



Symposium Management Office

PCM

7916 Convoy Court San Diego, CA 92111-1212

Telephone: (1) 858 565-9921

Fax: (1) 858 565-9954

E-mail: incose@pcmisandiego.com

July 9, 2006

Dear Potential Exhibitor:

Continuing its tradition as the preeminent systems engineering Symposium bringing together leaders from industry, academia and government, the **International Council on Systems Engineering (INCOSE)** is pleased to announce the **17th Annual International Symposium with its theme.... *Systems Engineering: Key to Intelligent Enterprise!*** On behalf of the INCOSE 2007 Committee, we cordially invite your organization to exhibit its products and services at the Symposium to be held **24 June – 29 June 2007 at the Town and Country Resort in San Diego, CA.**

The 2007 Symposium will be designed to attract delegates from around the world to address the dramatic expansion of opportunities available to those who learn to see and treat enterprises as systems and systems as enterprises. The attached "Call for Exhibitors" provides more details on program threads and areas of interest.

We expect over 1200 delegates to attend next year's event, located near Mission Bay, Sea World, San Diego Zoo and Wild Animal Park, Old Town and many beaches. INCOSE delegates are a cross-section of engineering managers and practitioners from private industry, armed and civil services, research organizations and academia. These decision-making managers and engineers will be seeking information on the latest hardware, software, services, technical publications and related products for application in their systems engineering environment.

Your participation as an INCOSE 2007 exhibitor brings you face-to-face with these delegates for a stimulating exchange of information and technical expertise. We have designed several features to increase traffic flow into the Exhibit Hall including:

- Food service and breaks within the Exhibit Hall
- Raffles of vendor-provided items will be held throughout the Symposium
- Book Signings during which attendees can meet prominent systems engineering authors
- Exhibit Booth Bingo requiring players to obtain stamps from exhibitors
- University special pricing

Formal applications for exhibit space will be accepted by email or fax beginning 2 October 2006 at 0700 PST/1000 EDT. The application acceptance policy is first-come, first-served and we will do our best to accommodate your choice of booth locations *provided your application is received at or after the designated time.* The floor plan of the Town and Country Resort is attached to facilitate your planning and selection of a preferred booth location.

After receipt of your application, you will be sent a confirmation letter and invoice. GES Expo Services, our exhibit support company, will mail exhibitor kits in April 2007. Full payment is due 30 days following receipt of your application or 28 February 2007 whichever comes first.

If you have any other questions or would like more information please do not hesitate to contact us at is2007-exhibits@incose.org.

Sincerely,

Thomas Kudlick
INCOSE 2007 Exhibits Chair
Phone: 702-461-2525

2007 SYMPOSIUM CALL FOR EXHIBITORS

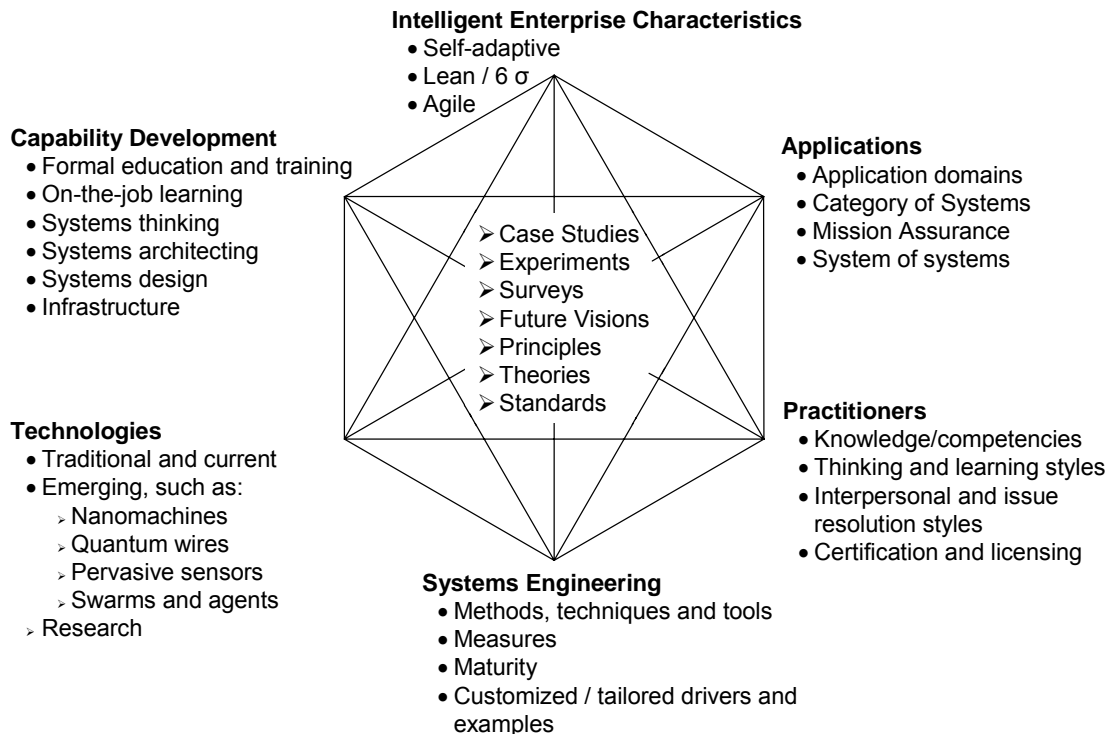
Seventeenth Annual International Symposium of
The International Council on Systems Engineering
Systems Engineering: Key to Intelligent Enterprise

