall table, 1/2 page color ad in tech fair program, your company name displayed on wall banner and easel sign, post-tech fair publicity to include 1-month banner ad on StratusMLS (\$300 value). |
|  | Silver Sponsor | AVAILABLE | \$2,500 – House Shaped Measuring Tape Keychain for each attendee branded with your company logo. Includes exhibit hall table, 1/2 page color ad in tech fair program, your company name displayed on wall banner and easel sign, post-tech fair publicity to include 1-month banner ad on StratusMLS (\$300 value). |
|  | Silver Sponsor | AVAILABLE | \$2,500 – Lunch Break Sponsor with Digital Camera with HD photos and Wide Angle Lens plus photo printer giveaway where you announce the winner. Includes exhibit hall table, 1/2 page color ad in tech fair program, your company name displayed on wall banner and easel sign, post-tech fair publicity to include 1-month banner ad on Stratus MLS (\$300 value). |
|  | Bronze Sponsor | AVAILABLE | \$1,500 – Smoothie Sponsor at the wrap-up for each attendee. Includes exhibit hall table, 1/4 page color ad in tech fair program, your company name displayed on wall banner and easel sign, post-tech fair publicity to include 1-month banner ad on Stratus MLS (\$300 value). |
|  | Bronze Sponsor | AVAILABLE | \$1,500 – Mini Flashlight Key Ring for each attendee branded with your company logo. Includes exhibit hall table, 1/4 page color ad in tech fair program, your company name displayed on wall banner and easel sign, post-tech fair publicity to include 1-month banner ad on StratusMLS (\$300 value). |
|  | Bronze Sponsor | SOLD | \$1,500 – iPod Giveaway Sponsor at the wrap-up. Includes exhibit hall table, 1/4 page color ad in tech fair program, your company name displayed on wall banner and easel sign, post-tech fair publicity to include 1-month banner ad on Stratus MLS (\$300 value). |
|  | Bronze Sponsor | AVAILABLE | \$1,500 – Food & Beverage Co-Sponsor. Includes exhibit hall table, 1/4 page color ad in tech fair program, your company name displayed on wall banner and easel sign, post-tech fair publicity to include 1-month banner ad on Stratus MLS for marketing purposes (\$300 value). |
|  | Hot Breakfast Sponsor | AVAILABLE | \$1,000 – Hot Breakfast With The Hot Experts Co-Sponsor. Includes 2 attendees at the early morning breakfast with the industry leaders prior to the start of the Tech Fair with your company getting recognition as a sponsor plus exhibit table in the breakfast room. Also includes exhibit hall table, 1/4 page color ad in tech fair program, your company name displayed on wall banner and easel sign, post-tech fair publicity to include 1-month banner ad on StratusMLS for marketing purposes (\$300 value). |
|  | Early Bird Sponsor | SOLD | \$750 - Early Bird Registrants sponsor of Pocket Camcorder giveaway, 1/4 page color ad in tech fair program. Your company name displayed on wall banner and easel sign. |

✦ BECOME AN EXHIBITOR

Each Exhibitor Fee is \$425 and includes:

- 8' table with skirting and two chairs
- Up to 3 passes for your staff attendees which include Continental Breakfast and box lunch.
(Any staff attendees in excess of 3 shall require prior approval by MLSLI and will be charged an additional fee of \$30).
- One page flyer in attendee Tote Bags. For flyers to be included in tote bags, MLS must receive enough copies for each attendee by September 30, 2011.
- Electricity (if needed)
- Your company information in MLS Tech Fair Program and on the MLS Tech Fair website

***Note:** Wireless Internet will be available to those who need it but we suggest you bring your own wireless air card.

✦ ADVERTISING OPPORTUNITIES

| | | |
|------------------------------------|-------|-----------|
| Full Back Cover of Program | \$650 | AVAILABLE |
| Full Inside Front Cover of Program | \$500 | AVAILABLE |
| Full Inside Back Cover of Program | \$500 | AVAILABLE |
| Full Page Inside of Program | \$350 | AVAILABLE |
| 1/2 Page Inside of Program | \$250 | AVAILABLE |
| 1/4 Page Inside of Program | \$175 | AVAILABLE |

For more info, contact us at **631-661-4800 ext.349**
or email **techfair@mlsli.com** or visit **www.MLSTechFair.com**

If you are interested in being an Exhibitor or Sponsor or placing an ad in our Tech Fair Program, please fill out the application and read our [Terms and Conditions](#) on the following pages.



EXHIBITOR, SPONSOR, + ADVERTISER APPLICATION

Contact: _____ Email: _____

Company Name: _____
(Enter EXACTLY as you wish it to appear in Tech Fair Program)

Street Address _____

City _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Attendees Names: (limit to 3) _____

Website URL: _____ Email: _____

Facebook: _____ Twitter: _____

Please enter your company/product description below (please print clearly) and email your company logo to us at **TechFair@MLSLI.com**. You may email us your company/product description and such email will be considered as part of this agreement.

