

Marine Finance 2009

December 1, 2009 • 7:30 am – 5:00 pm • Morial Convention Center • New Orleans, LA

Just Announced! *WorkBoat*, the magazine you trust for all your commercial marine industry news, is holding an executive summit on Dec. 1, 2009, the day prior to the opening of the International WorkBoat Show. The *WorkBoat Executive Summit: Marine Finance 2009* is a one-day event that will provide education and networking opportunities for executives and senior-level marine industry professionals. *Marine Finance 2009* will feature two keynote speakers, two roundtable sessions, a reception and five networking opportunities. To learn more about this new and exciting opportunity, visit www.workboatsummit.com.

PLATINUM SPONSORSHIP (Exclusive)–\$10,000

- Logo and company name in all promotions leading up to WorkBoat Executive Summit. Promotional plan includes:
 - Recognition in full page ads in *WorkBoat* magazine promoting the WorkBoat Executive Summit in September, October, November, December and post-event ad in January
 - One direct mail piece and three email campaigns targeting executives and senior marine industry professionals
 - Prominent recognition in on-site signage at the WorkBoat Executive Summit
 - Company profile and logo on the WorkBoat Executive Summit website
- Two complimentary registration passes to the WorkBoat Executive Summit
- Two hotel nights at the official event hotel for your executives.
- Exclusive sponsor of the Welcome Breakfast
- 5-minute welcome address by your company executive at the morning keynote
- Opportunity to show video-loop on televisions in Summit registration area

RECEPTION SPONSORSHIP–\$7,500

Open to the executive and senior-level marine industry professionals attending the WorkBoat Executive Summit, this exclusive reception will include food and beverage services, networking and much more. We can work with you to theme the event to help meet your marketing objectives.

- Logo and company name in all promotions leading up to WorkBoat Executive Summit. Promotional plan includes
 - One direct mail piece and three email campaigns targeting executives and senior-level marine industry professionals
 - Prominent recognition in on-site signage at the WorkBoat Executive Summit reception
 - Company profile and logo on the WorkBoat Executive Summit website
- One complimentary registration pass to the WorkBoat Executive Summit
- Official host of the reception, opportunity to greet and welcome guests.

LUNCH SPONSORSHIP (Exclusive)–\$5,000

- Logo and company name in all promotions leading up to WorkBoat Executive Summit. Promotional plan includes:
 - One direct mail piece and three email campaigns targeting executives and senior-level marine industry professionals
 - Prominent recognition in on-site signage at the WorkBoat Executive Summit
 - Company profile and logo on the WorkBoat Executive Summit website
- 5-minute address by your company executive at the luncheon keynote
- One complimentary registration pass to the WorkBoat Executive Summit
- Opportunity to distribute literature or promotional items at Luncheon

REFRESHMENT BREAK (2 available)–\$2500

Only 1 left!

- Logo and company name in all promotions leading up to WorkBoat Executive Summit. Promotional plans includes:
 - One direct mail piece and three email campaigns targeting executives and senior-level marine industry professionals
 - Prominent recognition in on-site signage at the WorkBoat Executive Summit
 - Company profile and logo on the WorkBoat Executive Summit website
- One complimentary registration pass to the WorkBoat Executive Summit

SUMMIT PORTFOLIO SPONSOR (Exclusive)–\$4000

Imagine every executive or senior-level marine industry professional attending the WorkBoat Executive Summit carrying your logo - from the moment they check in and months after the show. Upon registration, every attendee will receive a portfolio to carry important materials. Your logo will appear along with the WorkBoat Executive Summit logo. You may also include company literature – what exposure!

SUMMIT PROGRAM MEMORY DRIVE (Exclusive)–\$1500

- Logo featured on memory drive containing speaker presentations from WorkBoat Executive Summit – to be distributed to all attendees
- Opportunity to include pdf brochure on memory drive for all executive and senior-level marine industry professionals attending the WorkBoat Executive Summit

LANYARDS–\$1500

(Sponsor produces lanyards)

Every executive and senior-level marine industry professional attending the WorkBoat Executive Summit is required to wear a name badge throughout the Summit and lanyards are a great way to enhance your brand and increase your visibility. This is an excellent opportunity to ensure that your company's name will literally be in front of every WorkBoat Executive Summit executive and senior-level marine industry professional.

