

Event-Centric Media™ Solutions – Order Form

Please review your selected solutions. Selected solutions will appear on the BDMetrics-powered show portal from January – May 2009.

Solution	Selection	Cost
eventLeads: Your lead generation campaign will include the ability to create your ideal lead profile and send direct messaging to attendees meeting your criteria. In addition, you will receive three eventKeywords of your choosing for which you will receive top ranking among search results.	<input type="checkbox"/>	\$1,995
eventKeywords: You choose to purchase additional keywords for which you will receive top ranking. Please review requested terms on page 2.	<input type="checkbox"/> <input type="checkbox"/>	\$1,000/per premium keyword \$500/per standard keyword
eventAds Web: Your web advertising campaign to include your selected ad sizes served on a run-of-site basis across the show portal (see page 2 for selections).	<input type="checkbox"/>	\$
eventAds Web3D: Your floating ad campaign to appear on the home page of the show portal, as well as on your corporate website (creative development for BDMetrics-provided spokesperson and local production included in cost).	<input type="checkbox"/>	\$15,000/per ad
eventAds Kiosk: Your kiosk campaign to include a prominent, home-page sponsorship placement on show-floor kiosks.	<input type="checkbox"/>	\$10,000
eventVideo: Your video campaign to include one professionally produced news segment to be featured within your online listing, as well as two additional segments for your company website.	<input type="checkbox"/>	\$7,999
eventMobile: You will be the exclusive sponsor of the show's mobile event portal.	<input type="checkbox"/>	\$20,000
Total Cost		\$

All solutions come with standard eventMetrics reporting detailing the reach and impact of your campaigns.

Your requested **eventKeywords** (free with eventLeads purchase) are as listed:

- 1.
- 2.
- 3.

Additional terms requested at \$500 per term are as listed:

Please review your selected **eventAds Web** placements:

Ad Type	Ad Size	Selections	Creative Development Requested	Cost
Supplier Showcase	125x125	<input type="checkbox"/>	<input type="checkbox"/>	\$500/per category
Product of the Month	120x90 Button	<input type="checkbox"/>	<input type="checkbox"/>	\$1,000/per month
Spotlight Product	120x90 Button	<input type="checkbox"/>	<input type="checkbox"/>	\$5,000/per month
Product Bulletin	Text Ad with Supporting HTML Page	<input type="checkbox"/>	<input type="checkbox"/>	\$2,500/per month

Please review any additional notes related to your campaigns as discussed:

Please review your information.

Name	
Title	
Company Name	
Product Category	
Address	
City	
State	
ZIP Code	
Email	
Phone	
Amount Due: \$ <input type="text"/>	
<input type="checkbox"/> Visa <input type="checkbox"/> Mastercard <input type="checkbox"/> AMEX	
Name on Card	
Company on Card	
Card Number	
Expiration Date	
P.O. Number	

The undersigned agrees to the Terms of Purchase stated in this agreement:

Name (please print):

Signature:

Date:

All order forms must contain Terms of Purchase and Payment Terms. The Terms of Purchase must contain appropriate references to BDMetrics' complete terms and conditions.

Terms and Conditions – Binding. THIS ORDER IS BINDING UPON BDMETRICS' RECEIPT OF THIS ORDER FORM WITH YOUR SIGNATURE. BY SUBMITTING THIS ORDER FORM TO BDMETRICS, CUSTOMER ACKNOWLEDGES AND AGREES TO THE TERMS AND CONDITIONS OF BDMETRICS' EXHIBITOR TOOLS POWERED BY BDMETRICS TERMS AND CONDITIONS AVAILABLE ONLINE AT THE FOLLOWING LOCATION: [HTTP://WWW.BDMETRICS.COM/EXHIBITORPORTAL/TERMSANDCONDITIONS.HTM](http://www.bdmetrics.com/exhibitorportal/termsandconditions.htm). BDMETRICS, INC.'S ACCEPTANCE OF THIS ORDER FORM IS EXPRESSLY LIMITED TO THE TERMS AND CONDITIONS STATED HEREIN AND THE BDMETRICS' EXHIBITOR TOOLS POWERED BY BDMETRICS TERMS AND CONDITIONS. NO ADDITIONAL TERMS OR MODIFICATIONS PROPOSED BY CUSTOMER SHALL BE BINDING ON BDMETRICS, INC. UNLESS EXPRESSLY AGREED TO BY BDMETRICS, INC. IN WRITING. ANY TERMS OR CONDITIONS OF ANY PURCHASE ORDER BY CUSTOMER WHICH ARE IN ADDITION TO OR INCONSISTENT WITH THE TERMS OF THE BDMETRICS' EXHIBITOR TOOLS POWERED BY BDMETRICS TERMS AND CONDITIONS ARE INVALID.

Payment should be directed to **BDMetrics, Inc.**; Attention: Accounts Payable; 5523 Research Park Drive, Suite 350; Baltimore, MD 21228. Tel (410)-402-1028, Fax (410)-455-0658.