EXHIBITOR REQUEST

☐ I am interested in being an Exhibitor.

Note: Please indicate the # of tables you wish to reserve @ \$425.00 per table _____

Please indicate if you will require: Electric YES ☐ or NO ☐ Wireless Internet Access YES ☐ or NO ☐

SPONSORSHIP REQUEST

☐ I am interested in being a Sponsor.

Please indicate which Sponsorship opportunity you are interested in:

- | | |
|---|--|
| SOLD <input type="checkbox"/> Platinum \$5,000 (Afternoon Wrap-up Session Sponsor) | <input type="checkbox"/> Silver \$2,500 (House Measuring Tape Keychain) |
| SOLD <input type="checkbox"/> Platinum \$5,000 (Aluminum Water Bottle Sponsor) | <input type="checkbox"/> Silver \$2,500 (Lunch Break Sponsor) |
| SOLD <input type="checkbox"/> Gold \$3,500 (Thermal Lunch Box Sponsor) | <input type="checkbox"/> Bronze \$1,500 (Smoothie Sponsor) |
| SOLD <input type="checkbox"/> Gold \$3,500 (Tote Bag Sponsor) | SOLD <input type="checkbox"/> Bronze \$1,500 (iPod Sponsor) |
| <input type="checkbox"/> Gold \$3,500 (Lanyard Sponsor) | <input type="checkbox"/> Bronze \$1,500 (Mini Flashlight Key Ring Sponsor) |
| SOLD <input type="checkbox"/> Gold \$3,500 (Keynote Session Sponsor) | <input type="checkbox"/> Bronze \$1,500 (Food & Beverage Co-Sponsor) |
| <input type="checkbox"/> Silver \$2,500 (Morning Break Sponsor) | <input type="checkbox"/> Hot Breakfast \$1,000 (Hot Breakfast Co-Sponsor) |
| <input type="checkbox"/> Silver \$2,500 (Morning Session Sponsor) | SOLD <input type="checkbox"/> Early Bird \$750 (Early Bird Registrants Sponsor) |
| <input type="checkbox"/> Silver \$2,500 (Mouse Pad Sponsor) | |

ADVERTISING REQUEST

- | | |
|---|---|
| <input type="checkbox"/> Full Back Cover of Program- \$650 | <input type="checkbox"/> Full Page Ad Inside of Program - \$350 |
| <input type="checkbox"/> Full Inside Front Cover of Program - \$500 | <input type="checkbox"/> 1/2 Page Inside of Program - \$250 |
| <input type="checkbox"/> Full Inside Back Cover of Program - \$500 | <input type="checkbox"/> 1/4 Page Inside of Program - \$175 |

✦ Terms + Payment Method

Select your payment method:

Check: ☐ Please make check payable to: **Multiple Listing Service of LI, Inc.**

Mail to:
300 Sunrise Highway
West Babylon, NY 11704

Credit card: ☐ MasterCard ☐ Visa ☐ American Express ☐ Discover

Card#: _____ Expiration Date: _____

Name on Card (please print): _____

Cardholder's Signature: _____

Upon acceptance by MLS, a copy of this form will be returned to you. By signing below, you agree to abide by the Terms and Conditions on the following pages which are made a part of this contract.

Authorized Exhibitor, Sponsor, and/or Advertiser Signature :

_____ Date: _____

Print Name and Title : _____

Event Approval : _____ (MLS Use)

Please fax completed form to MLS at 631-321-4953.

Terms and Conditions:

1. APPLICATION AND ELIGIBILITY. Application for exhibitor space, sponsorship or advertisement at the Multiple Listing Service of Long Island, Inc (hereinafter, "MLSIL") 2011 Tech Fair (hereinafter, "Tech Fair") must be made on the printed form provided by MLSIL, contain the information as requested and be executed by an individual who has the authority to act for the applicant. MLSIL reserves the absolute right to decline any application for any reason, if, in MLSIL's judgment, the products or services to be shown or demonstrated are not applicable to the real estate business, are unreasonably duplicative of services or products offered by or available from MLSIL, or are inconsistent with the stated purpose and mission of MLSIL and the interests and welfare of its members and participants. MLSIL further reserves the right in its sole discretion to limit the types of companies and products represented at its trade show, and accept or reject applications based on space limitations and to assign booth space as it deems appropriate

2. ASSIGNMENT OF Exhibitor SPACE. All space assignments shall be made by MLSIL, in its sole discretion, and MLSIL reserves the right to change all booth assignments as it deems appropriate.