SUMMIT PORTFOLIO PROMOTIONAL INSERT–\$500

Add a promotional item directly into the Summit Bag that is given to each executive and senior-level marine industry professional attending the WorkBoat Executive Summit. Sponsor is responsible for producing inserts. Insert must be no larger than 8 1/2" x 11" subject to approval by conference organizer.

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Step 1: PLEASE PRINT CLEARLY

Company Name: _____

Contact Name: _____

Mailing Address: _____ City: _____

State/Province: _____ Postal/ZIP Code: _____ Country: _____

Telephone: _____

Fax: _____

E-mail: _____ Web Address: _____

Step 2: SELECT SPONSORSHIP OPPORTUNITY

- Platinum Sponsorship \$10,000
(Exclusive)
- Reception Sponsorship \$7,500
- Lunch Sponsorship \$5,000
(Exclusive)
- Refreshment Break \$2,500
(Two available)
- Summit Portfolio Sponsor \$4,000
(Exclusive, cost of portfolio included)
- Program Memory Drive Sponsor \$1,500
(Exclusive, cost of flash drive included)
- Lanyards \$1,500
(Exclusive, sponsor provides lanyards)
- Summit Portfolio Promotional Insert \$500

Only 1 left!

TOTAL ITEMS _____ TOTAL COST \$ _____

Step 3: PAYMENT TERMS AND SIGNATURE

To reserve your sponsorship, complete this form and return it with check or money order in U.S. funds or fax this form as soon as possible to WorkBoat Executive Summit, Attn: Lisa Keller at (207) 842-5509 and follow with payment in the mail. Make checks payable to The International Workboat Show and mail to: PO Box 3126, Boston, MA 02241-3126. Please be sure to reference the invoice number and show code (WBNO2009). The sponsoring company agrees to supply this form along with payment by the deadline of September 1, 2009.

PLEASE NOTE:

- Signature of the sponsoring company confirms agreement to the terms of the sponsorship detailed in the sponsorship brochure,

Authorized signature: _____ Date: _____

FAX YOUR COMPLETED FORM TO: (207) 842-5509

**CONDITIONS, RULES AND REGULATIONS COVERING THE WORKBOAT EXECUTIVE SUMMIT
DIVERSIFIED BUSINESS COMMUNICATIONS, P.O. BOX 7437, PORTLAND, ME 04112-7437**

