

Exhibitor Agreement

Deadline to Return Form: June 18, 2004

Third-Party Vendor and National Instruments shall indemnify and hold each other harmless from and against any and all claims, suits, actions, damages, or liabilities on account of or based upon injury to any person, including death (and including specifically, injuries or death suffered by employees of either party), or loss or damage to property (but specifically excluding property of each party used in connection with the exhibition, which shall be at the sole risk of the party that brings such equipment to the booth) that arises in connection with each party's participation in the National Instruments booth, but only to the extent such claims, suits, actions, damages, or liabilities result from the negligent or willful acts or omissions of the indemnifying party, its subsidiaries, or their respective employees.

In the absence of comparative or concurrent negligence on the part of the indemnified party, the foregoing indemnification shall also include reasonable costs, expenses, and attorney's fees incurred in the defense of such indemnified claim, or incurred in connection with successfully establishing the right to occurrence that is likely to result in a claim that falls within the scope of the foregoing indemnification. Both Third-Party Vendor and National Instruments agree to maintain a policy of general liability insurance with limits of not less than \$100,000 per occurrence covering potential liability under the above indemnification.

National Instruments assumes no liability for loss, damage, or disappearance of any property, including computer equipment, software, and peripherals used by Third-Party Vendor in connection with their participation in NIWeek 2004. Third-Party Vendor agrees to assume risk of loss for its property and agrees to waive any and all claims and hold National Instruments harmless from and against any loss of, damage to, or disappearance of such property.

Cancellation of participation by June 18, 2004 will result in a \$95 cancellation fee. No refunds will be given after this date unless the booth space is purchased by another Third-Party Vendor.

I have read and understand the criteria outlined in the attached letter. I understand the conditions necessary for participation, and agree to adhere to them.

Signature _____

Name _____

Title _____

Company _____

Date _____

Exhibitor Information Form

**If you have already emailed your logo and description, please disregard this form.

Deadline to Return Form: June 4, 2004

Fax to Marti McCollough at (512) 683-5775 or email to marti.mccollough@ni.com

Contact person's name _____

Company name _____

Company Address _____

Phone number _____

Email address _____

Company web address _____

Sign Information

National Instruments will supply a sign displaying your company name in 4 in. letters.

National Instruments reserves the right to enforce standards of consistency and appearance.

Company name _____

Exhibit Description (no more than 50 words)

National Instruments will include your exhibit description in the NIWeek Exhibition Guide.

Return this form by fax to (512) 683-5775 by June 4, 2004 and receive a free logo listing in the exhibition guide.

**If you have already emailed in your logo and description, please disregard.

Exhibitor Information

NIWeek 2004

Exhibit Dates August 17 – 19, 2004

Austin Convention Center Exhibit Hall 4

Austin, Texas, USA

Booth Space

Each 10 x 10 ft. booth space consists of the following: pipe, drape, show color carpet, 6 ft. draped table, two chairs, company sign (in 4 in. letters), and one 500 watt outlet.

Security

Entrance to the exhibit hall will be limited to attendees with NIWeek badges. National Instruments will provide 24-hour security guards. The exhibition hall is locked overnight. National Instruments is not responsible for lost, damaged, or stolen property.

Demonstrations

Show management reserves the right to remove any product or display it feels is not in keeping with the spirit or rules of the NIWeek exhibition. The subletting or sharing of booth by more than one company must be approved.

Exhibitor Services

Exhibitor Service Manual

After your signed contract to exhibit is received, you will be sent the exhibitor service manual from Pinnacle Decorating Company, the NIWeek show decorator. The manual will include information about shipping, booth furnishings, floral, computer rentals, and other pertinent service information.

Equipment

Exhibitors are responsible for their own computer equipment, including supplying it, shipping it to the show, setting it up, and dismantling and packaging at the close of the show. We are negotiating with several computer rental companies, to ensure the best price, and service. You will receive ordering information in your show manual. If you rent equipment from the show vendor, please specify that you are reserving equipment for NIWeek 2004 to receive special conference rates.