Hosted by the INCOSE Region II Chapters
 Town and Country Resort, San Diego, CA

24 June – 28 June 2007

The symposium theme *Systems Engineering: Key to Intelligent Enterprise* calls on delegates to address a wide scope of solutions to tough Systems Engineering problems. INCOSE 2006 will bring together professionals and organizations representing a wide variety of backgrounds and perspectives, eager to share and learn from each other's challenges and successes. As an Exhibitor at INCOSE 2007, you will have a chance to meet these professionals who are in search of ways to improve their businesses. INCOSE, as host and organizer of this annual worldwide symposium, will make you an integrated partner in delivering this exciting event. We invite you to join us in the vacation capital of San Diego as we provide new systems thinking to solve tough systems issues!

Areas of special interest are:



This event is being held at the Town and Country Resort, minutes away from many of San Diego's best known attractions and inviting beaches. At the Town and Country Resort, play golf and enjoy the family friendly atmosphere.

Don't miss this powerful networking opportunity, on or off the fairway!

Price for 10'x10' booth is \$2650. A 10% discount is offered for multiple booths.

University price is \$1000.

GES Expo Services will provide exhibit support.

Invitations will be sent to prior INCOSE Symposium Exhibitors and vendors who request an invitation.

<p>TECHNICAL QUESTIONS:</p> <p>Thomas Kudlick, Chair (702) 461-2525 E-mail: is2007-exhibits@incose.org</p>	<p>TO REQUEST AN INVITATION:</p> <p>Christine Kowalski PCM 7916 Convoy Court San Diego, CA 92111 USA Tel: +1 858 565 9921 Fax: +1 858 565 9954 E-mail: incose@pcmisandiego.com</p>	<p>IMPORTANT DATES:</p> <p>Invitations Released: 9 July 2006</p> <p>Formal Exhibit Signup: Begins 0700 PST 2 October 2006</p> <p>www.incose.org/symp2007</p>
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EXHIBITOR BENEFITS

Seventeenth Annual International Symposium of

The International Council on Systems Engineering Systems Engineering: Key to Intelligent Enterprise