1. In these Regulations and Conditions, the term "Sponsor" includes all employees of such, and any "co-sponsors" and any employees of such, and the term "Conference" shall be deemed to mean the WorkBoat Executive Summit. The term "Organizers" refers to Diversified Business Communications.
2. The Organizers reserve the right to refuse the application of any party whose product, service, or proposed sponsorship is not in keeping with the character of the conference.
3. Sponsor agrees to make payment for sponsorship as outlined on the face of this agreement. If payments for sponsorship(s) are not made when due, the Organizers may, at their sole discretion, re-allocate Sponsorship(s) allotted to the Sponsor.
4. The Organizers shall have full power to determine in every respect the allocation of area and position of Sponsorship.
5. Sponsor shall occupy the space allotted to them no later than 5 P.M. on the day before the opening of the Conference. In the case of default, from any cause whatever, the Organizers shall have the right to re-let or otherwise deal with this space. Subletting of sponsor space is not permitted.
6. Sponsor is responsible for the cost and erection of tables, counters, or other contrivances for displaying goods and for all support services including, but not limited to, such matters as cleaning, electricity, plumbing, and drayage.
7. While participating in the conference, Sponsor agrees to comply with all applicable municipal, state and federal laws and with the provisions of any labor agreements which might cover activities conducted within the conference facility, and with all Rules And Regulations of the Morial Convention Center. Sponsor agrees to indemnify the Organizers against any claim, action, or loss occasioned by any breach thereof.
8. Prior to the opening of the Conference, the Organizers will provide the Sponsor with a list of rules and regulations for participating in the Conference. Sponsor agrees to adhere to these, and any other, rules and regulations that may be issued from time to time by the Organizers.
9. All materials used for the building, decorating, draping or covering of booths and/or stands must be non-flammable, or rendered so by being immersed in a fire-proofing solution. All sponsorships are subject to inspection by the public safety authorities having jurisdiction over the conference facility and the Sponsor agrees to comply with the ruling of said authorities on all matters.
10. Liability insurance of no less than \$1,000,000 property damage and personal injury, with Broad Form endorsement, naming Organizers as an additional insured, and requiring at least 30 days prior notice to Organizers of cancellation or material modification, must be obtained by Sponsor at its own cost and expense. Sponsor agrees to provide Organizers with certificates of insurance or duplicate policies no later than 90 days prior to opening, and with further evidence of insurance upon request. In no event shall Organizers be responsible for any loss of or damage to Sponsor property occasioned by theft or other insurable casualty. Sponsor shall obtain at its own cost and expense theft and casualty insurance in an amount equal to the value of Sponsor's property and shall provide Organizers with proof of such insurance upon request. The Organizers assume no risk; and by the acceptance of this agreement, the Sponsor expressly releases the Organizers of and from any and all liability for any damage, injury or loss to any person or goods which may arise from the rental and occupation of said space by Sponsor, and agrees to hold and save the Organizers harmless of and from any loss or damage (including but not limited to attorney's fees and other similar costs of defending claims or law suits brought against the Organizers) by reason thereof. The Sponsor's duty to hold and save the Organizers harmless hereunder shall not be affected by any contention that the Organizers were negligent, and that such negligence was a contributing or proximate cause of the damage, injury or loss in question, unless and until a court of competent in a matter involving third party liability finds that the Organizers were guilty of negligence greater than that of the Sponsors and that the Organizers' negligence proximately caused the damage, injury or loss in question.
11. In no event shall the Sponsor have any claim for damages of any kind against the Organizers in respect to any loss or damage, direct or consequential, because of the prevention, postponement, or abandonment of the Conference, by reason of any of the events referred to in Condition 10, or otherwise if for any reason beyond the Organizers' control the Conference facility becomes wholly or partially unavailable for the holding of the Conference; and, in such an event, the Organizers shall be entitled to retain all sums paid by Sponsors or such part thereof as the Organizers shall consider necessary. If, in the opinion of the Organizers, by re-arrangement or postponement of the period of the Conference, or by substitution of another hall, or building, or in any other reasonable manner, the Conference can be carried through, this contract shall be binding upon the parties, except as to the size and position of conference space, which the Organizers may modify as they deem necessary under the circumstances.
12. The liability of Organizers to Sponsor for all claims relating to the Conference or this application, in contract, tort, or otherwise, shall not exceed the amount of the fees paid to Organizers by Sponsor in connection with this application. In no event shall Organizers be liable to Sponsor for any consequential, indirect, special or incidental damages, even if Organizers have been advised of the possibility of such potential loss or damage. The forgoing limitation of liability and exclusion of certain damages shall apply regardless of the success or effectiveness of other remedies.
13. Sponsor agrees to confine all selling and promotional activity to the space allotted by this contract and not to distribute printed matter or materials of any nature in the aisles, entrances, or exits.
