



Send registration to: Jasmine Formanek, Event Sales

jasminef@rtcgroup.com

FAX to: 949-226-2050

2014 Exhibitor Event Registration

| Name of Exhibiting Company (print or type) | Event Primary Contact Information (Required) |
|--|---|
| Company _____ Department _____ Address _____ City _____ State/ Province _____ Zip/Post Code _____ Country _____ URL _____ Company Main Phone: _____ VAT#: _____ <i>(value added tax, where applicable)</i> <input type="checkbox"/> Manufacturer <input type="checkbox"/> Distributor <input type="checkbox"/> Rep | Name _____ Job Title _____ Email _____ Company (if different) _____ Address (if diff) _____ _____ City _____ State/ Province _____ Zip/Post Code _____ Country _____ Direct Phone: _____ Ext _____ |
| Billing / Invoicing (if different than above) | Will Distributor(s) or Manufacturer(s) Represent at Event(s)? |
| Company _____ Attn of: _____ Dept. _____ Address _____ City _____ State _____ Zip/Post Code _____ Country _____ Phone _____ Ext. _____ Email _____ | <input type="checkbox"/> Yes <input type="checkbox"/> No Company: _____ Contact Name: _____ Email: _____ Phone: _____ Purchase Order # _____ AMOUNT OF ORDER \$ _____ |

Terms: Net 30 Days - All invoices must be paid in full prior to the event date.

Cancellation Policy: There is a **60-day cancellation policy for all RTECC 2014 events**. The RTC Group (RTC) grants a full refund (if paid) of event fees for exhibiting companies that provide confirmed, written notification of not less than **60 days** prior to the actual event date. Written notification must be sent to RTC, **attention Cindy Hickson** at cindyh@rtcgroup.com or Faxed to: Cindy Hickson at +1 949-226-2050 and not considered cancelled until confirmed by RTC. If a company registers within 60 days of an event date and requests a cancellation, the participating company is required to pay RTC the full amount of its participation fees by the event date. In return for said payment, all sales leads generated by the particular event are emailed to the primary contact no later than 7 days after the event concludes.

Authorized Signature (required): _____ Date: _____

NEW IN 2014 – TOUR PACKAGES

The RTC Group makes it easy to get the most out of joining the entire 2014 tour. Choose one of our tour packages or select individual events a la carte. (See a la carte options on next page.)



| Standard Tour Package <input type="checkbox"/> \$16,400 | Silver Tour Package <input type="checkbox"/> \$27,600 | Platinum Tour Package <input type="checkbox"/> \$63,400 |
|---|--|---|
| <ul style="list-style-type: none"> ➤ One exhibit Table at ALL RTECC events in 2014 ➤ All event leads ➤ Monthly web ads on rtecc.com ➤ One list rental of 5,000 names per quarter ➤ Free full page display ad in RTC or COTS Journal (1X) <p><i>* Not all tour package items offered on a la carte sponsor levels.</i></p> | <ul style="list-style-type: none"> ➤ <i>One exhibit Table at ALL RTECC events in 2014</i> ➤ <i>All event leads</i> ➤ Silver Sponsor Status ➤ One 45-minute speaking session at ALL RTECC events in 2014 ➤ Monthly web ads on rtecc.com ➤ <i>One list rental of 5,000 names per quarter</i> ➤ <i>Free full page display ad in RTC or COTS Journal (1X)</i> ➤ Pre-event leads for contacting before the event ➤ Pop-up Door sign displayed near registration highlighting participation ➤ Corporate video inclusion in rolling exhibition floor reel <p><i>* Not all tour package items offered on a la carte sponsor levels.</i></p> | <ul style="list-style-type: none"> ➤ <i>Two exhibit Tables at ALL RTECC events in 2014</i> ➤ <i>All event leads</i> ➤ Platinum Sponsor Status ➤ One half-day seminar room for lab or demo at ALL RTECC events in 2014 ➤ Monthly web ads on rtecc.com ➤ <i>One list rental of 5,000 names per quarter</i> ➤ <i>Free full page display ad in RTC or COTS Journal (1X)</i> ➤ <i>Pre-event leads for contacting before the event</i> ➤ <i>Pop-up Door sign displayed near registration highlighting participation</i> ➤ <i>Corporate video inclusion in rolling exhibition floor reel</i> ➤ Event badge lanyard sponsorship ➤ Custom post cards for promotion highlighting your half day session, company and products ➤ † Complimentary shipping to and from each event via show carrier Sho-Air ➤ One complimentary hotel room for each event location <p><i>* Not all tour package items offered on a la carte sponsor levels.</i></p> |
| <p>PAYMENT TERMS: \$1025.00 to be invoiced net 30 for each event location</p> | <p>PAYMENT TERMS \$1725.00 to be invoiced net 30 for each event location</p> | <p>PAYMENT TERMS Quarterly payments of \$15,860 to be invoiced net 30</p> |

