



**SAN DIEGO**



## **EXHIBITOR PROSPECTUS**

**FALL WORLD 2005  
SAN DIEGO, CA**

**THE WORLD'S LARGEST  
CONFERENCES DEDICATED  
TO BUSINESS CONTINUITY**



**CONFERENCE DATES:  
SEPTEMBER 18-21, 2005**

**SHOW DATES  
SEPTEMBER 18-20, 2005**

DRJ PRESENTS ITS 33RD CONFERENCE



## HIT YOUR TARGET AT THE LARGEST BUSINESS CONTINUITY/DISASTER RECOVERY SHOW IN THE WORLD!



76% OF EXHIBITORS HAVE EXHIBITED AT EIGHT OR MORE DRJ SHOWS



DRJ SHOWS HAVE AVERAGED OVER 1,200 ATTENDEES AT THE PAST 8 CONFERENCES



DRJ SHOWS HAVE SOLD OUT EVERY EXHIBIT HALL FOR THE PAST 18 SHOWS

### Location

Located on the water's edge of San Diego Bay, Sheraton San Diego Hotel and Marina is an exceptional facility. Situated at the heart of a premier California destination, the 1,050-room resort complex offers easy access to both the airport and numerous area attractions and recreational opportunities.

### Conference Facilities

The Sheraton San Diego Hotel and Marina provides the ideal environment for any type or size conference or business meeting. Featuring 42 meeting rooms, including four elegant ballrooms, the hotel offers optimum flexibility in the design and coordination of events.

### Area Attractions

With its commanding location on San Diego Bay, the hotel is close to numerous area attractions. Along with pristine beaches, abundant golf and literally every water sport imaginable, local attractions include the world famous San Diego Zoo, Sea World, Balboa Park, and the historic Gas Lamp district. In addition, there's the San Diego Opera, Old Globe Theater, and downtown San Diego is just minutes away.

### Restaurants

For fine dining, the Sheraton San Diego Hotel and Marina has something for everyone. Harbor's Edge Restaurant combines specialty dishes and spectacular water views. In addition, there's Waterworks, a poolside eatery, and the Bakery, featuring pastries and deli delights.

### Recreation

The hotel has a unique "action" pool, featuring two large free-form swimming pools with fountains, waterfalls and extensive decking. Four lighted tennis courts, sand volleyball court and full-service European Health Club and Spa are also available. Other on-site activities include sailing, power boat rentals, tennis, paddle boats, an island jogging path, and bike rentals. For the night owl, there is the Piano Lobby Bar, in-room movies on demand, and dancing and live entertainment at Quinn's Pub.

### Transportation

The hotel offers complimentary 24-hour shuttle service between the airport and hotel. Vans depart every 15 minutes for the guest's convenience. In addition, local taxi service is available for a fee. See the concierge for details on this and other available transportation.

### Hotel Reservations

Hotel reservations must be made early. A block of rooms have been reserved at the hotel. Once that block is filled, reservations will be made on a space basis, with the rate subject to change at the discretion of the hotel.

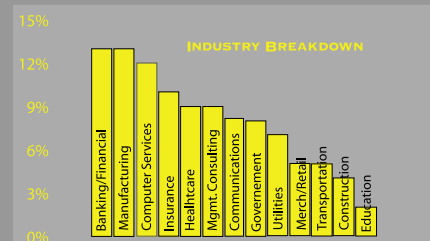
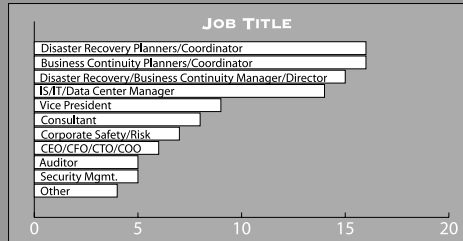
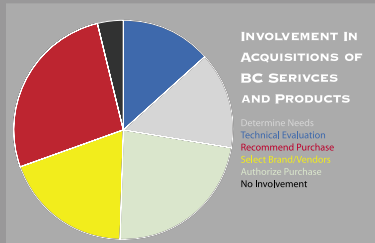


**Sheraton San Diego Hotel and Marina**  
**1380 Harbor Island Drive**  
**San Diego, CA 92101**

CALL TODAY TO RESERVE  
YOUR SPACE FOR DRJ'S  
FALL WORLD 2005



## - ATTENDEE DEMOGRAPHICS -



### Who Attends DRJ's Annual Conferences?

Fortune 1000 companies from all industries send their business continuity professionals to Spring and Fall DRJ World Conferences. For a list of past attendee companies, please call our office.

## - EXHIBIT BOOTH PRICING -

8' Deep x 10' Wide Booth - Aisle Booth (1 Show Rate)	\$1,995
8' Deep x 10' Wide Booth - Corner Booth (1 Show Rate)	\$2,095
8' Deep x 10' Wide Booth - Aisle Booth (2 Show Rate)	\$1,895
8' Deep x 10' Wide Booth - Corner Booth (2 Show Rate)	\$1,995

Select your booth number from the floor plan (see reverse), then call our office to reserve your selection. The exhibit area is limited and some booths may already be reserved. Booths are assigned on a "FIRST PAID, FIRST SERVED" basis. We urge you to reserve and pay for your booth now.

#### Booth Costs include:

- a 10' wide x 8' deep exhibit area, including backwalls and siderails
- a 7" x 44" I.D. sign
- One FREE Conference Pass (A \$995 Value)
- 125 word product or service description in the exhibitor directory guide
- Full Attendees list on disk following the show - Plus an opportunity to collect emails with an additional lead retrieval system.

