

INVITATION TO EXHIBIT AND SPONSOR



WASHINGTON CONVENTION CENTER

SEPTEMBER 15, 2007 • 11AM – 6PM

PH: 202.367.1138 FX: 202.367.2146 EMAIL: GLHS@SmithBucklin.com

www.GAYLIFEANDHOME.com

Why Participate at the Gay Life & Home Show?

Simply put, the Gay Life & Home Show is the only event of its kind in our region where your business comes face-to-face with the region's affluent gay and lesbian market. Exhibitors and Sponsors gain a clear competitive edge by attaining direct personal exposure while having year-round presence via our website and strong print promotion with our full color expo guide given out to all attendees and thousands more through local area gay and lesbian bookstores. Your promotion begins on our website immediately upon submitting your completed Application and materials and all will be placed in the best location zones on a first come basis – so act soon!!!

Why Market to the Gay and Lesbian Consumer?

A New York Press writer said it best "**while money talks...gay money SCREAMS!**" and one only need review the data collected on this affluent demographic to understand why. In short, many gays and lesbians are in professional and managerial level positions, most with dual incomes and no kids, and typically having more discretionary income to spend. But, they also tend to be very loyal consumers who would rather give their money to businesses specifically targeting them. This market reality has not been lost on over 30% of Fortune 500 companies who specifically and openly market to the gay and lesbian consumer and job-seeker. Some common names include US Airways, General Electric, NBC, J.P. Morgan, Smirnoff and Showtime just to name a few – so learn from this hard-spent research money and follow their lead!

Locally, according to the most recent government census, there are approximately 300,000 gays and lesbians living in the DC, MD, VA metro area with 20,000 self-identified same-sex households. Because gays and lesbians respond overwhelmingly strong to gay and lesbian targeted ad campaigns, this alone shows the magnitude of opportunity for those that choose to reach out and target this market. Below are the area's gay and lesbian consumer demographics as gathered and reported by Simmons Market Research, Harris Interactive and Instinct Magazine. The figure in parentheses indicates the comparison to all adults in the area.

Washington DC Metro Area Stats:

Age:

The median age of those surveyed was 41 with 85% between the age of 25 and 55.

Education:

79% are college graduates (vs. 37%)

42% held post graduate degrees

Income: (*increased from 2000 to 2007 at 2.5% increase per year)

Individual Median Income 2007: \$68,000 (vs. \$40,000)

Household Median Income 2007: \$99,850 (vs. \$74,800)

Employment:

92% employed (vs. 70%)

70% employed as professionals, managers, technicians or proprietors (vs. 32%)

National Buying Habits:

- 55% choose to do business with companies that they know have a commitment to diversity and equal treatment of employees (vs. 34%)
- 40% prefer to purchase products from companies that advertise in gay and lesbian media
- When ordering alcoholic beverages, 27% always ask for brand names (vs. 18%)
- Gay consumers are less likely (30%) to switch mobile phone service providers due to price (vs. 41%)
- 24% often or always like to keep up with the latest styles and trends (vs. 17%)
- 16% of households own HDTVs (vs. 9%) and 68% subscribe to premium cable channels (vs. 54%)
- 86% spend \$250+ per month on entertainment (music/music)
- 84% spend \$250+ per month on grooming aids
- 78% spend \$400+ per month on clothing
- 76% spend \$1500+ per year on electronics
- 75% spend \$5000+ per year on home furnishings/improvement
- 53% spent \$5,000 or more per person on vacations in the past year

The Gay Life & Home Show Provides...

Personal Contact with one of the area's most affluent buying markets. Exhibitors can demonstrate, show and explain their products or services while showing support to the gay and lesbian community - this alone goes a long way in gaining customer loyalty from this desired market. After the show, all exhibitors receive a Post Show Report complete with attendee mailing lists on labels and CD format to ensure immediate sales follow-up and continued future marketing efforts.

Print Advertising via our full color Gay Life & Home Show Guide. Unlike other Shows, we overprint copies of our full color Show Guide offering months-long exposure as part of your package...10,000 copies printed for the 2007 show! Our basic exhibitor package includes a 1/4 page Ad, and size upgrades are available. All Show Guides remaining after the event are distributed through the area's gay & lesbian bookstores and select DC street side stands as a consumer resource.

