

FileMaker® Developer Conference 2007

Conference Dates August 5 - 9, 2007 Product Showcase Dates August 6 - 8, 2007

FileMaker Developer Conference is targeted at solving attendees most urgent and critical problems, giving them hot new ideas, and showing them how to achieve the greatest success with FileMaker and related technologies. From the Product Showcase to the session rooms, they'll learn exactly what's important (and what's not), and how to make it all work right now.

The FileMaker Developer Conference gives you access to anyone involved in creating innovative solutions using FileMaker Pro for Windows or Mac OS. Conference attendees include software developers, technical managers, power users, corporate and government programmers, commercial developers, IT/IS staff and management, independent consultants, and trainers.

The Product Showcase is the place to display your innovative products and services. Since the Showcase is open during multiple days of the conference there is ample time to give in-depth information on your product or service and answer questions. Don't miss this opportunity to reach these targeted decision-makers and show them what's new and how you can help assist with their ever changing needs.

FileMaker Developer Conference attendees guide their companies with new ideas. They want to learn about innovative products, services and technologies. To show them your company's best, become an exhibitor and/or sponsor. You'll reach the people who really matter; the pace-setters who drive their companies to ever-better solutions and ROI. That's who attends the FileMaker Developer Conference and that's who you'll meet as a sponsor or exhibitor. They are looking forward to meeting you!

**To participate,
call 858-278-5600 or
via email at Sponsor@Advisor.com**

SCHEDULE-AT-A-GLANCE

Sunday, August 5

Conference Registration	8:00 am - 5:00 pm
Exhibitor Move-In	1:00 pm - 5:00 pm
Pre-Conference Seminars	8:00 am - 6:45 pm

Monday, August 6

Conference Registration	7:00 am - 5:00 pm
Continental Breakfast.....	7:00 am - 8:00 am
Exhibitor Move-In	8:00 am - 11:45 am
Keynote.....	8:00 am - 10:15 am
Morning Refreshment Break.....	10:15 am - 10:30 am
Conference Sessions.....	10:30 am - 11:45 am
Product Showcase Open	11:45 am - 8:00 pm
Lunch.....	11:45 am - 1:30 pm
Conference Sessions.....	1:30 pm - 2:45 pm
Conference Sessions.....	3:00 pm - 4:15 pm
Afternoon Refreshment Break	4:15 pm - 4:45 pm
Conference Sessions.....	4:45 pm - 6:00 pm
Welcome Reception	6:00 pm - 8:00 pm

Tuesday, August 7

Continental Breakfast.....	8:00 am - 9:00 am
Conference Sessions.....	9:00 am - 10:15 am
Product Showcase Open	9:00 am - 1:30 pm
Morning Refreshment Break.....	10:15 am - 10:30 am
Conference Sessions.....	10:30 am - 11:45 am
Lunch.....	11:45 am - 1:30 pm
Conference Sessions.....	1:30 pm - 2:45 pm
Conference Sessions.....	3:00 pm - 4:15 pm
Afternoon Refreshment Break	4:15 pm - 4:45 pm
Conference Sessions.....	4:45 pm - 6:00 pm
Product Showcase Open	7:00 pm - 10:00 pm
Dinner Party	7:00 pm - 10:00 pm

Wednesday, August 8

Continental Breakfast.....	7:00 am - 8:00 am
Conference Sessions.....	8:00 am - 9:15 am
Product Showcase Open	9:00 am - 3:00 pm
Morning Refreshment Break.....	9:15 am - 9:45 am
Conference Sessions.....	9:45 am - 11:00 am
Conference Sessions.....	11:15 am - 12:30 pm
Lunch.....	12:30 pm - 2:00 pm
Conference Sessions.....	2:00 pm - 3:15 pm
Exhibitor Move-Out	3:00 pm - 6:00 pm
Afternoon Refreshment Break	3:15 pm - 3:45 pm
Conference Sessions.....	3:45 pm - 5:00 pm
Closing Session	5:30 pm

Tentative schedule, subject to change.
Visit www.filemaker.AdvisorEvents.com for complete
schedule and updates.

