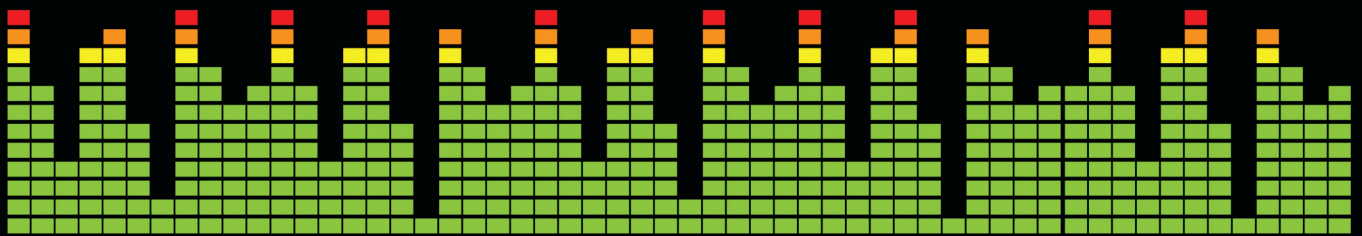


MBLV16

FEB 6-9 2012 LAS VEGAS
THE MOBILE BEAT DJ SHOW & CONFERENCE



Information for Exhibitors

www.mobilebeat.com/las-vegas-dj-show

MBLV16

MBLV: the BEST and the FIRST...

We're not bragging. It's simply the truth. The Mobile Beat Las Vegas trade show and conference is YOUR #1 OPPORTUNITY—the BEST and the FIRST each year—to reach a mega-gathering of gear-hungry DJs WITH PURCHASING POWER, all together in one place, at one time.

THE BEST PROSPECTS

The majority of MBLV attendees are Mobile DJ business owners. These single operators and owners of multi-system entertainment companies are the ones who make the buying decisions. MBLV OFFERS YOU A CONCENTRATED MASS OF THESE QUALIFIED BUYERS. The show also attracts plenty of Club, Radio and other DJs, but even these are often performers who wear multiple hats... and are looking for knowledge and PRODUCTS to help them build their mobile businesses.



THE FIRST OF THE YEAR

Coming immediately after the big music industry and consumer electronics shows, Mobile Beat Las Vegas is the first opportunity of the year for you to reach a large pool of END USERS who are actively LOOKING your products or services. (Not just retailers who are trying to find their next big seller: "Maybe a piece of DJ gear...or wait, maybe it's this other new gadget.")

THE BEST SEMINARS

MBLV provides the best seminar content of any DJ-related conference. Period. Because our attendees are mostly business owners and their staff members in



need of training, the educational element of the conference has been fine-tuned to provide the best possible learning experience, featuring speakers who are EXPERTS WITH THE ABILITY TO COMMUNICATE their knowledge clearly.

THE FIRST IN INNOVATION

Mobile Beat Las Vegas consistently pushes the conference experience forward by offering new options each year for both attendees and exhibitors, and striving to create a balanced program that serves both to the maximum level possible. Thus, MBLV was the FIRST to create a schedule without conflicts between exhibit floor hours and seminar times; the FIRST to make a clear separation between regular seminars and sponsored info sessions; the FIRST to offer extreme hands-on learning with options like the NLFX ProAcademy; the FIRST to provide Mobile DJ-centered evening entertainment by booking MB Top 200 Artists (like 2011's appearance of Cupid and The Village People).



THE BEST LOCATION

But all work and no play makes Jack a dull DJ, right? After all the intensive learning, networking and gear shopping, what better place is there for DJs to play than Las Vegas, the Entertainment Capital of the World? For many attendees, the show's residency in Vegas is what seals the deal when deciding on which DJ conference to attend each year. Plus, MBLV offers a brief escape from Old Man Winter for the northern half of the DJ world.