Web Exposure for up to one full year on the region's only Gay Life & Home Show website. Every Exhibitor will receive an impressive logo-link Ad with their business/organization description on this website. Additionally you'll receive a listing in the Directory index under your industry category. This is where attendees go to find specific products and services in the areas of interest to them. You'll be part of a powerful site that provides YEAR-ROUND exposure for your products and services before, during and after the show.

Exhibitor Opportunities

\$699⁺⁺ Package #1 10' x 10' space	\$899⁺⁺ Package #2 10' x 15' space	\$1099⁺⁺ Package #3* 10' x 20' space
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All Above Packages Include:

- Professional show-grade pipe-and-draped backdrop with side rails
- 6'x30" professionally skirted table and two (2) chairs
- Exhibitor name badges (up to two per 10'x10' booth) and show-quality company identification sign
- Logo-link with description on the region's only Gay Life & Home website**
- ¼ Page color Ad in the Show Program Guide**
- Mailing list of attendees printed on labels and on CD for future mailings

*Package #3 includes two (2) 6'x30" tables, four (4) chairs and ½ Page Ad

** See 14 and 15 for Ad and logo specifications

Value-Added Items:

- Maximize your visibility with guaranteed **Corner Booth** space placement. (\$200)
- Highlight your company name and booth location on the **You-Are-Here!** Locater Boards in the registration area and exhibit hall. While all companies are listed on the Locator, you'll draw extra attention by being highlighted. (\$200)
- Drive traffic to your business after the show by placing a coupon in the **Coupon Section** of the Show Guide (dimensions: 4.75"(w) x 1.75"(h)). Speak to a client representative for details. (\$250)
- Add yourself to the "**Featured New Products/Services**" list in the Show Guide. We'll list your company name, booth number and new product/service on this well-read prestigious list. Speak to a client representative for details. (\$250)
- Draw attention to your **Raffles** by having the winner announced over the PA and your company name, prize and the winner listed on the **Raffle Winner Board** by the show entrance. Speak to a client representative for details. (\$250)
- Hire our colorful show talent to distribute your literature for ½-hour through the exhibit aisles. Limited to two-sided 8"x10" flyer (solicitation in exhibit aisles is otherwise prohibited). (\$500)
- Ensure all attendees receive your literature with guaranteed insertion into the official show bags. Limited to two-sided 8"x10" flyer (solicitation outside your booth is otherwise prohibited). (\$900)

IMPORTANT: Review paragraphs 7-8 of the 2007 Gay Life & Home Show Terms and Conditions in this application for additional costs that could apply to your exhibit needs.

Sponsorship Opportunities

All sponsor contracts and logos must be submitted by August 1, 2007 to guarantee all sponsor benefits
See pages 14 and 15 for Ad and logo specifications

Associate Sponsor - \$2,000

- 10'(w) front x 10'(d) sides exhibit space
- Half page Color Ad in the Expo Guide
- Corporate logo on approximately 25% or more of print advertisements and collateral
- Corporate logo on 'Thank You' page in the Expo Guide
- Corporate logo link to sponsor website on the Gay Life & Home Show website
- Access to VIP Sponsor Lounge with morning VIP Continental Service, coffee, drinks and refreshments
- *Supporting Sponsor* banner at your exhibit space
- Sponsor Badges for your exhibit staff (up to 4 badges) & 10 Tickets to the show

Partnering Sponsor - \$4,500

- Premium 15'(w) front x 10'(d) sides corner exhibit space
- Full page Color Ad in the Expo Guide
- Corporate logo on approximately 50% or more of print advertisements and collateral
- Corporate logo on 'Thank You' page in the Expo Guide
- Corporate logo link to sponsor website on the Gay Life & Home Show website
- Corporate logo on signage at show entrance
- Corporate name and logo on all show bags
- Access to VIP Sponsor Lounge with morning VIP Continental Service, coffee, drinks and
- *Partnering Sponsor* banner at your exhibit space
- Sponsor Badges for your exhibit staff (up to 5 badges) & 20 Tickets to the show

Founding Sponsor - \$7,000

Limited to one per industry

- Premium 20'(w) front x 15'(d) sides carpeted exhibit space near entry (first come basis for location)
- Full page premium position Color Ad in Expo Guide inside front or back covers (first come availability)
- Corporate logo on all print advertisements and collateral
- Corporate logo centered on 'Thank You' page in the Expo Guide
- Corporate logo link to sponsor website on front page of the Gay Life & Home Show website
- Corporate logo on signage at show entrance
- Corporate name and logo on all show bags
- Access to VIP Sponsor Lounge with morning VIP Continental Service, coffee, drinks and
- *Founding Sponsor* banner at your exhibit space
- Sponsor Badges for your exhibit staff (up to 8 badges) & 30 Tickets to the show
- **First Right of Refusal at same sponsor level for 4th annual Show***