Hosted by the INCOSE Region II Chapters
Town and Country Resort, San Diego, CA

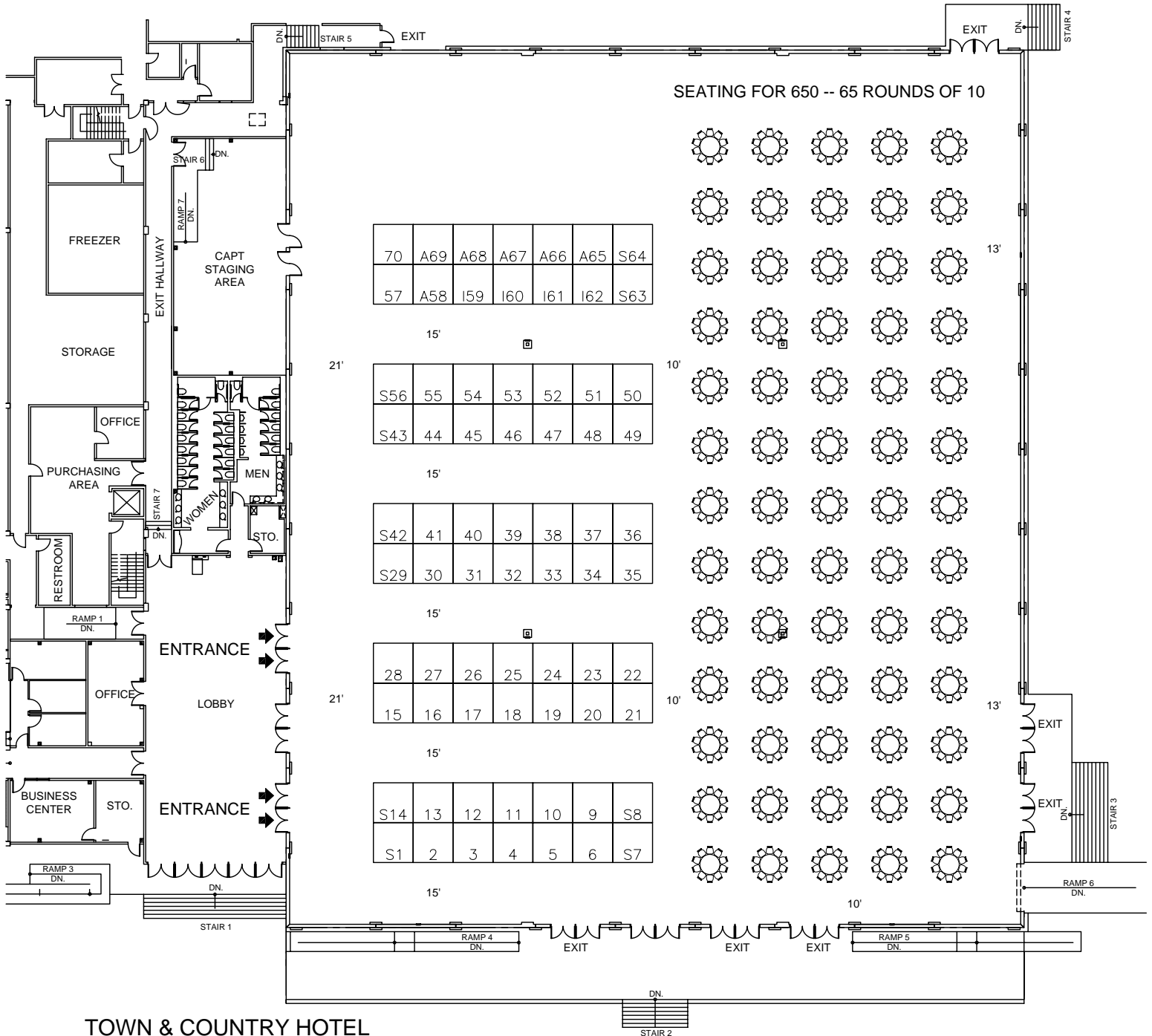
24 June – 28 June 2007

As an INCOSE 2007 Exhibitor, you not only get an opportunity to meet face-to-face with hundreds of qualified buyer prospects, you also gain exposure to a national and international Systems Engineering audience. Your INCOSE 2007 booth rental also includes the following benefits:

- Company listing on the INCOSE 2007 website and a hot link to your homepage
- Listing in the INCOSE 2007 *Program Guide*
- Contact list of all delegates attending INCOSE 2007
- Contracted Commercial companies will receive one complimentary Symposium registration (*Does not include special events which can be purchased separately*).
- Academic exhibitors will receive one discounted Symposium registration.
- Two complimentary Exhibitor Booth Registrations per booth (*allows entrance to the Exhibits Hall and lunches/refreshments Monday through Friday; does not include entrance into Symposium Technical sessions.*)
- Opportunity for colleges and universities to showcase their systems engineering programs, research projects, and student papers.
- All meals, daily breaks, and many Special Events are hosted in the Exhibits Hall to draw delegates into the Exhibits area
- Delegates are encouraged to visit booths for entry into raffle prize drawings
- Product demonstration opportunities
- Early notification for hotel rooms and suite accommodations
- 10 "Exhibits only" guest passes for you to invite customers and prospects
- 10' x 10' Exhibit Booth consists of an 8' high background drape, 3' high side dividing drapes, 6' x 30" draped table, 2 side chairs and wastebasket provided.
- 7" x 44" identification sign listing company name and booth number
- General security guard service
- Daily aisle maintenance
- Networking with other systems engineers at an international level

INTERNATIONAL COUNCIL ON SYSTEM ENGINEERING SYMPOSIUM

JUNE 24 - 28, 2007



TOWN & COUNTRY HOTEL
GRAND EXHIBIT HALL
SAN DIEGO, CA

ALL BOOTHS 10'x10' UNLESS OTHERWISE NOTED.