3. EXHIBITOR FEE. The price for each exhibitor space will be \$425 and includes:

- 8' table with skirting and two chairs
- Electricity (if needed)
- Complimentary passes for 3 of your staff to attend the Tech Fair including Continental Breakfast and box lunch
- Your company information listed in our Tech Fair Program and on our website, www.mlstechfair.com
- One-page flyer in attendee Tote Bags. (For flyers to be included in tote bags, MLS must receive enough copies for each attendee by September 30, 2011.)

Note: Wireless Internet will be available but we suggest you bring your own wireless air card.

Note: Sponsorship and Advertising opportunities and pricing are set forth on the application and are incorporated herein by reference.

4. EXHIBITOR STAFF. MLSIL reserves the right, in its absolute discretion, to impose reasonable limitations on the number of exhibit staff within an exhibit and encourages Exhibitor to obtain approval for the number of staff prior to the event.

5. PAYMENT DATES. No exhibitor space will be assigned or guaranteed until MLSIL has received your exhibitor fee along with the signed application and until such time as your application has been approved by MLSIL. Only those companies receiving approval and confirmation from MLSIL and having made full payment by September 2, 2011 will be listed in the Tech Fair Program.

6. CANCELLATION. In the event Exhibitor notifies MLSIL of Exhibitor's intent to repudiate this contract after acceptance but prior to September 9, 2011, MLSIL shall be entitled to retain fifty percent (50%) of the full exhibit space fee as liquidated damages and not as a penalty. If MLSIL receives such notice of the Exhibitor's repudiation after September 9, 2011, MLSIL reserves the right to retain the full exhibit space fee as liquidated damages and not as a penalty, and to resell or reassign the booth space.

In the event Sponsor or Advertiser notifies MLSIL of its intent to repudiate this contract after acceptance, MLSIL reserves the right to retain the full fee as liquidated damages and not as a penalty.

7. FAILURE TO OCCUPY SPACE. Any booth space not occupied at the Crest Hollow Country Club by 9:00 a.m., Thursday, October 13, 2011, shall be forfeited by the Exhibitor, and space may be resold, reassigned, or used by MLSIL or exhibit staff without refund, unless a request for delayed occupancy has received prior approval of MLSIL. Failure to notify MLSIL of cancellation prior to 9:00 a.m., Thursday October 13, 2011, may be cause for denial of exhibit space in future trade expositions.

8. CANCELING EXHIBIT. If for any cause beyond the control of MLSIL, such as, but not limited to, the destruction of the exhibit facilities by an Act of God, the public enemy, authority of law, fire or other force majeure, or boycotts, strikes or other labor disputes, cancellation of Tech Fair for reasons beyond MLSIL's reasonable control, MLSIL is unable to comply with the terms of this Contract and deliver the space allotted hereunder, this Contract shall be considered terminated and any payments made hereunder by Exhibitor, Sponsor or Advertiser shall be refunded to Exhibitor, Sponsor or Advertiser less expenses incurred by MLSIL to the date of the termination. Such incurred expenses shall be allocable to Exhibitor, Sponsor or Advertiser after pro-ration thereof among all Exhibitors, Sponsors and Advertisers.

9. INSTALLATION AND REMOVAL OF EXHIBITS. The exhibit hall will become available between 6:00am and 7:30am, Thursday, October 13, 2011 for exhibit space setup. All exhibits must be fully set up and ready by 7:30am on Thursday, October 13, 2011. Exhibitors will not be permitted to dismantle or to begin to dismantle prior to the close of the Tech Fair at 4:00pm.

10. INSURING THE EXHIBITS. Exhibitor is encouraged to insure its exhibits, merchandise and display materials against theft, fire, etc., at their own expense. It is suggested by MLSIL that Exhibitor contact Exhibitor's insurance broker and obtain all risk insurance covering exhibit property while absent from home premises for exhibit purposes, or a rider to Exhibitor's existing policy covering same.

11. SOUND/MUSIC/LICENSING. In general, exhibitors may use sound equipment in their booth as long as the noise level does not disrupt the activities of neighboring exhibitors.

SPECIAL WARNING: If the noise level is still disruptive after MLSIL warnings, your equipment responsible for the noise violation

will be disconnected/removed for the duration of the show.

A) Exhibitor, Sponsor or Advertiser warrants further that it is the sole owner of all copyrighted materials appearing in its exhibit space, or in the alternative, that it has obtained appropriate licenses to display such materials.

B) Exhibitor, Sponsor or Advertiser agrees to defend, indemnify, save and hold MLSLI harmless from and against all claims brought against MLSLI arising out of any alleged breach of the warranties made in this paragraph 11.

12. SECURITY. Reasonable precautions are taken to protect property, but MLSLI cannot and does not insure the safety of persons or the protection of property.