† Shipping limited by weight. Designed to cover standard booth equipment and materials.

Our tour packages are designed to provide a standard offering for exhibitors looking to generate leads over a large geographic area and with the best discounts and add-ons. RTECC can modify tour packages to meet the special geographic and marketing needs of any program. Talk to your sales rep about options:

- ✓ Special Hands-On Labs
- ✓ Combined event, publishing, online and lead generation campaigns
- ✓ Additional sponsorship (food and beverage, cocktail receptions, add-on days)
- ✓ Channel and technology partner opportunities



A LA CARTE 2014 LOCATIONS – PICK YOUR PARTICIPATION

*** All dates subject to change based on facility availability ***


| | | | | | |
|---------------------|--------------------------|--|---|---|---|
| January 23 | Santa Clara, CA | Exhibit Table <input type="checkbox"/> \$1195 | Silver Sponsor <input type="checkbox"/> \$1995 | Gold Sponsor <input type="checkbox"/> \$2600 | Platinum Sponsor <input type="checkbox"/> \$3850 |
| February 18 | Huntsville, AL | Exhibit Table <input type="checkbox"/> \$1095 | Silver Sponsor <input type="checkbox"/> \$1795 | Gold Sponsor <input type="checkbox"/> \$2300 | Platinum Sponsor <input type="checkbox"/> \$3500 |
| February 20 | Melbourne, FL | Exhibit Table <input type="checkbox"/> \$1095 | Silver Sponsor <input type="checkbox"/> \$1795 | Gold Sponsor <input type="checkbox"/> \$2300 | Platinum Sponsor <input type="checkbox"/> \$3500 |
| March 18 | Dallas, TX | Exhibit Table <input type="checkbox"/> \$1095 | Silver Sponsor <input type="checkbox"/> \$1795 | Gold Sponsor <input type="checkbox"/> \$2300 | Platinum Sponsor <input type="checkbox"/> \$3500 |
| March 20 | Austin, TX | Exhibit Table <input type="checkbox"/> \$1095 | Silver Sponsor <input type="checkbox"/> \$1795 | Gold Sponsor <input type="checkbox"/> \$2300 | Platinum Sponsor <input type="checkbox"/> \$3500 |
| April 29 | Boston, MA | Exhibit Table <input type="checkbox"/> \$1195 | Silver Sponsor <input type="checkbox"/> \$1995 | Gold Sponsor <input type="checkbox"/> \$2600 | Platinum Sponsor <input type="checkbox"/> \$3850 |
| May 6 | Nashua, NH | Exhibit Table <input type="checkbox"/> \$1095 | Silver Sponsor <input type="checkbox"/> \$1795 | Gold Sponsor <input type="checkbox"/> \$2300 | Platinum Sponsor <input type="checkbox"/> \$3500 |
| May 8 | Tysons Corner, VA | Exhibit Table <input type="checkbox"/> \$1095 | Silver Sponsor <input type="checkbox"/> \$1795 | Gold Sponsor <input type="checkbox"/> \$2300 | Platinum Sponsor <input type="checkbox"/> \$3500 |
| August 19 | Orange County, CA | Exhibit Table <input type="checkbox"/> \$1095 | Silver Sponsor <input type="checkbox"/> \$1795 | Gold Sponsor <input type="checkbox"/> \$2300 | Platinum Sponsor <input type="checkbox"/> \$3500 |
| August 21 | San Diego, CA | Exhibit Table <input type="checkbox"/> \$1095 | Silver Sponsor <input type="checkbox"/> \$1795 | Gold Sponsor <input type="checkbox"/> \$2300 | Platinum Sponsor <input type="checkbox"/> \$3500 |
| September 9 | Minneapolis, MN | Exhibit Table <input type="checkbox"/> \$1095 | Silver Sponsor <input type="checkbox"/> \$1795 | Gold Sponsor <input type="checkbox"/> \$2300 | Platinum Sponsor <input type="checkbox"/> \$3500 |
| September 11 | Chicago, IL | Exhibit Table <input type="checkbox"/> \$1095 | Silver Sponsor <input type="checkbox"/> \$1795 | Gold Sponsor <input type="checkbox"/> \$2300 | Platinum Sponsor <input type="checkbox"/> \$3500 |
| October 7 | Toronto, ON | Exhibit Table <input type="checkbox"/> \$1095 | Silver Sponsor <input type="checkbox"/> \$1795 | Gold Sponsor <input type="checkbox"/> \$2300 | Platinum Sponsor <input type="checkbox"/> \$3500 |
| October 9 | Ottawa, ON | Exhibit Table <input type="checkbox"/> \$1095 | Silver Sponsor <input type="checkbox"/> \$1795 | Gold Sponsor <input type="checkbox"/> \$2300 | Platinum Sponsor <input type="checkbox"/> \$3500 |
| October 21 | Los Angeles, CA | Exhibit Table <input type="checkbox"/> \$1095 | Silver Sponsor <input type="checkbox"/> \$1795 | Gold Sponsor <input type="checkbox"/> \$2300 | Platinum Sponsor <input type="checkbox"/> \$3500 |
| October 23 | San Mateo, CA | Exhibit Table <input type="checkbox"/> \$1095 | Silver Sponsor <input type="checkbox"/> \$1795 | Gold Sponsor <input type="checkbox"/> \$2300 | Platinum Sponsor <input type="checkbox"/> \$3500 |