S - SPONSOR PLATINUM & GOLD BOOTHS
A - ACADEMIA BOOTHS
I - INCOSE BOOTHS



BOOTH COUNT	BOOTH SQ. FT.
10 x 10 - 70	7000
TOTAL SQ. FT.:	7000

PLAN PREPARED BY:

GES.
5560 Katella Avenue
Cypress, CA 90630
PH: 562-370-1500 FX: 562-370-1699

everythingispossible

SUBJECT TO FIRE MARSHALL APPROVAL

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S-1158	SD-00117	4-03-06
	J.HAAS	6-22-06
M.SWENBERGER		8-21-06
		8-25-06



APPLICATION / CONTRACT for EXHIBIT SPACE
International Council on Systems Engineering (INCOSE)
Seventeenth Annual INCOSE Symposium
Town and Country Resort – San Diego, CA USA
24-28 June 2007

Company Name: _____
(Exactly as you would like to see it acknowledged in printed materials)

Address: _____

City: _____ **State / Province:** _____ **Zip / Postal Code:** _____

Person responsible for Exhibit arrangements (Exhibitor packet will be sent to this individual):

Name: _____ **Title:** _____

Telephone: _____ **Fax:** _____ **Email:** _____

Total Number of Booths Requested: _____ **Booth Numbers Requested (see floor plan):**

1st Choice: [], [], [], [] **2nd Choice:** [], [], [], [] **3rd Choice:** [], [], [], []

Reserved Booth Prefixes S – Platinum and Gold Sponsors A – Academia I – INCOSE

Rental Fee (first booth): **2650 US\$** **Academia Pricing:** **1000 US\$**

The rate includes:

- Company listing on the INCOSE 2007 website and a hot link to your homepage
- Listing in the INCOSE 2007 *Program Guide*
- Contact list of all delegates attending INCOSE 2007
- Contracted Commercial exhibitor (\$2650) will receive one complimentary Symposium registration (*Does not include outside events, which can be purchased separately*).
- Contracted Academic exhibitor (\$1000) will receive one Discounted Symposium registration.
- Two complimentary Exhibit Booth Personnel Registrations per booth (*allows entrance to the Exhibits Hall and lunches/refreshments Tuesday through Thursday; does not include entrance into Symposium Technical sessions*)
- All meals, daily breaks, and many Special Events are hosted in the Exhibits Hall to draw delegates into the Exhibits area
- Delegates are encouraged to visit booths for entry into raffle prize drawings
- Product demonstration opportunities
- Early notification for hotel rooms and suite accommodations
- 10 “Exhibits only” guest tickets for you to mail to customers and prospects
- 10’ x 10’ Exhibit Booth consists of an 8’ high background drape, 3’ high side dividing drapes, 6’ x 30” draped table, 2 side chairs and wastebasket provided.
- 7” x 44” identification sign listing company name and booth number
- General security guard service
- Daily aisle maintenance

10% discount for the rental of multiple booths.

Deposit: A deposit of US \$500 per requested booth is due upon receipt of this Application.

Full Payment: Payment in full is due 30 days following receipt of this Application or 28th February 2006, whichever comes first.

Cost of Exhibit Space is: US \$ _____

Total Amount Enclosed is: US \$ _____

Please make check payable to: INCOSE

Applications for Exhibit Space will be accepted beginning 2 October 2006 at 0700 PST by E-mail, Fax or mail. (Checks for payment may be mailed.)

Important: We agree to abide by the *Terms and Conditions* of this contract and by any further rules and regulations.

Authorized Signature: _____

Print Name: _____

Date: _____ **Title:** _____

Please complete and return to:
INCOSE 2007
Professional Conference Management

7916 Convoy Court
San Diego, CA, USA, 92111
Phone: +1 858 565-9921 Fax: +1 858 565-9954
E-mail: incose@pcmisandiego.com

Refund Policy: Cancellations of exhibit booth space received by 2 April 2007 will be eligible for a refund of the deposit paid less 10%. Cancellations received between 3 April and 11 May 2007 will be eligible for a refund of the deposit paid less 50%. We regret that refunds cannot be allowed for booth cancellations occurring after 11 May 2007.