13. LIABILITY FOR DAMAGES OR LOSS OF PROPERTY. Exhibitors, Sponsors and Advertisers agree to protect, defend, indemnify and hold harmless MLSLI and its Participants, officers, directors, employees, agents, and affiliates, and the Crest Hollow Country Club (collectively, the "Indemnitees") from any and all liability, loss, damage, or expense including court costs and attorneys fees by reason of any injury or injuries sustained by any persons or property or loss of property or income which might be derived therefrom occurring in or about the exposition premises or entrances thereto or exists therefrom, including, but not limited to, that caused by or resulting from breach of the terms and conditions and representations made by Exhibitor, Sponsor and/or Advertiser written in this contract including violations of the Americans with Disabilities Act. Indemnitees shall not be responsible or liable for any injury, loss, or damage to any property or person brought in by the Exhibitor, Sponsor and/or Advertiser or otherwise located in the exposition premises. Exhibitors, Sponsors, and Advertisers assume all responsibility for its products, materials, and/or services and the actions by any of its employees or agents occurring immediately before, during, or after the Tech Fair.

14. UNACCEPTABLE EXHIBITS. The Exhibitor, Sponsor and Advertiser agrees not to utilize any displays which MLSLI determines, in its absolute discretion, would endanger the person or property of the attendees or of the Exhibitors, are in bad taste, are liable to discredit or subject MLSLI to criticism or legal liability, are inconsistent with the stated purposes of MLSLI and the interest and welfare of its members, are inimical to the property rights of MLSLI, or violate any other provision of this Contract. In the event MLSLI determines at any time that any exhibit or advertisement may/or does violate this paragraph and the Exhibitor, Sponsor, or Advertiser is unable or unwilling to cure or correct such violation, MLSLI may terminate this Contract and prevent erection of the exhibit or display of the advertisement or may remove or cause the exhibit or advertisement to be removed at the Exhibitor's, Sponsor's, or Advertiser's expense, and Exhibitor, Sponsor, and Advertiser hereby waives any claim for refund of the exhibit booth or advertisement or other damages arising out of such termination and/or exhibit or advertisement removal. If Exhibitor, Sponsor, or Advertiser is uncertain whether an exhibit or advertisement is in compliance with all regulations and requirements, contact MLSLI.

15. SUBLETTING BOOTH SPACE AND ARTICLE OF EXHIBIT. The Exhibitor or Sponsor may not assign, sublet, or apportion all or any part of its contracted booth space, nor may Exhibitor or Sponsor cause or permit the advertisement, display, promotion, sales or marketing of products or services in its booth(s) other than those manufactured, distributed or sold by the Exhibitor or Sponsor in the regular course of business and identified in this contract. Exhibitor or Sponsor may change, add or delete a product or service to be displayed in its booth only with MLSLI's permission.

16. ADVERTISING MATERIAL. The Exhibitor, Sponsor, and Advertiser agrees that the use or distribution of any advertising material or souvenirs during the conference shall be subject to prior written approval by MLSLI. Except as otherwise provided, MLSLI shall not endorse, support or be liable for the claims made by the Exhibitors, Sponsors, or Advertisers as to the qualities or merits of their products or services, and no advertising or mention shall indicate, claim or suggest such endorsement or support. All handouts must be distributed from within the exhibit booth(s).

17. MISCELLANEOUS. The Exhibitor, Sponsor, and Advertiser expressly agrees to be bound by all the terms, conditions and specifications herein and as from time to time thereafter modified, and expressly agrees that this Contract contains the entire agreement between the parties hereto and supersedes any prior agreement, written or oral. This Contract shall be interpreted under the laws of the State of New York.

18. RESERVATION OF RIGHT TO MAKE CHANGES. Any matters not specifically covered herein are subject to decision by MLSLI. MLSLI reserves the right to make such changes, amendments and additions as considered advisable for the proper conduct of the exhibit, with the provision that all Exhibitors, Sponsors and Advertisers will be advised of any such change.

19. PHOTOGRAPH AND VIDEO TAPING.

While attending the MLSLI 2011 Tech Fair, your picture may be taken or you may be videotaped for informational and/or advertising purposes. Also, your products, product displays, advertisements and/or presentations may be photographed and videotaped. By signing this Application, you consent to the following:

"I consent to have my picture taken and/or video recorded by either video or photography at the Tech Fair. I also consent to have my products, product displays, advertisements, and/or presentations photographed and videotaped. I hereby grant to MLSLI the right to use and publish my likeness, pictures, photograph, products, product displays, advertisements, presentations, and/or video recordings for informational and advertising purposes. I hereby release MLSLI from all claims and liability relating to said photographs and video recordings.

If you do not consent to this paragraph 19, you must notify MLSLI in writing before September 30, 2011. If MLSLI receives such written notice from you, MLSLI will not take photographs or video recordings of you, your products, or advertising.