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UNEQUALLED EXPERIENCE AT THE TOP

Michael Buonaccorso, Show Producer, cofounded Mobile Beat Magazine in 1991 (along with Robert Lindquist), after many years as a performer and disc jockey. In 1996 he took on the project of establishing the Mobile Beat DJ Show and Conferences, the first of which was held in Las Vegas in 1997. He subsequently acquired recognized credentials in Event Management. He has been the producer of every Mobile Beat event: fifteen in Las Vegas and ten in other areas of the US. He also plays an integral part in the planning of the Mobile Beat Tours, which in 2009 and 2010 visited over 25 cities, and will hit the road again in July and August 2011. MBLV16 will be his twenty-sixth production. He is widely renowned as the single individual in the industry with the widest knowledge and most experience in successful DJ trade show production.



GETTING BIGGER...

Mobile Beat's Las Vegas trade show and conference breaks new ground in 2012 with a LARGER SHOW FOOTPRINT at the Riviera Hotel and Casino, and FRESH OPPORTUNITIES for you to meet and do business with the entertainers who buy your gear or pay for your services.



In the run up to the 2011 show, we had to increase available exhibit space three times, so we're moving to a LARGER MAIN EXHIBIT SPACE for MBLV16. The Royale Pavilion will house the exhibit floor and demo rooms, plus several nighttime events. The Grande Ballroom will now serve as home to all the show's educational seminars and sponsored workshops. The rearrangement also creates more networking

areas, designed to keep attendees closer to the exhibit floor action. The overall result is MORE SPACE FOR EXHIBITS, SEMINARS AND EVENTS—a better experience for DJs and dealers alike. (Details on exhibit space below.)

...AND BETTER

In response to feedback from exhibitors and attendees, improvements include: sponsored seminars/workshops scheduled during the lunch hour without the exhibit floor open for

maximum impact; a "first-timers" session to help newer DJs make the most of their first conference experience; expanded exhibit-floor stage performances to keep buyers on the floor longer; and new conference pass options designed to increase exhibit floor and demo room traffic.

THE BEST POSITIONING...PROVEN PERFORMANCE

MOBILE BEAT LAS VEGAS has proven itself time and time again over the last 15 years as THE LEADING TRADE SHOW AND CONFERENCE FOR PROFESSIONAL MOBILE ENTERTAINERS. Serious DJs know that MBLV is the one place they can go to start off each year with the BEST show experience. And they know it provides the FIRST place they can go to check out the year's newest products and services.

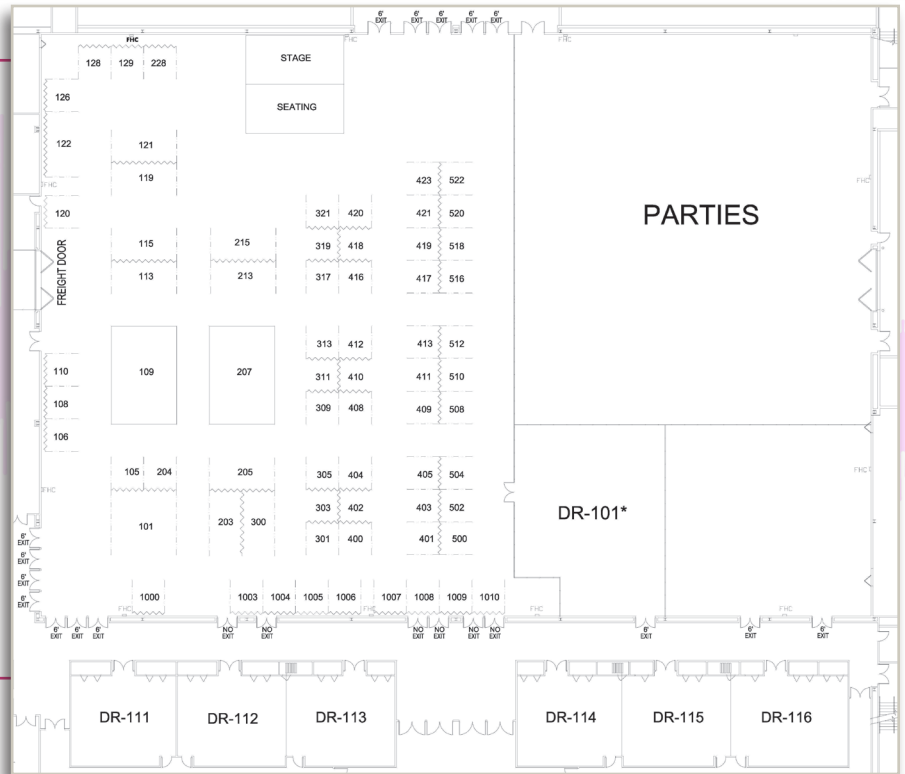


In a time when the buzz about something new can spread virally through social networks—literally overnight—the BEST place to position your latest offering for the DJ market is at MBLV16—the FIRST and possibly ONLY stop on many an entertainer's yearly conference calendar.