Playing or Performing of Music

- a. Exhibitor represents and warrants that no musical work protected by copyright will be staged, produced or, otherwise, performed via either "live" or "mechanical" means by or on behalf of Exhibitor, unless Exhibitor has previously obtained written permission from the copyright owner or the copyright owner's designee (e.g., ASCAP, BME or SESAC) for such use.
- b. Exhibitor further represents and warrants that it shall be fully responsible for the performance of all obligations under any agreement permitting the use of such music, including but not limited to all obligations to report data and to pay royalty fees.
- c. Exhibitor agrees to indemnify, save and hold harmless and defend INCOSE and its directors, officers, agents, employees, and each of them, from and against any and all claims, costs and expenses (including legal fees and expenses), demands, actions, and liabilities of every kind with respect to any breach of the foregoing representations and warranties.

Special Assistance / ADA Compliance

In compliance with the Americans with Disabilities Act, all booth personnel needing special assistance should contact INCOSE with their requests.

Claims / Disputes / Choice of Law

- a. In the event of any claim or dispute arising under this Agreement, the parties shall first attempt to resolve the matter over a period of at least thirty-one (31) days. If no resolution is reached during that time, the parties may submit the dispute for resolution through such alternative dispute mechanism as the parties mutually agree upon at such time. In the absence of agreement as to alternative dispute resolution, either party may pursue any remedies available to it at law or equity.
- b. Should either party bring an action to enforce terms or declare rights under this agreement, or should the parties agree to submit any disputes to Alternative Dispute Resolution, the substantially prevailing party shall be entitled to recover, in addition to all other relief to which it is entitled, its reasonable attorney's fees, and all costs of suit as fixed by the court or the alternative dispute resolution panel.
- c. Should either party resort to litigation or any form of alternative dispute resolution, the parties agree that the jurisdiction, venue and choice of law shall be the city of San Diego and state of California.

Agreement

The above signed, on behalf of the Applicant, its employees, agents, and contractors, agrees to comply with the Terms, Conditions and Rules for Exhibiting in an INCOSE-Sponsored Exhibit. We understand that this application becomes a contract and is binding on both parties on the date last written above when accepted and signed by INCOSE. All space assigned on a first-come, first-served basis, at INCOSE's discretion. All correspondence from INCOSE will be sent to the person listed above. The terms of this document may not be changed except in writing and signed by the parties.

Terms, Conditions, and Rules for Exhibiting in an INCOSE-Sponsored Exhibit

1. PURPOSE OF EXHIBIT

The International Council on Systems Engineering (hereinafter INCOSE) is an international organization formed to develop, nurture, and enhance the interdisciplinary approach and means to enable the realization of successful systems. INCOSE works with industry, academia, and government to:

- Provide a focal point for dissemination of Systems Engineering knowledge.
- Promote collaboration in Systems Engineering education and research.
- Assure the establishment of professional standards for integrity and in the practice of Systems Engineering.
- Encourage governmental and industrial support for research and educational programs that will improve the Systems Engineering process and its practice.

As such, it sponsors an annual Symposium as one means of accomplishing this end. The main purpose of this Symposium is educational and the exhibit staged in conjunction with the technical sessions is a vital element of this educational process.

2. INDEMNITY AND LIMITATION OF LIABILITY

Neither INCOSE, the sponsoring Region or Chapters, the Symposium Managers, nor the host Hotel/convention facility (hereinafter Exhibit Building), nor any of its officers, agents employees or other representatives shall be held liable for, and they are hereby released from liability for, any damage, loss, harm or injury to the person or property of the Exhibitor or any of its visitors, officers, agents, employees or other representatives, resulting from theft, fire, water or accident or any other cause. The Exhibitor shall indemnify, defend and protect INCOSE and the Exhibit Building and save INCOSE and the Exhibit Building, harmless from any and all claims, demands, suits, liability damages, loss, costs, attorneys fees and expenses of any kind which might arise from any action or failure to act on the part of the Exhibitor or its officers, agents, employees or other representatives. It is the responsibility of the Exhibitor to maintain proper insurance coverage for its property and liability. INCOSE will not be liable for any delays in delivery and/or non-delivery in the event of an act of God, action by any governmental entity, fire, flood, accidents, terrorism, riot, explosion, embargo, strikes, labor or material shortage or any other condition beyond the control of INCOSE and/or the official exhibit contractors affecting delivery.