*Must confirm at least eight months before 2008 Show date

Signature Sponsor - \$10,000

Limited to one per industry

- Premium 20'(w) x 20'(d) sides carpeted island exhibit space near entry (first come basis for location)
- Full page premium position Color Ad on Expo Guide back cover or 2-Page Spread (first come availability)
- Corporate logo on all print and television advertising, mention in press releases and radio
- Corporate logo top and center on 'Thank You' page in the Expo Guide
- Corporate logo link to sponsor website on center front page of Gay Life & Home Show website
- Corporate logo top and center on signage at show entrance and logo on signage throughout show
- Corporate name and logo - largest and centered - on all show bags
- Access to VIP Sponsor Lounge with morning VIP Continental Service, coffee, drinks and
- *Signature Sponsor* banner at your exhibit space
- Sponsor Badges for your exhibit staff (up to 10 badges) & 50 Tickets to the show
- **First Right of Refusal at same sponsor level for 4th annual Show***

*Must confirm at least eight months before 2008 Show date.

Show Guide Advertising Opportunity

A great option for those not exhibiting who still want broad exposure to this desired market

Advertising in Show Guide Only

(Still Includes Logo-link on Website – all Ads in color)

A great option for those who can't exhibit and still want to receive broad exposure. Unlike other shows, we overprint copies of our full color Show Guide offering you months long exposure - 10,000 copies printed for 2007! Show guides not given to show attendees are distributed through the area's gay and lesbian bookstores as a consumer resource.

1/4 Page - \$375

1/2 Page - \$550

Full Page - \$750

Did you know....

- 40% of gay consumers – quality and value being equal – prefer to purchase products from companies that advertise in gay and lesbian media?
- 33% of gay consumers use the Internet when they want to learn more about a product or service versus 26% of non-gays?
- Buying consumer products and services was one of the top reasons for using the Internet for 22% of gay consumers versus only 17% of non-gays.

Show Marketing Strategy

The Gay Life & Home Show has developed a comprehensive and broad marketing strategy designed to reach the targeted attendee with maximum effect. Below is our Attendee Profile and mediums used to reach this market.

Target Attendee Profile

Geographic Area: The Gay and Lesbian Community of the states of Virginia and Maryland and the District of Columbia as well as select cities in Pennsylvania, West Virginia and Delaware

Age: 30–50 years of age is the primary target although the general range is broad

Education: College graduates and post graduate degree holders

Income: Individual median income over \$68,000 / Household Median Income over \$99,850

Advertising Mediums

Print Display Ads

Ad placement in various local area and national newspapers and/or magazines such as the *Washington Post*, *Washington Blade*, *Metro Weekly*, *Baltimore Gay Life*, *The Advocate* and *OUT!* as well as selected event guides and other publications.

On-air – Radio/Television/Cable

Cable Television Advertising is anticipated for BRAVO Network, Home and Garden TV (HGTV) and/or the A&E Network. Radio advertising may consist of satellite radio sponsorships and show day broadcasting as well as local terrestrial stations.

GO-CARD Distribution

Distribution of 30,000 post cards prominently displayed for the taking at over 300 GO-CARD partnership retail and restaurant locations throughout Northern VA, Washington, DC and Baltimore.

Email Campaign

Direct targeted email campaign to thousands of gay and lesbian households living within a 3 hour radius of Washington, DC – these email accounts consist of member from over 100 gay DC, MD, VA, PA and DE organizations and associations.

Other Literature

Distribution of full color invite-cards handed out at gay and lesbian frequented clubs, restaurants, retail locations and events within a 3 hour radius of Washington, DC. Full color posters will be displayed in hi-traffic areas such as metro stops, retail shops and restaurants.

Web

Permanent web presence at www.GAYLIFEANDHOME.com promoted through all print display Ads, on-air advertising, mass email campaigns, partnership links, and premium search engines. Banner-links to our website will be made from other partners such as: Pridenet, GLBTcentral, Gayplanet, Gayinsider, OutDirect, GayCrawler, Cybersocket, Washingtonblade, and many of our booked exhibitor and sponsor websites...and many more are always in the works!!!