14. Non-transferable passes of admission will be supplied to Sponsors for distribution to their personnel. Sponsors will not be admitted to the conference facility without such passes. The Organizers reserve the right to limit the number of passes issued to any Sponsor.
15. The right to distribute and/or sell any article of food, drink, or tobacco is held by catering concessionaires authorized by the owner of the conference and reception facility. No Sponsor may sell, give away, or distribute any such article without the written consent of the Organizers. The foregoing should not be construed to prevent the Sponsor from distributing product samples.
16. The Organizers accept no responsibility for breakdown or failure of any of the services provided for, or in connection with, the Conference.
17. The Organizers reserve the right to refuse any person, including any employee of a Sponsor, admission to the Conference at their discretion. No person under the age of 18 will be admitted under any circumstance during any phase of the conference.
18. Without prejudice to the rights and remedies of the Organizers in respect to any breach of the Contract on the part of the Sponsor, the Organizers may at their discretion allow the Sponsor to withdraw from the conference subject to the following conditions:
 - (a) the Sponsor must give written notice to the Organizers that he/she desires to withdraw. If the Organizers allow such withdrawal, they will notify the Sponsor of their decision in writing;
 - (b) any such notification by the Organizers to the Sponsor will constitute a cancellation of the Contract subject to the payment by the Sponsor to the Organizers as outlined on the face of this contract;
 - (c) upon payment of such amount to the Organizers by the Sponsor, the Contract shall be cancelled and neither party shall have any further claim against the other.
19. The Organizers reserve the right to alter, add to, or amend any of these Regulations and Conditions. Should any question arise, whether or not provided for in these Regulations and Conditions, the decision of the Organizers shall be final. No alteration, addition, amendment or waiver to or of, these Regulations and Conditions shall operate to release any Sponsor from this Contract.
20. The WorkBoat Executive Summit is a one-day event that will provide education and networking opportunities for executives and senior marine industry professionals. Sponsors must be consistent with this purpose and must adhere to the following standards:
 - (a) All Sponsors must promote the marketing of commercial maritime products and related services.
 - (b) No Sponsor shall discourage or promote the limitation, use, distribution, or marketing of any commercial maritime product or service.
 - (c) Sponsors may encourage or advance their own products, equipment or services. However, Sponsors shall not unfairly criticize the products or methods of any other Sponsor.
 - (d) No Sponsor shall directly or indirectly promote or advertise any idea or product which is inconsistent with the stated purpose of this Conference.
 - (e) No sponsor shall infringe the copyrights, trademarks, or other intellectual property of any third person or unfairly compete with other exhibits.
 - (f) No sponsorship shall have an undesirable or unreasonable deleterious effect upon another's sponsorship.
 - (g) The organizers reserve the right to prohibit or remove any sponsorship which, in their sole discretion, detracts from the general character of the Conference as a whole, or consists of products or services inconsistent with the purpose of the conference. The right to prohibit includes, but is not limited to such persons (dressed in a sexually aggressive or offensive manner), things, conduct, printed matter or anything of a character which the organizers, in their sole discretion, determine objectionable.
22. This agreement may be terminated by Organizers at any time on the breach of any of the conditions by the Sponsor,, or breach by the Sponsor of any other contract he may have with Organizers or their affiliates, including failure to make payments when due pursuant to any such contract, and thereupon all Sponsor's rights hereunder shall cease and terminate, and any payments made by him/her on account hereof prior to said termination shall be retained by Organizers as liquidated damages for such breach, and the Organizers may thereupon resell said space.
23. Approval of this contract is at the discretion of Organizers. Approval may be withheld, among other reasons for: (1) Poor credit history, including but not limited to past due amounts owing to Organizers or any affiliate of Organizers. (2) Violations of Conditions, Rules and Regulations of contract provisions in any previous Event conducted or sponsored by Organizers or their affiliates.
24. Termination of Conference. In the event that the premises in which the Conference is to be conducted shall become, in the sole discretion of Management, unfit for occupancy, or in the event the holding of the Conference or the performance of Management under the contract are substantially or materially interfered with by virtue of any cause or causes not reasonably within the control of Management, the Conference may be terminated or moved to another appropriate location at the sole discretion of Management. Management shall not be responsible for delays, damage, loss, increased costs or other unfavorable conditions arising by virtue of cause or causes not reasonably within the control of Management. If Management terminates this contract and/or the Conference (or any part thereof), then Management may retain such part of an Sponsor's rental fee as shall be required to recompense Management for the expenses incurred up to the time such contingency shall have occurred and there shall be no further liability on the part of either party to the other. For purposes hereof, "cause or causes not reasonably within the control of Management" shall include, but not be limited to: fire, casualty, flood, epidemic, earthquake, explosion, accident, blockade embargo, inclement weather, hurricane, tornado, governmental restraints, declaration of public emergency, strike, lockout, boycott or other labor disturbance, technical or other personnel failure, local, State, or Federal, ordinances, rules, orders, decrees, or regulations and/or any Act of God.