3. ASSIGNMENT OF EXHIBIT SPACE

INCOSE shall assign the Exhibit Space to the Exhibitor for the period of the Exhibit (provided the Exhibit Building is made available to INCOSE) in priority order on receipt of enclosed Application/Contract for Exhibit Space and associated Deposit amount. Every effort will be made to respect the Exhibitor's space choices whenever possible, but INCOSE's decision will be final. INCOSE reserves the right to transfer assignments when such action is deemed to be in the best interest of the total exhibition. INCOSE reserves the right to withdraw its acceptance of this Application/Contract if it determines, in its sole discretion, that the Exhibitor is not eligible to participate or the Exhibitor's product or services are not eligible to be displayed in this Exhibit.

4. USE OF EXHIBIT SPACE

An exhibitor shall not assign to a third party its right hereunder to the Exhibit Space or any portion thereof without the prior written consent of INCOSE, which it may withhold at its sole discretion. If such consent is given, the Exhibitor shall assume full responsibility for the conduct of the assignee and all its representatives, and the Exhibitor shall not charge its assignee more than a proportionate share of the exhibit fee based upon the amount of Exhibit Space assigned.

5. EXHIBIT HOURS

INCOSE will establish exhibit hours and reserves the right to make changes; however, such changes will be made as far in advance of the exhibition as possible. Each Exhibitor is required to keep at least one attendant in the exhibit booth during all exhibit hours. Failure to do so may result in removal of the exhibit from the show at the Exhibitor's expense.

6. INSTALLATION AND DISMANTLING

The Exhibitor explicitly agrees that in the event he or she fails to install his or her products in assigned Exhibit Space or fails to remit the full payment for required space rental by the deadline specified, INCOSE shall have the right to take possession of said space and lease same or any part thereof to such parties as it may deem proper. In addition, the Exhibitor shall not dismantle or otherwise interfere with the orderly conduct and display of the exhibits until the Exhibit Floor is finally closed to the public.

7. DISPLAYS AND DECORATIONS

Merchandise, signs, decorations or display fixtures shall not be pasted, taped, nailed or tacked to walls. No Exhibit, merchandise, or equipment shall be left in any aisle, but shall be confined to the Exhibit Space. No signs or advertising devices shall be displayed outside the Exhibit Space or project beyond the limits of the Exhibit Space such as to interfere with any neighboring Exhibit.

8. UNION LABOR

Exhibitor must comply with all union regulations applicable to installation, dismantling, and display of the exhibits.

9. FIRE REGULATIONS

Exhibitor shall not use flammable decorations or covering for display fixtures and all fabrics or other material used for decoration or covering shall be flameproof. All wiring devices and sockets shall be in good condition and meet the requirements of local law.

10. BOOTH EQUIPMENT AND SERVICES

Space rental includes those terms listed in the accompanying invitation to exhibit.

11. STORAGE AND PACKING CRATES AND BOXES

Exhibitor will not be permitted to store packing crates and boxes in the booth or in the Exhibit Hall during the Exhibition, but these items, when properly marked, will be stored and returned to the booth by service contractors. It is the Exhibitor's responsibility to mark and identify all crates and boxes. Crates and boxes not properly labeled may be destroyed. No trunks, cases, or packing material shall be brought into or out of the Exhibit Space during exhibit hours.

12. CONTRACTOR SERVICES AND INFORMATION

INCOSE has in the best interest of the Exhibitor, selected certain firms to serve as the official contractors to provide necessary services to Exhibitors. Complete information, instructions, and schedule of prices regarding drayage, labor for set-up, dismantling, electric work, furniture, special cleaning services, etc. will be included in the Exhibitor Service Kit to be forwarded after space has been confirmed. An Exhibitor Service Center will be maintained on the Exhibit Floor to facilitate service requests from the Exhibitor. INCOSE assumes no responsibility or liability for any of the services performed or materials delivered by the foregoing persons and parties.

13. OBSERVANCE OF LAWS

Exhibitor shall abide by and observe all laws, rules, regulations, and ordinances of any applicable government authority and all rules of the Exhibit Building.