Single City Sponsorship Details

RTECC was designed to scale to meet any sales and marketing budget, and to provide the most impact to customers in our 16 regional locations. Included in all sponsorship levels:

- Table-top display space (72" x 30") with power outlet
- Pre-event promotional opportunities and support
- ALL event leads - A list of sales leads generated is emailed to the POC within 7 days after the conclusion of an event.
- Complimentary intershow freight transportation of event materials by Sho-Air (available between the Tuesday - Thursday U.S. RTECCs only)
- Light breakfast and lunch for your on-site personnel

Sponsor Levels

| Exhibits Only | Silver | Gold | Platinum |
|--|---|--|---|
| <ul style="list-style-type: none"> • One (1) exhibit table with power • Sponsor status featured on the web and event promotion • ALL event leads • Complimentary intershow freight transportation  | <ul style="list-style-type: none"> • One (1) exhibit table with power • One (1) 45-minute seminar session supplied with A/V equipment • Silver Sponsor status featured on the web and event promotion • ALL event leads • Complimentary intershow freight transportation | <ul style="list-style-type: none"> • Two (2) reserved exhibit tables • One (1) 45-minute seminar session supplied with A/V equipment • Gold Sponsor status featured on the web and event promotion • ALL event leads • Complimentary intershow freight transportation | <ul style="list-style-type: none"> • Two (2) reserved exhibit tables • Half-day Seminar Session with reserved room supplied with A/V equipment • 30-day Banner Ad on rtecc.com • Platinum Sponsor status featured on the web and event promotion • ALL event leads • Complimentary intershow freight transportation |

2014 KEYNOTE OPPORTUNITIES



Each RTECC will showcase special keynote and speaker sessions

Topics such as:

High Performance Computing
 Digital Signage
 M2M
 Medical Devices
 Industrial Applications
 Intelligent Consumer Devices
 Point of Service/Retail

Military Unmanned Systems
 Command & Control Systems
 Network-Centric Systems
 Transportation Systems
 Infotainment
 Simulation/ Graphics

Technologies such as:

FPGAs
 GPGPUs
 Box-Level Systems
 Safety-Critical and Security Software
 Slot-card SBCs and I/O boards
 Rugged Storage Systems
 SoCs
 Universal Connectivity

Exhibitors are invited to submit presentations for consideration at any time. Send presentations to Aaron Foellmi, VP of Sales and Marketing at aaronf@rtcgroup.com or fax (949) 226-2050.