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Bigger IS Better

By actively working with the hotel and other show-related vendors, we strive to provide a smooth exhibiting experience; in other words, our aim is to help you obtain maximum ROI with a minimum of challenges. Our host hotel, the Riviera, combines great service with newly remodeled rooms and convention facilities.



RIVIERA FACILITY MAP

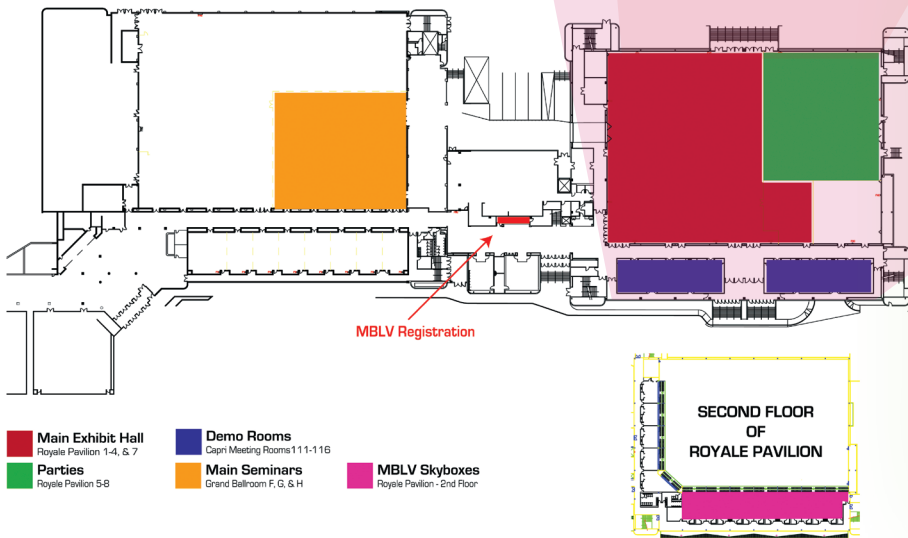


Exhibit Space Rates:

- 10 x 10 - \$2000
- 10 x 10 Corner - \$2300
- 10 x 20 w/ 1 corner - \$4200
- 10 x 20 w/ 2 corners (endcap) - \$4400
- Standard Capri Demo Room - \$4200
- Standard Capri Demo Room with 10x10 on floor - \$4800

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Be Seen! Be Seen! Be Seen!

Once you have decided to exhibit at MBLV16, we are ready to help you maximize your impact with a load of different promo options. There's sure to be at least one—and probably more—that will suit your company's needs and style.

DON'T MISS THE PRE-SHOW ISSUE!

If you pay your deposit and sign your exhibitor's contract by September 1, 2011, your company's logo, at a minimum, and possibly more company info will appear in the DECEMBER MBLV PREVIEW ISSUE. This bonus 7th issue of the year will be almost entirely filled with content highlighting the 2012 show, including articles by our presenters, interviews with artists performing at the show, and more. For the readers, it's packed with useful DJ info; for show exhibitors, it's a great opportunity to get the word out about your products

and your upcoming presence at MBLV16.

PROGRAM GUIDE PROMOTION (IN PRINT AND IN THE NEW MOBILE APP)

Program Guide in Print

In 2011, MBLV's printed PROGRAM GUIDE doubled in size to add more magazine-like material for DJs, notes pages and, most importantly for you, a lot more room for advertising and promotion for exhibitors. This year we'll be adding even more pages. Since attendees refer back to the Program Guide throughout the year after the show, this is the perfect comple-

ment to regular magazine advertising. And it's easy to be part of it, with full page advertisements priced at only \$900 and half-pagers just \$500.