EXHIBIT PACKAGE

Exhibit Package Includes:

- One 8' x 10' Booth Space
- One Internet Connection
- 500 Watts of Electrical Power
- Two high chairs
- One Demo Height Draped Table
- One Wastebasket

Two Exhibit Only Badges

Exhibitor only badge includes access to the Product Showcase, Continental Breakfasts, Buffet Lunches, Welcome Reception, Refreshment Breaks and DevCon Dinner Party.

Logo and Listing on Event Web Page

www.FileMaker.AdvisorEvents.com

Company Listing in the Conference Binder

Full-page Black & White Ad in Conference Binder

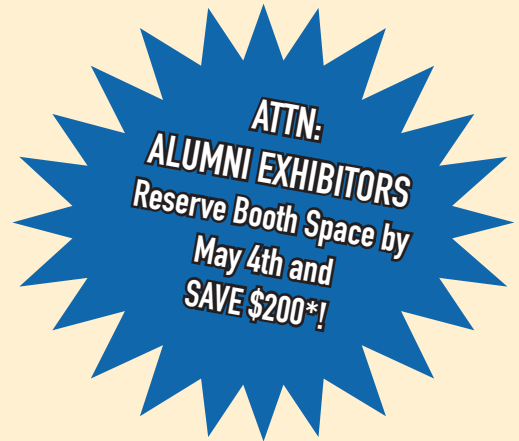
Each attendee receives a copy of the exclusive FileMaker Developer Conference Binder. The conference binder becomes their personalized technical reference as they plan their own conference learning program. A special section is devoted to the Product Showcase where attendees can learn what your company has to offer.

Product Demo, URL Link, and Logo on Conference Resource CD

Reach your prospects digitally! Each attendee receives a FileMaker Developer Conference CD packed with info on session presentations, examples, and your product demo and URL link. Attendees reference this CD for months after the conference.

Booth Package Cost \$2,100

*Alumni exhibitors will receive \$200 off booth package cost if Product Showcase agreement is signed and paid in full by May 4, 2007. (An alumni exhibitor is a company that has exhibited at any past FileMaker Developer Conference.)



SPECS

Logo

- .eps file with fonts converted to outlines.
- Illustrator V8 or lower
- Windows PC only not MACs; however MAC created files that are Windows compatible are okay.

Full-page Black & White Ad in Conference Binder

(Located in Product Showcase Section)
Content subject to approval by event producer.
SPECS: Black & White Ad
Trim Size: 8 1/2"w x 11"h
Live Area: 7" x 10"
Screen Size: 85 line
Format: pdf

Company Listing in Conference Binder

Listing includes: Company name, logo, contact information, and 50-word summary.

Product Demo on Conference Resource CD

Content subject to approval by event producer. Demo must be 30MB maximum.

The above materials are due June 1, 2007.

Please email all materials to Sponsor@Advisor.com
NOTE: After June 1 producer cannot guarantee listing in the Conference Binder and Resource CD.

PRODUCT SHOWCASE AGREEMENT

Before completing the following Product Showcase Agreement for the 2007 FileMaker Developer Conference held August 5 - 9, 2007 in Orlando, Florida, please review and initial the terms and conditions on page 6. Booth space is not confirmed until payment is received in FULL. (please type or print clearly)

Company _____

Address _____

City _____ State/Province _____

Zip/Postal Code _____ Country _____

Contact Person _____

Title _____

Phone _____ Fax _____

E-mail _____

BOOTH PLACEMENT (location cannot be guaranteed)

List any potential exhibitors you wish to be near:

List any potential exhibitors you do not wish to be near:

BADGE ASSIGNMENTS

Each exhibit package includes two exhibit only badges. Full conference passes and additional exhibit only badges can be purchased with this form.

EXHIBIT ONLY BADGE HOLDER(S) (Please print clearly)

1. (Included) Name _____

YES, upgrade this exhibit only badge to a full conference pass for \$495.

2. (Included) Name _____

YES, upgrade this exhibit only badge to a full conference pass for \$495.

3. (\$175) Name _____

4. (\$175) Name _____

FULL CONFERENCE PASS HOLDER(S) (Please print clearly)

1. (\$995) Name _____

2. (\$995) Name _____

3. (\$995) Name _____

4. (\$995) Name _____

NOTE: At all times, no one under 18 years of age will be permitted in the Product Showcase.

BOOTH ID SIGN - For booth identification purposes only.

ALL CAPS, ONE LINE ONLY (40 LETTERS MAX). Print below exactly how you want your ID sign to read.