You are responsible for all rental fees. The rental company can either ship the equipment to you prior to the event or they can ship it directly to the Austin Convention Center. They will pick up all equipment at the close of NIWeek unless you have arranged to rent the equipment for a longer time.

Shipping Information

Shipments must arrive no later than **August 16, 2004**. Please refer to the **Shipping Information** section in this exhibitor service manual. *Tip:* It is a good idea to ship all of your equipment at the same

time to avoid having several shipments less than 100 lbs, which results in higher drayage rates. Please consult the exhibitor service manual for more information. If you choose not to use the consolidated shipment, you are responsible for hand carrying your equipment into the show (items that a person can carry without the use of a dolly). Please contact **George Cox at (512) 683-5423** if you have any shipping questions.

Exhibitor Hours and Staffing

Booth Staffing

All exhibitors must have a minimum of one staff member at their booth at least 15 minutes prior to the beginning of each block of exhibition hours. Exhibitors must staff their booth throughout the duration of the exhibition hours.

Exhibition Hours

Monday, August 16	8:00 a.m. -- 5:00 p.m. 5:00–7:00 p.m	Booth setup Exhibitor Welcome Reception
Tuesday, August 17	8:00-10:00 a.m. 11:00a.m. – 7:00 p.m.	Booth setup* Expo Open
Wednesday, August 18	11:00 a.m. – 7:00 p.m.	Expo Open
Thursday, August 19	11:00 a.m. – 2:00 p.m. 2:00 – 6:00 p.m.	Expo Open Booth Tear-Down
Friday, August 20	8:00 a.m. – 12:00 p.m.	Booth Tear-Down

* Booths must be show-ready by 10:00 a.m. on Tuesday, August 17.

No dismantling will begin until 2:00 p.m. on Thursday, August 19. You must be completely packed and ready to leave by 12:00 p.m. on Friday, August 20

To give you more exposure, lunch is provided for conference attendees in the exhibition hall. This offers you the opportunity for more exposure with conference attendees and trade press.

There will be daily receptions in the exhibit hall from 5:00 – 7:00 p.m.

Promotional Opportunities

NIWeek Exhibition Guide – FREE!

Exhibitor information will be included in the Exhibition Guide if description information is received by **June 4, 2004**. Please complete the Exhibitor Information Form by the requested deadline.

NIWeek Web Exhibitor Link – FREE!

A Web link to your company will be included as part of the exhibitor listing on the NIWeek Exhibition site. Please complete the Exhibitor Information Form by the requested deadline to be included. Don't forget to link your site to the NIWeek site!

NIWeek Show Pass – FREE!

Promote your participation at NIWeek with your customers, and give them the opportunity to attend the NIWeek exposition for free. You will receive 25 FREE show passes automatically. To request additional NIWeek show passes, please contact Marti McCollough at (512) 683-5723 or marti.mccollough@ni.com.

2005 Booth Selection

Priority Points at National Instruments NIWeek

What are Priority Points?

Priority Points are earned through participation in the NIWeek conference and exhibition, enrollment in the National Instruments Alliance Program, and purchasing additional booth space. Priority Points are imperative in the booth assignment process. The company with the highest number of points receives first choice of booth location. This procedure is our way of rewarding you and your company for your commitment to National Instruments.

Allocation of Priority Points

Number of years exhibiting at NIWeek-1995 to 2003	2 points each year
Number of years attending NIWeek Conference-1995 to 2003	1 point each year
Additional Booth Space purchased	1 point each year
National Instruments Alliance Program Member	1 point

NOTE: Points are accrued only for those years that the company has exhibited. In the event of a tie, a random drawing will take place to decide the order of booth selection.

On-Site Space Selection

Each exhibiting company will be assigned a time slot on the afternoon of **Wednesday, August 18** for 2005 booth space selection based on accumulated priority points. This information as well as the 2005 expo hall layout will be provided upon your arrival at NIWeek 2004.

If you are unable to attend during your time, you can make your preference known by dropping off your completed contract in the designated box at the registration desk no later than **Tuesday, August 17**.

Once the signed agreement to Exhibit and the Exhibitor Information Form is returned, we will send you the number of priority points we show for you in our records. If for any reason you feel the number is incorrect, please contact us as soon as possible.