2007 Gay Life & Home Show Exhibit/Sponsor Application

Please fill in all information and return with payment by check, money order or credit card authorization.
Return Application by fax to 202.367.2146 or mail to Parker Communications, Department 3132, Washington, DC 20042-3132
Questions? - Contact 202.367-1138 or GLHS@SmithBucklin.com

I. KEY INFORMATION:

Organization/Business: _____

Key Contact & Title: _____

Street Address: _____ City: _____

State: _____ Zip: _____ Website: _____

Phone: _____ Fax: _____ Email: _____

Products/Services Exhibited: _____

Questions #1: Will you be offering food, drink or alcohol samples? Yes ___ No ___ Which: _____

If Yes, you must call Convention Center Catering at 202.249.3524 (Pamela Angelos) for food & beverage compliance instructions and restrictions, and to complete the required forms. If this is not accomplished, you may not serve any items (exceptions: small candy packages or filled bowls).

Questions #2: Will you be engaging cash sales on-site? Yes ___ No ___ For: _____

Questions #3: List any Exhibitors you do not wish to be near: _____

Questions #4: List any Exhibitors you wish to be near: _____

A separate badge form will be provided to order your staff badges for personnel working in the booths

II. SELECTED PACKAGE AND OPTIONS:

Sponsorship Opportunity (All sponsorships include an exhibit booth.)

Signature - \$10,000 Founding - \$7,000 Partnering - \$4,500 Associate - \$2,000

Exhibitor Opportunity*

Exhibit Package # 1 - \$699.99 Exhibit Package #2 - \$899.99 Exhibit Package #3 - \$1099.99

Value Added Opportunities (for Sponsors/Exhibitors Only)

- \$100 - Upgrade to a ½-page ad in Show Guide (available for Exhibit Packages #1 & #2)
- \$150 - Upgrade to a Full page ad in Show Guide (available for Exhibit Packages #1, 2, & 3)
- \$200 - Guaranteed Corner Booth placement
- \$200 - Highlighted listing on You-Are-Here Locator boards in registration and exhibit areas
- \$250 - Listing on the "Featured New Products/Services" list in the Show Guide
- \$250 - Coupon in Coupon Section of the Show Guide
- \$250 - Announcement of your raffle and listing on Raffle Winners Board
- \$500 - Hire Show Talent for literature distribution
- \$900 - Show Bag literature insertion

Show Guide Advertising Only (Non-Exhibitors/Sponsors)

¼ page ad - \$375 ½ page ad - \$550 Full page ad - \$750

** Attention 501c(3) Non-Profits: a 50% discount will be made available off the Exhibit Package prices only (not applicable for sponsorships, value added opportunities or Show Guide Advertising)*

III. PAYMENT AUTHORIZATION and SIGNATURE:

Fee Totals: Sponsor Level or Exhibit Package: \$ _____
Total of Value Added Opportunities: \$ _____
Show Guide Ad Only: \$ _____
TOTAL: \$ _____

Payment: Check or money order made payable to “Parker Communications” and mailed to Parker Communications, Department 3132, Washington, DC 20042-3132 or
 Visa MasterCard American Express

Card Number: _____ Exp. Date: _____

Name on Card: _____ Signature: _____

We, the undersigned company, do hereby make application to participate in the Gay Life & Home Show as indicated above which when accepted by Show Management, becomes a contract. By signing below, we acknowledge that we have read, understand and agree to all terms as outlined in the 2007 Gay Life & Home Show Terms and Conditions as they govern the 2007 Gay Life & Home Show. Additionally, I certify that I am authorized to legally bind and obligate the company listed on this application.

Signature: _____ Printed Name: _____

Company: _____

**Please Forward your Company Logo Immediately for Placement on our Website
See Attached Specifications**

2007 Gay Life & Home Show Terms & Conditions

1. Show Location, Date, Hours: Washington Convention Center, Hall C, 801 Mount Vernon Place, Washington DC, 20001, Saturday, September 15, 2007, 11am – 6pm

2. Payment & Deadlines: Payment is due in full at time of application submission either by credit card or check/money order payable to Parker Communications (herein after referred to as Show Management). A \$35.00 charge will be assessed on any returned check or charge-backs.

3. Space Assignment: Exhibitors who have paid in full may request with some degree of certainty, assignment to a specific space location as designated in the show floor plan on a first come, first choice basis. Final exhibitor space assignment shall however always be at the discretion of Show Management. Should an exhibitor need to be re-assigned from their requested space due to any reason, they will be contacted by Show Management for a second requested space location as soon as possible. If such contact cannot be made for any reason, the exhibitor shall be assigned by Show Management to the closest similar open location.