Yes, we are interested in opportunities for increasing our visibility at this conference. Please have a representative contact us about special marketing and sponsorship opportunities.

Name _____

Phone _____ Fax _____

E-mail _____

Exhibit Package @ \$2,100 each \$ _____

Exhibit package includes one 8' x 10' booth space, one Internet connection, 500 watts of electrical power, two chairs, one table, one wastebasket, one ID sign, two exhibit only badges, logo and listing on event web page, full page B/W ad in conference binder, and product demo and listing on conference CD.

Upgrade full-page B/W ad in conference guide to 4-Color @ \$750 each \$ _____

Conference bag insert @ \$800 each \$ _____

Sample of insertion must be received by Producer for approval by April 6, 2007.

Upgrade exhibitor badge to full conference pass @ \$495 each \$ _____

Upgrade includes access to the sessions and the product showcase, conference materials, three continental breakfasts, three buffet lunches, welcome reception, DevCon dinner party, and refreshment breaks.

Additional exhibitor badge @ \$175 each \$ _____

Exhibit only badge includes access to the product showcase, three continental breakfasts, three buffet lunches, welcome reception, DevCon dinner party, and refreshment breaks.

Full conference pass @ \$995 each \$ _____

Full conference pass includes access to the sessions and the product showcase, conference materials, three continental breakfasts, three buffet lunches, welcome reception, DevCon dinner party, and refreshment breaks.

Past FileMaker Developer Conference exhibitor discount \$200 -\$ _____

Past exhibitors will receive \$200 off booth package cost if product showcase agreement is signed and paid in full by May 4, 2007.

TOTAL FEES \$ _____

PAYMENT INFORMATION

Charge \$ _____ to my credit card.

AMEX VISA MASTERCARD DISCOVER

Card # _____ Exp. Date _____

Security Code _____

Card Holder Name _____

Card Holder Signature _____

Card Billing Address _____

City _____ State/Province _____

Zip/Postal Code _____ Country _____

I would like to pay by check, please invoice me.

Total \$ _____ PO# _____

I understand that the total is due upon receipt of invoice and my contract is not final until payment in full has been received. Please make check payable to Advisor Media, Inc.

NOTE: If agreement is received after booth space is sold out, vendor will be notified immediately and will be under no obligation to perform under this contract. This agreement is binding and expires on August 8, 2007. Cancellations on or before May 4, 2007 are subject to a charge of 50% of booth space fee. Cancellations and "no shows" received after May 4, 2007 will be charged entire exhibit package fee. Payment must be received in full before fulfillment of items included with exhibit package can begin. Terms and conditions (page 7) must be initialed and returned with this agreement. By signing this agreement you agree to the terms and conditions.

Exhibitor Representative Approval

Signature _____

Print Name _____

Title _____ Date _____

SPONSORSHIP DETAILS

ALL SPONSORSHIPS INCLUDE:

- Corporate banner displayed in Product Showcase (venue permitting, 10' w x 4' h maximum, banner to be provided by sponsor, banner due August 1)
- One full-page four-color ad in the conference binder (artwork due: June 1)
- Insertion of pre-approved sponsor literature/giveaway in conference bag (insertion due: August 1)
- Logo in sponsor section of the conference binder (artwork due: June 1)
- 100 word listing in the Conference Binder (listing due: June 1)
- 30 MB of space on conference CD ROM (product demo, logo, and link, demo due: June 1)
- Recognition on sponsor banner displayed in high traffic conference area. Banner provided by producer.
- Recognition as sponsor in FILEMAKER ADVISOR
- Logo and link from Event Web page
- Logo, link and description on Product Showcase Web page
- Recognition as sponsor in all relevant printed materials (deadline permitting)

Conference Bag Sponsorship - \$10,000

Not only will every attendee be showing off your logo as they carry their bag to and from sessions each day, but when they get back home this bag will be used again and again. Your logo will be placed on the front of conference bag with the conference logo. Bags will be distributed to all attendees at registration. Logo size is 3" w x 1" h or 1½" w x 1½" h

Benefits:

- + Two booths (Exhibit package includes one 8' x 10' booth space, Internet connection, 500 watts of electrical power, two chairs, one table, one wastebasket, and one ID sign)
- + Six full conference passes
- + Logo imprinted on the official conference bag with event and producer logos

NOTE: Logo due June 1

Conference Resource CD Sponsorship - \$10,000

Reach your prospects digitally! Each attendee receives a FileMaker Developer Conference CD packed with info on session presentations, examples, and your product demo and URL link. Attendees reference this CD for months after the conference. Your logo will be featured on the CD label as well as each menu page on the CD.