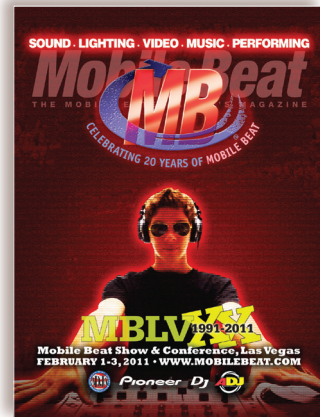
Do you need more than just a single ad to promote your products and show presence? The Program Guide also provides a "mini-catalog" option, with 4 pages at \$2500. That's just a little over \$600 for each full page!

- Program Guide Ads
- Full Page: \$900
- Half Page: \$500
- Mini Catalog of 4 pages: \$2500 (\$625 per page)

Next Generation: The Mobile Beat App

In 2011 Mobile Beat also debuted a killer SMARTPHONE APP (iPhone/Android) for the conference. Just like the print guide, the app is something that users refer to throughout the show for info on seminars, exhibitors and other show events. App sponsorship means even better visibility for forward-thinking show exhibitor among tech-savvy DJ app users.

This option also lets you reach beyond the show itself with your promotion: Based on conference attendance and download data, we know that



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even DJs who were not attending the show were installing the app to keep up on the latest conference news.

- **App Sponsorships run from \$1000 to \$5000. Ask show staff for details.**

SPONSORED WORKSHOPS AND EXHIBIT FLOOR STAGE DEMOS

Use a SPONSORED WORKSHOP OR SEMINAR to educate your current user and potential buyers. In addition to being promoted at the show, these events are heavily promoted in advance through e-mails, website placement and more. As we have fine-tuned the overall seminar/exhibit hall schedule, we have reduced the number of time slots for these sessions...which makes them even more valuable to companies wanting to set themselves apart from the competition!

EXHIBIT FLOOR STAGE DEMOS happen right in the middle of the action. These events are better suited for straight-up product demos than a seminar or Q&A format.

- **Sponsored Workshop, 45 minutes: \$1000**
- **Sponsored Exhibit Floor Stage Demo, 30 minutes total (15 minutes full volume / 15 minutes decreased volume): \$750**



LOCATION AND EVENT SPONSORSHIPS

Over the last few years, at the request of exhibitors looking for unique ways to get their name and products in front of MBLV attendees, we have done everything from seminar audio sponsorships to offering the naming rights for the expo floor stage and registration area. These were all done in addition to nighttime party sponsorships and other unique

options. We are open to your ideas and creative input. Please contact us to discuss your custom proposal.

AND EVEN MORE...

Get your message onto the hotel's in-room TV channel and conference floor monitors by being part of MOBILE BEAT TV. Your message will be repeated often in the rotation throughout the show, guaranteeing that it will catch the eye of everyone who consults these ubiquitous screens for show info.

Or utilize the vehicle of SHOW BAGS to increase your brand exposure. Ride along by getting your logo included on the bags, and/or by inserting materials (fliers, small catalogs, discs, or any other reasonably sized promo item) into the bags that attendees are given at registration--bags that many carry around throughout the show area, all week long. These easy options will pull more people to your booth and make your MBLV experience a more profitable one!

- **Mobile Beat TV: \$500 - \$1000**
- **Conference Bag Sponsor: \$1000 (Limited availability - inquire ASAP!)**
- **Bag Stuffer: \$700**



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Exhibitor Contract

This is an agreement for exhibit space and promotion at the 2012 Mobile Beat DJ Show and Conference - Riviera Hotel and Casino, Las Vegas, NV

Set Up:
Monday, February 6th
and Tuesday, February 7th
before 3pm

Floor and Demo Room Hours:
Tuesday, February 7th: 4pm to 7pm
Wednesday, February 8th: Noon to 6pm
Thursday, February 9th: Noon to 3pm

Company Name: _____	Billing Contact: _____	I am a: _____
Street Address: _____	Phone/Fax: _____	<input type="checkbox"/> Manufacturer
City/St/Zip: _____	Email: _____	<input type="checkbox"/> Dealer *
Authorized Signature / Date: _____		<input type="checkbox"/> Other

* DEALERS: See "Product Lines" under the Terms of Contract below for important exhibiting information.