4. Move-in Day: Friday, September 14, 2007 is the official date for exhibitor move-in and show floor set-up by the show's Service Contractor, Freeman Show Management Services (herein referred to as Freeman). Show floor set-up is anticipated to take place between 7am-12pm consisting of pipe and drape, staging, sign installation and other collateral set-up. These installations must be completed before exhibitors move in, therefore, the anticipated exhibitor move-in window will be between 12pm and 8pm. All confirmed exhibitors will receive exact move-in times and instructions two months prior to the event via the show's Exhibitor Services Kit provided by Freeman and sent to the email provided in your application. Also included in this Kit will be any necessary forms needed for the ordering by exhibitors of optional furniture, booth carpet, accessories, other services and their prices.

5. Show Day Set-up & Staffing: Saturday, September 15, 2007 is the actual show date and exhibitors may enter the event facility, Hall C, beginning at 8am on this day. It is the responsibility of each exhibitor to have their exhibit set up by 10:00am at the latest with all unused items placed under their table and out of sight if this has not been completed during the official move-in day of Friday, September 14, 2007. Exhibitors are required to staff their space during the open hours of the event and no exhibitor under any circumstance shall begin break-down of their exhibit before show closing at 6pm. Exhibitors shall breakdown their exhibit space and completely depart the facility no later than 9pm unless other exceptional arrangements have been made. Such exceptions however can only be made ahead of time and for larger more complex exhibits set-ups.

6. Move-out & Break Down: Exhibitors may begin break-down of their exhibit only at the show closing time of 6pm and not before. Exhibitors shall ensure the breakdown of their exhibit space and complete their departure from the facility no later than 9pm unless other arrangements have been made; such exceptions however can only be made ahead of time and for larger more complex exhibits. Therefore, break down and move out shall take place between 6pm-9pm. Exhibitors will receive exact move-out instructions via the emailed Exhibitor Services Kit or from Freeman personnel on Show day.

7. Union Labor Charges: The Washington Convention Center is a Labor Union signatory, and as such, there are specific requirements and possible mandatory costs to exhibitors that must be understood and adhered to when exhibiting at the 2007 Gay Life & Home Show. These charges are paid to the independent Service Contractor, Freeman Show Management Services, who coordinates all union labor rates and prices for this show's installation and any specific exhibitor labor needs as requested:

a. Exhibitor Costs for Move-in/out and Freight: Exhibitors are required to use on-site union labor for the unloading and loading of their personal exhibit set-up material and equipment from their vehicles. This means that exhibitors must be prepared to pay for this service either ahead of time though Freeman who will contact each exhibitor or at the loading dock where it will take additional time. This is a roundtrip charge paid once (see 'Prices' below). There is only one waiver for this charge: if an exhibitor can carry one reasonable arm-load in one trip from his/her vehicle, there will be no charge. (Please note: this means one person with one armload in one trip only; not two people with an armload each to one space, or one person making two trips to one space). If you have freight that needs to be delivered to the site or warehoused before and transported to the site on Move-in day, contact Freeman for cost and procedures (see 'Prices' below).

b. Exhibitor Costs for Labor: If exhibitors are using a hammer, drill or other tool to fabricate, rig or otherwise "put up" their exhibit display, you can expect that in most cases a union labor monitor will become aware and stop you. This type of work is considered on-site construction labor that a union laborer must do; and, they will step in, complete the task and charge you there. This should not be a surprise to most exhibitors as you know what your set-up requires and should plan for this assistance ahead of time through Freeman. If you have any questions about this and what constitutes this type of chargeable labor, contact Freeman (see 'Prices' below for contact info). Additionally, if you desire labor for any other assistance you anticipate needing, this can be arranged through Freeman as well.

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c. Prices: Show Management has arranged a fixed rate per POV (privately owned type vehicle) which are vehicles primarily used for transporting passengers not cargo or freight. Examples of a POV are cars, light trucks, vans, SUVs, taxis or limousines. A POV does not include POV vehicles towing loaded trailers, box trucks, semi-trucks cargo carriers and delivered freight, etc. For these prices you will need to contact Freeman with specifics.

--POV Move-in/out roundtrip rates are \$138.00/cartload for each vehicle. A cart is 4'x5' and included in this rate is a max of 250lbs. and eight pieces or less per cartload. Exhibitors will be greeted at the loading dock where items will be unloaded and taken to your number-assigned spaces. You will park your vehicle and go to your space where your items will be waiting for you to set up. This will work in reverse at show closing as well. Again, the \$138 covers both ways.