Benefits:

- + Two booths (Exhibit package includes one 8' x 10' booth space, Internet connection, 500 watts of electrical power, two chairs, one table, one wastebasket, and one ID sign)
- + Six full conference passes
- + Logo and URL imprinted on the official conference cd and envelope
- + 50MB of space on CD to place your product info, demo, pdf or PowerPoint presentation

NOTE: Logo due June 1

Conference Notepad Sponsorship - \$8,000

The official conference notepad is inserted into each attendee bag. This notepad is used during and after the conference when attendees need to jot down those ever so important notes. Your logo and URL will be imprinted in four-color on the notepad (notepad is 3-hole punched along left side and includes the conference logo).

Benefits:

- + Two booths (Exhibit package includes one 8' x 10' booth space, Internet connection, 500 watts of electrical power, two chairs, one table, one wastebasket, and one ID sign)
- + Four full conference passes
- + Logo and URL imprinted on the official conference notepad with event and producer logos

NOTE: Logo due June 1

Conference Badge Holder and Pen Sponsorship - \$8,000

Every conference attendee will be showing off your company logo as they wear their badge to and from sessions. Your logo will also appear on the conference pen so your advertising continues even after the conference ends.

Benefits:

- + Two booths (Exhibit package includes one 8' x 10' booth space, Internet connection, 500 watts of electrical power, two chairs, one table, one wastebasket, and one ID sign)
- + Four full conference passes
- + Logo on conference badge and pen

NOTE: Logo due June 1

Conference Binder Sponsor - \$8,000

Your product or service advertisement will be seen by attendees throughout the conference. Each attendee receives a copy of the exclusive Conference Binder providing attendees with general conference information including the conference schedule and session information. Attendees reference this binder throughout the conference and after.

Benefits:

- + Full page 4-color ad on the back cover of the conference binder
- + Logo on the front cover of the conference binder with event and producer logos
- + Two booths (Exhibit package includes one 8' x 10' booth space, Internet connection, 500 watts of electrical power, two chairs, one table, one wastebasket, and one ID sign)
- + Four full conference passes

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SPONSORSHIP DETAILS

Welcome Reception Sponsorship - \$7,000

Sponsor the official DevCon Welcome Reception, one of the most popular events at FileMaker Developer Conference. As part of this sponsorship every attendee will get two free drink tickets featuring your logo. Attendees may redeem their tickets at any of the bars located in the Product Showcase. Your product literature will be placed at each table as well as a sponsor recognition placard on each table. The Welcome Reception will take place in the Product Showcase and will feature a selection of heavy appetizers and beverages. As a traffic builder, we will make every effort to position either a food station or a bar near your booth.

Benefits:

- + Two booths (Exhibit package includes one 8' x 10' booth space, Internet connection, 500 watts of electrical power, two chairs, one table, one wastebasket, and one ID sign)
- + Four full conference passes
- + Logo imprinted on cocktail napkins
- + Sponsor recognition on drink tickets
- + Recognition as sponsor on signs at reception venue
- + Recognition as sponsor on table signs at reception venue
- + Sponsor literature on tables at reception venue
- + Food station or bar positioned near your booth (venue permitting)

NOTE: Logo due June 1 and literature due at hotel on August 1

DevCon Dinner Party Sponsorship - \$7,000

Like the Welcome Reception the DevCon Dinner Party is one of the most anticipated events at the FileMaker Developer Conference. As part of this sponsorship every attendee will get two free drink tickets featuring your logo. Your product literature and a sponsor recognition placard will be placed at each table.