DEFINITIONS

About the Real-Time & Embedded Computing Conference (RTECC)

Embedded systems are evolving to become more connected, pervasive, distributed and intelligent. These new systems are the future of embedded computing. The RTC Group will be tuning our efforts to reach engineers and project managers creating systems that are not only robust, but actively engaging their environments. RTECCs are single-day events cooperatively promoted by exhibitors and The RTC Group. They are designed for people developing computer systems and time-critical applications serving multiple industries, such as: data communication and telephony, military and aerospace, industrial control, instrumentation, consumer electronics, image processing, process control, medical instrumentation, vehicular control and maintenance, embedded appliances and much more. The RTC Group coordinates a professional event environment for vendors and the engineering community to meet and exchange ideas. Influential companies like your own, demonstrate emerging technologies and feature products in the exhibition area. Several exhibitors also present their own market perspective in an open door breakout session seminar or in a training workshop. To deliver the greatest value for attendees, each technical breakout seminar is to be of white-paper quality (marketing sales pitches are not permitted). Attendees have access to all technical sessions and exhibits; parking and lunch are complimentary as well unless otherwise specified.

Exhibit Table RTECC's are tabletop style exhibition only. The display exhibit table provided is 72" x 30" / 1.80 x 0.70m standard height, and draped. Draping may vary by venue. Table sizes may differ slightly at some venues. Exhibit displays are to be within the confines on top of the table surface space, and not extend higher than 5½ feet / 2.50m from the tabletop. Each exhibition table is also supplied with a standard electrical connection of 4-5 amps of power or one power outlet with local standard power sockets and local voltage level. Total power used may not exceed the maximum for the venue (typically 500W). Exhibitors are provided with complimentary carpeting, seating, as well as morning refreshments and lunch unless otherwise stated. If there is a parking fee at a specific venue, exhibitor staff must pay for their own parking. Exhibit space is limited; wait-lists are used as events sell out.

Exhibitor Requirement of Cooperative Promotion It is required that every exhibitor promotes their participation in the event. RTC prints and sends to exhibitors direct mailers (in any quantity requested) for promotional purposes. These invitations and/or postcards (varies by event) are provided by RTC to exhibitors FREE of charge. An electronic version of the invitation is sent to exhibitors for promotional purposes as well to augment the direct mailing. *Each exhibitor is required to mail* a minimum of 100 pieces of the RTC-provided printed invitations or its own invitation/letter. Exhibitors that do not provide sufficient promotion can be denied access to the exhibition by RTC.

Intershow Freight Transportation: US Events Only If a company participates in a U.S. RTECC event on a Tuesday and also on the following Thursday (or Friday) event, RTC will arrange freight transfer service (with an outside freight services company) between these two events at no additional charge to the exhibitor. This complimentary service is only when both RTECC events are within the United States. Note: Insurance through the current freight services company is limited to \$.50 per pound. RTC strongly suggests any fragile or expensive items not be transported through this service, but rather transported with your own staff. RTC provides this arrangement as an option and courtesy, and is not responsible for any damage, loss or delay as a result of this service in any manner.

Terms and Conditions – 2014 Events

Exhibit Table Space Allocation Space will be allocated according to RTC's requirements and the prevailing conditions, in a first-come first-served basis. Gold and Platinum Sponsorships are an exception and will be provided with a reserved location prior to the opening of set-up/build-up. RTC reserves the right to deviate from the type, size and location of the exhibition area. Participation at former events does not give any right to special exhibition space. Exhibitors who use more space than allocated will be invoiced for the additional space. No set-up or build-up is allowed after the start of the event. Under no circumstances may exhibitors dismantle their equipment prior to the close of the event. Exhibitors must bring their own extension cords and adapter sockets. Electricity may be switched off immediately after closing of the event.

Registration Exhibition and seminar registrations are to be submitted to RTC in writing, using the official 2014 RTECC Event Registration form, completed and signed with a legally binding signature. RTC reserves the right to postpone, curtail, close temporarily in whole or in part or cancel any RTECC event.