--Vehicles coming into the Hall on exhibit will be charged a \$150 spotting fee. The convention center requires certain restrictions for inside display vehicles – please call for details. Show Management will also need to know as soon as possible if a display vehicle will be used as special load-in times are required.

--Labor to assist with exhibit set-up is optional and charged at rates between \$68-\$101/hour depending on Standard or Overtime status.

--Freeman provides other types of staff labor, services and rentable products/equipment available to exhibitors and will provide further information and pricing in the Exhibitor Services Kit sent out two months prior to the event.

NOTE: At any time, you may contact Freeman directly at 301.918.7950 for specific answers to your questions or visit their website at www.freemanco.com.

8. Electricity, Web Access, A/V and Plumbing: If any of these services are desired for your exhibit space, all order forms will be included in the Exhibitor Services Kit and sent two months prior to the event to the email address provided in your application.

9. Exhibitor Conduct: All exhibits must conform to the space requirements designated by Show Management, host site management, local fire department codes if any and any other authority under whose jurisdictions the show and its location falls. All exhibit personnel, exhibits, demonstrations and solicitations shall be confined to the contracted exhibit space. In no case shall any exhibitor obstruct aisles, common areas, or neutral space between exhibitor spaces with his/her goods or persons or in any other manner and all aisles and exits shall be kept clear within the boundaries set up by local fire codes. Exhibitors must agree not to show discrimination to any individual or group on the basis of sexual orientation, gender, race, ethnicity, handicap, political or familial affiliation, or any other reason. No undignified methods of attracting attention such as loud music or other noise, flashing lights, violating the space of other exhibitors, etc. shall be permitted. Show Management reserves the right to remove any materials or persons with loss of all fees and costs to such persons, if determined to be in violation of the Exhibitor Conduct Clause in any way or in violation of any other clause in the 2007 Gay Life and Home Show Terms and Conditions.

10. Sub-Letting: Exhibitors shall not assign or sublet their space without the written consent of Show Management or permit any other person or company to use any part of such space. If such an event occurs, the exhibitor may be removed from the event without a refund.

11. Prohibited: There shall be no flammable, toxic or otherwise hazardous materials used, located, stored within or transported throughout the facility by any exhibitor. No open flames are allowed. Smoking is not permitted inside the building or in connection with the Show to include in front of or near any designated Show entrances. No propane or bottled gas shall be permitted for use in connection with the Show. No helium balloons are allowed. No food, drink or alcoholic beverages shall be sold or samples offered at the Show unless indicated in the Application and coordinated with Convention Center Catering as described in paragraph 13 herein.

12. Lead List: A list of attendees will be made available to exhibitors, provided that the exhibitor has fulfilled all terms of this agreement. The exhibitor agrees not to sell, lend, or otherwise transfer this list to any other business or individual. The exhibitor agrees to be held liable for any unauthorized use of the list and that the damages to event management resulting from each unauthorized use will be set at a dollar amount equal to that of the exhibitor's package price.

13. Vending and Licensing: Exhibitors may demonstrate products and services, solicit orders, sell items and distribute advertising material only from their assigned exhibit space and only for products and services which are provided in exhibitor's normal operation of business and as indicated on the Application. If you are selling products or services and/or offering for sale or free samples of food or beverage to include alcohol, you are responsible for having knowledge of and being in compliance with all federal and local laws, ordinances and regulations pertaining to licensing, sales tax, health, fire prevention, public safety, copyright, and the Americans with Disabilities Act. Exhibitors offering food, non-alcoholic and/or alcoholic beverages are required to

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contact Convention Center Catering at 202.249.3524 (Pamela Angelos) for food and beverage compliance instructions and restrictions, and to fill out and submit all required forms. The serving of alcohol will require the hiring and paying for of a Convention Center Catering bartender which can be coordinated through them directly. If this contact is not made and any subsequent instructions not adhered to, you may not serve the respective products.

14. Exhibitor Cancellation: Cancellations must be made in writing and mailed to Gay Life & Home Show, SmithBucklin Corporation, 2025 M Street, NW, Suite 800, Washington, DC 20036 or fax to (202) 367-2146 in accordance with the dates and conditions listed below. Email, voicemail or other types of communication shall not be honored.

-Cancellation requests made before May 15th, 2007 shall receive their package price refund minus a 10% administrative fee.