Benefits:

- + Two booths (Exhibit package includes one 8' x 10' booth space, Internet connection, 500 watts of electrical power, two chairs, one table, one wastebasket, and one ID sign)
- + Four full conference passes
- + Logo imprinted on cocktail napkins
- + Sponsor recognition on drink tickets
- + Recognition as sponsor on sign at dinner party venue
- + Recognition as sponsor on table signs at venue
- + Sponsor literature on tables at venue

NOTE: Logo due June 1 and literature due at hotel on August 1

Music Jam Session Sponsorship (Three Nights) - \$5,000

The Music Jam Session is where attendees go to unwind after a full day of sessions. Attendees bring their own instruments or use the instruments provided and form their own band to entertain the crowd. To maximize your marketing dollar napkins featuring your logo will be handed out with each drink and sponsor recognition signage will be placed at the venue highlighting your company. Sponsor recognition placards will be placed on tables at the venue.

Benefits:

- + One booth (Exhibit package includes one 8' x 10' booth space, Internet connection, 500 watts of electrical power, two chairs, one table, one wastebasket, and one ID sign)
- + Two exhibit only passes
- + Logo on cocktail napkins
- + Recognition as sponsor on sign at Jam Session venue
- + Recognition as sponsor on table signs at Jam Session venue
- + Sponsor literature on tables at Jam Session venue

NOTE: Logo due June 1 and literature due at hotel on August 1

One-Day Networking Sponsorships - \$5,000

(three sponsorships available)

Sponsor a day at FileMaker! Have a presence at the main networking events each day. Via literature distribution and sponsor recognition signage at each table at breakfast and lunch attendees will enjoy their meals learning about your product or service. Also attendees get a recharge between breakfast and lunch as well as after lunch as they enjoy their networking refreshment breaks sponsored by your company. You will get exposure to the attendees throughout the day for an overall impact.

Benefits:

- + One booth (Exhibit package includes one 8' x 10' booth space, Internet connection, 500 watts of electrical power, two chairs, one table, one wastebasket, and one ID sign)
 - + Two exhibit only badges
 - + Recognition as sponsor on signs at the breakfast, lunch, and break venues
 - + Recognition as sponsor on table signs at breakfast, lunch, and break venues
 - + Sponsor literature on tables at each breakfast, lunch, and break venues*
 - + Beverage or food station positioned near your booth (venue permitting)
- *Sponsor has the option of providing cups or any other promo item with their logo to be used at breakfast, lunch, and break venues (all promo items subject to event producer's approval)

NOTE: Logo due June 1 and literature due at hotel on August 1

Message Board Sponsorship - \$3,500

The message board is where attendees go to find out about session updates, messages from other attendees or just to see what is the latest news. Your logo will be posted across the top of the message board, which will be located in a high traffic area. A table will be setup next to the board for you to display your product literature and/or giveaway.

Benefits:

- + One booth (Exhibit package includes one 8' x 10' booth space, Internet connection, 500 watts of electrical power, two chairs, one table, one wastebasket, and one ID sign)
- + Two exhibit only badges
- + Logo on message board
- + Display table next to board for your product literature and/or giveaway

NOTE: Logo due June 1

TERMS & CONDITIONS

FILEMAKER DEVELOPER CONFERENCE 2007 – AUGUST 5-9, 2007, ORLANDO, FLORIDA EXHIBITORS AND SPONSORS (HEREIN REFERRED TO AS "VENDORS")