Freight The RTC Group is not responsible for any lost, damaged or delayed freight from any carrier whatsoever, nor will it provide any refunds or credits for exhibitors that do not receive their freight prior to the event. RTC suggests exhibitors event coordinators monitor and confirm delivery of all freight 24 hours in advance. Please ensure on-site personnel or team is provided with shipping information beforehand to assist them during set-up if your freight doesn't appear to be on-site.

Terms of payment All rates for exhibit space, sessions/seminars, and others are subject to local country tax according to the regulations of the country where the event is organized. The payment deadlines mentioned on the invoice must be adhered to. Pre-payment in full of the amount invoiced is a condition for admission to the exhibition area. All invoices are to be paid as stated on the invoice; and by credit transfer to the account specified in the invoice and in the currency stated. Delayed payments will incur an interest charge. Should the exhibitor fail to settle the amount within 14 days of a summons to pay, the amount will be legally increased by 20%, not including legal advice costs and charges, procedure costs and interests.

Permitted Exhibits and Exhibitors Vendors/Exhibitors are bound to exhibit only goods that are relevant for the editorial topic of the event, unless approved at least 60 days in advance by RTC – Items that are not directly applicable to the embedded industry or approved by RTC may not be exhibited.

Rules of Conduct The exhibitor is not allowed to initiate any activities outside his own exhibit, unless approved in writing by RTC. Open spaces or gangways may not be used or blocked by any materials. Activities that are unethical, unlawful or can be deemed to be contrary to the interests of RTC, other Exhibitors or Visitors or the event itself are not allowed. RTC reserves the right to refuse, cancel and vacate the exhibit space, exclude or remove from any RTECC event any person or exhibitor who is likely to perform undesirable activities without the obligation to refund any of the charges.

Insurance Each exhibitor is required to insure their own exhibit material (transport and exhibition risks, including theft) and any third party liabilities, during the whole event including the setting up / build-up and dismantling periods. Exhibitors must take care of the security of their own exhibit and materials. Exhibitors are liable for any culpable damage to persons and property caused by themselves, their employees, their representatives, their exhibits or equipment. The Exhibitor must show in writing proof of relevant insurances upon request by RTC.

Safety Regulations and Environmental Protection The venue safety regulations and the fire regulations are mandatory. Exhibitors must comply with all instructions, requirements, regulations and laws given by RTC, venue management or relevant local authorities to avoid any risk to persons, properties or the environment.

List of Attendees Exhibiting companies are bound to keep confidential the list of the attendees provided by RTC after the event. Selling, renting or giving this list to other parties is not permitted in any manner.

Cancellation of Contract In case of cancellation or withdrawal of the event exhibition contract, the full rates are due unless the cancellation in writing is received and confirmed by RTC (see cancellation policy on first page). Any exhibitor who fails to fill their allocated exhibition space is required to pay the full exhibition fee. RTC is entitled to withdraw from this contract should the exhibitor fail to fulfill his payment obligations to RTC. RTC is also entitled to withdraw from the contract or cancel it if the exhibitor is in major default of his contractual obligations.

Force majeure Should RTC be compelled, as a result of force majeure or other circumstances beyond RTC's control, to vacate one or more exhibition areas, temporarily or for longer periods, to postpone or curtail the exhibition, the exhibitors do not thereby acquire the right to withdraw or cancel, nor do they have any other claims against RTC, in particular claims of compensation for damages.

Liability RTC, its employees or agents shall not be liable for any loss, theft, damage or injury to persons or property. RTC does not accept any liability for errors or omissions and the direct or indirect consequences thereof. The Exhibitor fully indemnifies RTC against all claims, losses, and costs whatsoever made against RTC, its employees, agents or contractors.

Disputes In the event of a dispute, only U.S. courts are competent. Disputes and complaints must arrive in writing at RTC's office within 8 (eight) days after the event to the attention of the Controller, Cindy Muir, The RTC Group, 905 Calle Amanecer, Suite 250, San Clemente, CA 92673 U.S.A.

Real-Time & Embedded Computing Conference

www.rtecc.com



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