-Cancellation requests received on or after May 15, 2007 shall not receive any refund.

15. Show Cancellation: If Show Management should be prevented from holding the show by any cause beyond its control, or if it cannot permit the exhibitor to occupy space due to causes beyond its control, Show Management reserves the right to 1) alter location and/or date of event with reasonable notice provided to exhibitors; or 2) cancel the show in full with no further liability than a refund of the exhibitor's paid fees. Except as specifically provided in this agreement, should Show Management voluntarily fail to hold the event as herein provided or to furnish to exhibitor the space herein described, Show Management shall refund to the exhibitor all amounts paid and such refund shall be accepted by the exhibitor as complete settlement and discharge Show Management of any and all exhibitor claims and demands.

16. Americans with Disabilities Act: Exhibiting companies are responsible for making booths accessible to persons with disabilities as required by the Americans with Disabilities Act, and shall hold the Parker Communications or Show Management harmless from any consequences of exhibiting company's failure in this regard.

17. Limitations and Liability: Exhibitors or their agents may not allow any articles to be brought into the exhibition or any act done on the premises which will invalidate the insurance or increase the premium on the policies held by the management of The Washington Convention Center, or permit anything to be done by their employees through which act the premises, property or equipment of other exhibitors will be damaged. No signs or articles can be affixed, nailed, or otherwise attached to walls, doors, etc., in such a manner as to deface or destroy them. Likewise, no attachments can be made to the floors by nails, screws, or any devices that would damage them. All space is leased subject to these restrictions. Violations of these rules will annul the exhibitor's contract, and he or she will be held liable for any damage resulting from such violations.

The exhibitor shall be responsible for securing any and all necessary licenses or consents for a) any performances, associated music licensing fees, displays, or other uses of copyrighted works or patented invention, and b) any use of any name, likeness, signature, voice or other impression and other intellectual property owned by any third party which is used, directly or indirectly by the exhibitor. The exhibitor agrees hereby to indemnify, defend and hold Parker Communications and Show Management harmless from and against any claim of liability and any incident or resulting loss, cost, or damage (including costs of lawsuit and attorney's fees) for failure to obtain these licenses or consents and/or for infringements or other violations of the property rights or the rights of privacy or publicity of any third party.

Exhibitor agrees to protect, save, and keep the Parker Communications, Show Management, the Washington Convention Center, and the official general services contractor forever harmless from any damage or charges imposed for violation of any law or ordinance by the exhibitor, his/her employees or agents as well as to strictly comply with the applicable terms and conditions contained in the agreement between Parker Communications, Show Management, the Washington Convention Center, and the official general services contractor regarding the exhibition premises; and further, exhibitor shall at all times protect, indemnify, save and keep harmless Parker Communications, Show Management, the Washington Convention Center, and the official general services contractor against and from any and all loss, cost, damage, liability, or expense which arises out of, from or by reason of any act or omission of exhibitor, his/her employees or agents.

18. Amendments/Enforcement: The Gay Life & Home Show Management reserves the right to interpret, amend and enforce these rules and regulations. Exhibitors agree to abide by the contract conditions, rules and regulations set forth herein. Show Management reserves the right to enforce compliance with these rules and regulations. If an exhibitor is in violation, Show Management may refuse to allow the exhibitor to set up and/or to continue to exhibit.

CORREPENDENCE AND PAYMENT INFORMATION

Send Correspondence to:

Gay Life & Home Show
SmithBucklin Corporation
2025 M Street NW Suite 800
Washington DC 20036
Phone: 202.367.1138
Fax: 202.367.2146
Email: GLHS@smithbucklin.com
Web: www.gaylifeandhome.com

Send Payment and Application to:

Gay Life & Home Show
Department 3132
Washington DC 20042-3132
Fax: 202.367.2146

Specifications

Web Logo & Show Guide

WEB LOGO-LINK

Dimensions and Format

Your submitted Logo should be no more than 150 pixels wide and no larger than 20KB in size.

Paragraph Information

Please provide your business email address, website URL and brief 100 words or less text description or message along with your Logo submission.

SHOW GUIDE

Dimensions

Actual Page: 5.375"w x 8.375"h

Full Page: 4.75"w x 7.75"h

Half Page: 4.75"w x 3.75"h

Quarter Page: 2.25"w x 3.75"h

READY COMPLETED AD FILE

Preferred File Software

Adobe Photoshop: TIF or EPS format only. All files must be 300 resolution. When viewing file at 100%, all art, pictures and fonts should be clean and crisp. If using photos taken on a digital camera, make sure photos are taken at highest resolution and size possible for your camera; the picture can then be reduced and resolution increased. We cannot guarantee the quality of any printed ad or photo if it has been submitted with a resolution less than 300.