14. CANCELLATION OR TERMINATION OF EXHIBIT

If, because of war, terrorism, fire, strike, Exhibit facility construction or renovation project, government regulation, public catastrophe, Act of God, or the public enemy or other CAUSE beyond the control of INCOSE, the Exhibit, or any part thereof, is prevented from being held, is canceled by INCOSE or, the Exhibit Space becomes unavailable, INCOSE, in its sole discretion, shall determine and refund to the Exhibitor its proportionate share of the balance of the aggregate exhibit fees received which remains after deducting expenses incurred by INCOSE and reasonable compensation to INCOSE. In no case shall the amount of refund to Exhibitor exceed the amount of the exhibit fee paid.

15. EXHIBITOR CANCELLATION

Cancellation of any portion of this Application/Contract by the Exhibitor will be accepted upon the following refund schedule: Cancellation received by 2 April 2007 will be eligible for a refund of the fees paid less 10%; Cancellation received between 3 April and 11 May 2007 will be eligible for a refund of the fee paid less 50%. INCOSE regrets that refunds cannot be allowed for exhibit/booth cancellations occurring after 11 May 2007. The Exhibitor is responsible for the total exhibit fee, irrespective of the reason for cancellation by the Exhibitor, including, but not limited to, the failure of an Exhibit to arrive for any reason.

16. EXHIBITOR CONDUCT

Exhibitor and its representatives shall not congregate or solicit trade in the aisles. The prior written consent of INCOSE is required for the employment or use of any live model, demonstrator, solicitor or device for the mechanism or reproduction of sound. Such employment or use shall be confined to the Exhibit Space. INCOSE, in its sole and absolute discretion, may withdraw its consent at any time, in which event Exhibitor shall terminate such activity immediately. Distribution of pamphlets, brochures or any advertising matter must be confined to the Exhibit Space. INCOSE reserves the right to reject any exhibits or marketing materials that are not in keeping with INCOSE's professional standards.

Exhibitors are prohibited from bringing alcoholic beverages into the Exhibit Area other than those available during INCOSE-sponsored exhibit hall events. Exhibitors shall refrain from any action that will distract attendees from attendance at the Exhibit during open hours. Exhibitors shall not conduct themselves in a manner offensive to the standards of decency or good taste.

17. EXHIBITOR BADGES

Exhibitor Badges provide access *only to the exhibit hall*. Exhibitors who wish to attend any of the Symposium Tutorials, Academic Workshop, Plenary and/or Technical Sessions or the Symposium Banquet or other special events must register for the Symposium or the events separately and pay the appropriate member/non-member fee.

For security reasons, Exhibitor Badges are required to enter the exhibition area when the exhibits are closed. Exhibitor Badges and tickets will be included in the Exhibitor Packet held at the Exhibitor Registration desk. *Badges are not transferable*. There will be one Symposium packet per exhibiting company.

Exhibitor agrees to provide the names of personnel requiring Exhibitor Badges for INCOSE in the following fields or send via e-mail using the format below to PCMI at incose@pcmisandiego.com. Badge information is limited to (3) lines: name, company, and country. This information should be received by the INCOSE Symposium Management office no later than 15 June 2007.

17. PHOTOGRAPHS

No photographs shall be taken without prior consent of INCOSE or the Exhibitors involved.

18. AGREEMENT TO TERMS CONDITIONS AND RULES

The undersigned, on behalf of the Applicant, its employees, agents, and contractors, agrees to comply with the Terms, Conditions, and Rules for Exhibiting in an INCOSE-Sponsored Exhibit. The undersigned understands that this application becomes a contract and is binding on both parties on the date last written below when accepted and confirmed by INCOSE. All exhibit space will be assigned on a first-come, first-served basis, and at INCOSE's discretion. All correspondence from INCOSE will be sent to the person listed below. The terms of this document may not be changed except in writing and signed by the parties. The rights of INCOSE under this contract shall not be deemed waived except as specifically stated in writing and signed by an authorized representative of INCOSE.

I have read the Terms, Conditions and Rules for Exhibiting in an INCOSE-sponsored Exhibit and will hereby agree, on behalf of the Applicant and its representatives, to abide by and with the preceding agreement.

For: (Name of Company): _____

Signer's Name and Title

Signature Date

Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone: _____ **Fax:** _____ **Email:** _____