Booth Preference

- 10 x 10 - \$2000
- 10 x 10 corner - \$2300
- 10 x 20 w/ 1 corner - \$4200
- 10 x 20 w/ 2 corners (endcap) - \$4400

Location Preference: _____

Demo Rooms:

- Standard Capri Demo Room - \$4200
 - Standard Capri Demo Room + 10x10 on floor - \$4800
- * Demo rooms DO NOT get additional exhibit hours.

Exhibitor Badges

Exhibitor badges are for those directly involved in setting up, staffing, and tearing down show booths. They are NOT for general distribution. Any badge request not fitting this description, as determined by show management, will be denied.

TWO exhibitor badges are allowed per 10x10 booth space (FOUR per demo room). Exhibitors with sponsored seminars may add ONE additional badge.

Promotional Options

Program Guide Ads:

- Full-Page - \$900
- Half-Page - \$500
- 4-Page Mini-Catalog - \$2500

- Mobile Beat TV - \$500-\$1000
- Bag Stuffer - \$700 / Bag Sponsor - \$1000
- Sponsored Workshop, 45 min - \$1000
- Sponsored Exhibit Floor Stage Demo, 30 min - \$750 (15 min full volume / 15 min decreased volume)

Total Includes: _____

at a total cost of \$ _____

Payment Information

A minimum 50% deposit must accompany agreement. **Balance is due by January 2nd.**
NOTE: Credit card on file WILL BE CHARGED on January 5th if balance has not been received.

Credit Card Information

Charge 50% Deposit Charge for full booth(s)

Card # _____

Exp. Date: _____

Type: VISA / MC / DISC

Name on Card _____

Signature: _____

Security Code: _____

Or enclosed is a check for \$ _____ payable to **Mobile Beat**

TERMS OF CONTRACT

Content of Booth: Upon acceptance of exhibit space, exhibitor agrees all products/services they plan to exhibit/sell at event do not violate federal, state, or municipal law. Failure to comply will result in ejection from event. Exhibitors using confetti and/or streamers may be subject to additional fees for cleaning. Sound and fog will be strictly regulated in the display areas. Sound Levels will be strictly ENFORCED (Sound level of 85db taken from mid-aisle). Show management reserves the right to shut down any exhibit that is exceeding sound levels with no refunds. Material, including live models, conduct that is sexually explicit and/or sexually provocative, including but not limited to nudity, partial nudity and bathing suit bottoms, are prohibited on the show floor, all common areas, and at any access points to the show.

Staffing and Liability: By signing this agreement, Exhibitor warrants having Workman's Compensation and liability insurance for all staff assigned to set up, tear down or work in the exhibit hall and all other exhibit areas, including demo rooms. Although 24-hour security is provided will be provided from Noon on Monday, February 6th through 5pm on Thursday, February 9th, show management assumes no responsibility for loss of

or damage to exhibitor property or any other liability. The Exhibitor warrants and understands that insurance and liability coverage are the full responsibility of the Exhibitor.

Financial Policies: Cancellation - Initial 50% payment non-refundable, 50% of full payment refundable through 45 days before event. Breach of Contract - In the event the terms of this contract are breached and legal action is required, then the State of Iowa is the venue for all legal proceedings. Payment and Booth Assignment - Booths are assigned on a first-come, first-served basis requiring a signed contract and 50% deposit. Exhibitors using a credit card for payment of a deposit please should note that the card will automatically be charged for the balance when due. Mobile Beat reserves the right to reassign booth space based on needs of the overall conference.

* **Product Lines:** Prior to the show all dealers will be required to submit a list of manufacturers who have authorized them to sell their product (one per line). Dealers may have only ONE of each type of product line in their booth space. Categories include, but are not limited to: Lighting, Speakers/Amplification, Music, Microphones, Cases, Mixers or Controllers, CD players (or other Audio sources).

Please contact Ryan Burger at 515-986-3300 ext 300 with any questions.
Return this form with payment to PO Box 42365, Urbandale IA 50323 or Fax to (515) 986-3344