Adobe Illustrator (Version CS1 or lower): All fonts must be outlined (select your type - go to "Type" menu and select "Create Outlines." Make sure your type is exactly the way you want it as it is not editable once outlines have been created). All Ads are black & white. Do not "PLACE" images into Illustrator layout: **copy and paste** them only. Save as .ai if possible or .eps if necessary

Quark (Version 6.5): Document size (page size) should be same size as ad. All files must be linked "Collect for Output" and include **all** fonts (PostScript *and* screen fonts). Double check collected items in your folder to make sure everything is there. MAC and PC fonts are not cross plat-formed so if you are using fonts in Quark that cannot be substituted, it would be best to create them in a different program such as Illustrator. To do this, create outlines and save it as an Illustrator EPS and bring it into Quark as a picture. If this isn't possible please make us aware that you are supplying Quark PC files with PC fonts and that the fonts are not to be substituted. Please remove any unused colors from your palette.

Adobe Acrobat PDF: Using Acrobat Distiller, create a PDF using the "Press Quality" job option. No changes are necessary for the settings using this option.

Adobe InDesign Version CS1: All elements (pictures, graphics and fonts) must be included with InDesign files.

NOTE: MS Word Doc files **are not** accepted

[Cont.]

File Transfer & Delivery

EMAIL: Please email files to EyeMantra Media at eyemantramedia@yahoo.com with a CC to GLHS@SmithBucklin.com. All email files must be a Stuffit SIT file or ZIP file under 5MB. When submitting by email, please send a PDF of layout (for viewing purposes only). Simply save a copy of your Illustrator files as a PDF for this purpose - Quark has an option to export a file as a PDF. If unsure, please contact EyeMantra Media via email to determine which format is best for your transfer.

REGULAR MAIL: Please mail physical files to: Parker Communications, 1200-A North Henry Street, Alexandria, Virginia, 22314.

CD & ZIPs: CDs should be cross plat-formed if possible / Zip Disks should be 100MB and 250 MB / PC or MAC (MAC preferred) files submitted by CD or Zip must have a hard copy sent as well.

AD DEVELOPMENT

If you need your Ad developed, please contact our designers at EyeMantra Media via email at eyemantramedia@yahoo.com to discuss ideas and rates. Please supply a contact number where you may be reached.

Helpful Items for Ad Development:

Physical Items for Scanning: For high quality scanning of existing material you may have on hand (such as your logo or other images), Laser proofs are preferred. Black and white is most suitable for this type of scan transfer; however, color camera-ready art may also be used although the Ad will be black & white). In any case, all images, pictures and fonts must be clean, crisp and in very good overall condition. Camera ready art may be supplied for Ad development but is not encouraged. If only able to supply ink-jet proofs (which are not preferred), we can only accept high resolution color proofs at 200% of original (original must be the exact size of Ad to be placed in the Show Guide). Again, Laser proofs are preferred for this type submission to ensure a proper high quality Ad. Additionally, black and white and color slides are accepted as well.

NOTE: No color Xerox copies can be accepted.

Electronic Files: If you have any items in an electronic format that might be helpful in the design of your Ads (such as your logo or any images), please forward to EyeMantra Media after you have discussed them with them (there are various types of e-files and some may not be useful).

Original Ad: If you have nothing to supply, EyeMantra Media, you can discuss ideas with him to develop an original concept design for your Ad.

Please inform EyeMantra Media as soon as possible if you need his design services. Due to numerous design requests, we will have to cut-off this option off at some point in . Thank you for your consideration

!!! AD DEADLINES !!! AD DEADLINES !!! AD DEADLINES !!!

Ready Completed Ads

Must be submitted complete and in compliance with the above specifications by August 01, 2007 to ensure placement in the Show Guide. Ready Ads submitted after this date are not guaranteed placement and Show Management shall not be held liable.

Ad Development

Requests and/or materials must be submitted to EyeMantra Media by July 01, 2007 to ensure Ad completion by August 01, 2007 for placement in the Show Guide. Requests and/or materials submitted after this date are not guaranteed to be placed and Show Management shall not be held liable.

EXHIBIT HALLS A, B & C



HALL 'C'