1. Exhibitor Registration: Vendor representatives are restricted to personnel engaged in the display, demonstration, application or sale of the company's product or services in the Showcase area. Booth personnel shall wear "Exhibitor" badge identification furnished by Producer, and agree to be bound by the rules and regulations as may be established from time to time by the Producer.
2. Exhibitor Cancellation: In the event of a cancellation outside of 60 days of the event, the Vendor is liable for fifty percent (50%) of the total booth space cost. One hundred percent (100%) of the cost of exhibit space is due in the event of cancellation within 60 days of the event. Failure to make full payment of deposit for exhibit space rental fee prior to the event will subject Vendor to cancellation of Contract, and forfeiture of deposit. So that Vendor may plan accordingly, Conference Producer will disclose expected attendance two weeks prior to event. Conference Producer does not guarantee attendance figures and attendance is not cause for Vendor cancellation or adjustment.
3. Sponsorship Cancellation: 100% of sponsor fee is non-refundable if sponsorship cannot be resold at full price. Vendor is responsible for the full cost of any fulfilled elements included in this contract prior to cancellation.
4. Use of Space: Vendor may not sublet, assign, or apportion any part of the space allotted, nor represent, advertise or distribute literature for the product or services of any other firm or individual except as approved in writing by Producer. Marketing activities and distribution of literature and products may only occur in exhibit space assigned to Vendor.
5. Restrictions: Producer reserves the right to restrict exhibits which, because of noise, method of operation, or any other reason, become objectionable or otherwise detract from, or are out of keeping with the character of the Product Showcase as a whole. This right extends to materials the Producer may deem objectionable or out of keeping with the character of the event as a whole. No children will be allowed on exhibit hall floor.
6. Union Labor: Vendors are required to observe all union contracts in effect between Producer, the official contractors, the conference facility and various labor organizations.
7. Shipping & Receiving: Contracted decorating company must do all shipping and receiving. All shipments sent directly to hotel will be refused and/or forwarded to decorating company. Vendor will be responsible for any related storage and/or drayage fees assessed by decorating company.
8. Liability: Vendor agrees to indemnify, defend and hold Advisor Media Inc. and Filemaker Inc. and all their officers, employees, or agents acting for it in the management of the Conference harmless from and against all losses, damages, liabilities and claims relating to its use of space and its participation in the Conference and/or any negligence or willful misconduct on the part of Vendor, its employees and agents. The Vendor assumes the entire responsibility and liability for losses, damages, and claims arising out of Vendor's activities on the Resort premises and will indemnify, defend, and hold harmless the Resort, its owner, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims.
9. Insurance: Vendor shall obtain and maintain in effect (a) an insurance policy of Commercial General Liability form with a combined single limit of \$1,000,000 for bodily and/or personal injury or death and property damage, and (b) Workers' Compensation coverage with statutory limits. Such insurance coverage shall name Advisor Media, Inc. as additional insured as their interests may appear, covering the activities of Vendor in connection with the Conference. Vendor must provide Producer with certificates of insurance evidencing these policies.
10. Property: Vendor agrees to assume risk of loss for its property and agrees to waive any and all claims and hold Producer harmless from and against any loss of, damage to, or disappearance of such property.
11. Taxes and Licenses: Vendor shall be responsible for obtaining any licenses, permits or approvals required under local or state law applicable to their activity in the Product Showcase, which includes any music or other licenses required by ASCAP, BMI and other copyright owners and agents. Vendor shall be responsible for obtaining any tax identification numbers and paying all taxes (including sales tax), license fees or other charges that shall become due to any government authority in connection with their activity in the Product Showcase.
12. Non-Compete: Vendor may not in any way market, promote, or mention products or services that are deemed by Producer to compete with its own products and services, or other business activities producer may identify. Violation of this condition will be deemed "cancellation for cause," and result in immediate ejection from the Product Showcase and Conference, loss of all benefits specified in this contract, and forfeit of all monies paid to Producer. Producer reserves the right to decline exhibit space if, in Producer's judgment, the products and/or services to be marketed and/or demonstrated are unrelated to or inappropriate for the conference, or for any other reason.
13. Other Activities: Seminars, classes, and other meetings for attendees at the Conference hotel are prohibited two days prior through two days after the conference dates.
14. Collateral Distribution: Vendor is responsible for all shipping charges associated with collateral to be distributed to attendees, such as attendee briefcases, literature kiosks and other sponsored events. Vendor is responsible for insuring that all collateral to be distributed arrive in a timely manner, as outlined in the attached contract. Producer is not responsible for distributing collateral that arrives after the said due date. Late and/or lost shipments are not cause for refund or make good by Producer.
15. Deadlines & Mechanical Specifications: Vendor is responsible for insuring that all deadlines and specifications are met as outlined on the attached contract. Producer will not be responsible for Vendor items not submitted according to outlined specifications or received after the deadline. Additional charges may be incurred if specifications and deadlines are not met as outlined by Producer.
16. Conference Cancellation: Producer reserves the right to cancel the conference and terminate all other aspects of this program at any time by refunding all fees paid Vendor to Producer. Should Producer terminate this agreement pursuant to the provisions of this section, the Vendor waives claims for damage arising therefrom. Such cancellation relieves Vendor of requirements to perform as described in this contract, with the exception of fulfilled Sponsor benefits prior to cancellation.
17. Contract: This contract is made under and shall be governed by the laws of the state of California in all respects, including matters of construction, validity and performance.

Agreed by: Vendor Initials _____ Producer Initials _____