#### Other Opportunities to Increase your Visibility:

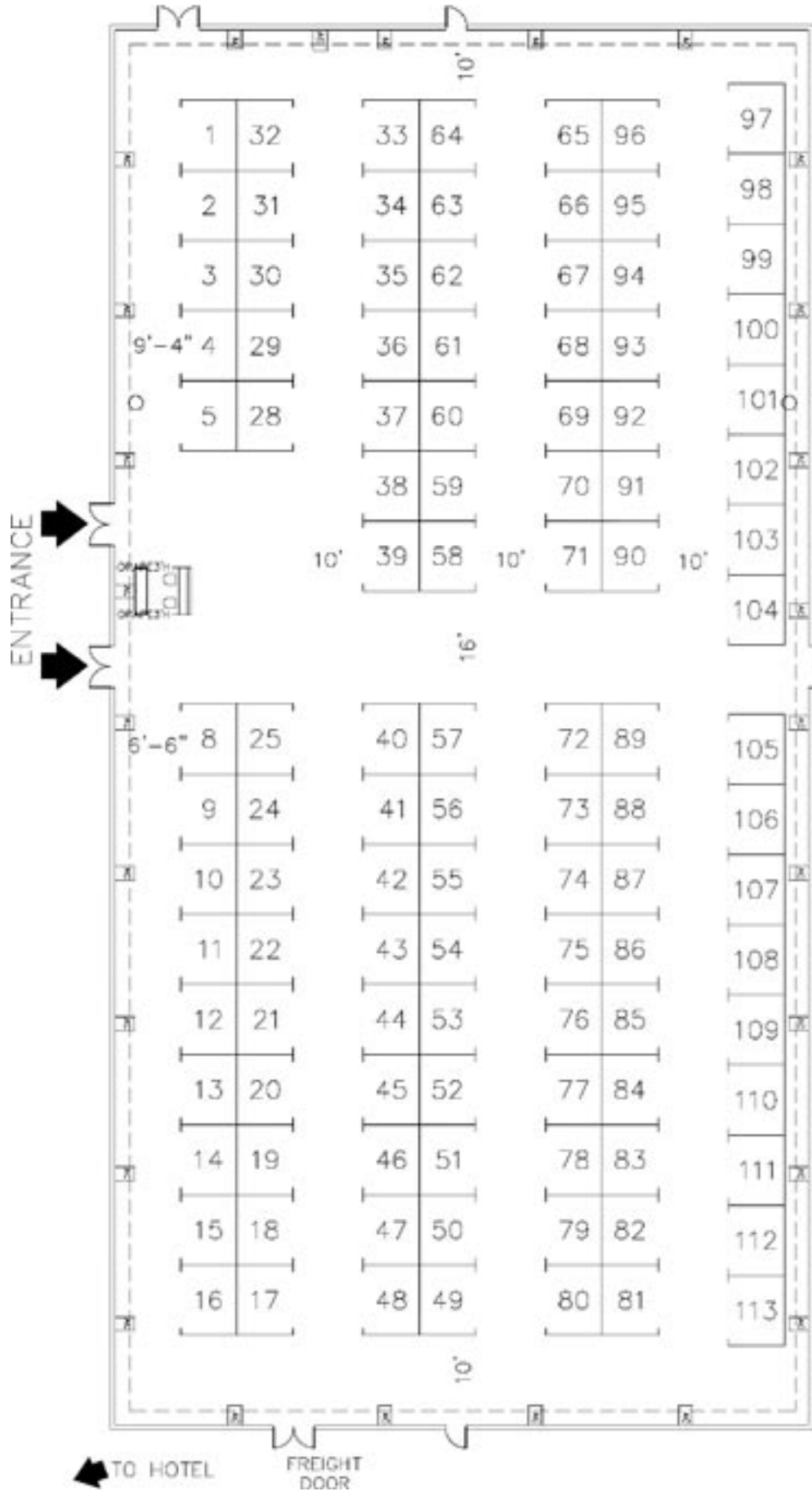
- Co-sponsorships are available for as little as \$3000.
  - Web Page Banner sponsorships for the show site.
- See Enclosed Flyer for more Details!

**REGISTER EARLY TO GUARANTEE A PRESENCE AT THE LARGEST EVENT DEDICATED TO BUSINESS CONTINUITY IN THE WORLD!**  
See floor plan on reverse

# DRJ'S FALL WORLD 2005

SEPTEMBER 18-21, 2005

## EXHIBIT HALL LAYOUT



# SHERATON SAN DIEGO HOTEL AND MARINA

GROUND FLOOR - ULTRASTRUCTURE - 100' X 200' - PAVILION



DRJ's Fall World 2005
September 18 - 21, 2005
San Diego, CA

APPLICATION AND EXHIBIT SPACE CONTRACT

This application for exhibit space at the DRJ's Fall World 2005, which will become a contract with the Disaster Recovery Journal (herein called "SPONSOR") upon written acceptance, is based upon the terms set forth below and on the reverse side hereof and the plan of exhibits, rates, and the rules and regulations as may be established from time to time set forth in this contract as updated and amended, and general exhibit information attached to this form, all of which constitute a part of this contract.

1. EXHIBIT SPACE RENTAL FEE: THE RENTAL FEE FOR EXHIBIT SPACE IS ONE THOUSAND NINE HUNDRED AND NINETY FIVE DOLLARS (\$1,995) FOR A 8 FOOT BY 10 FOOT BOOTH. THE RENTAL FEE FOR A CORNER EXHIBIT SPACE IS TWO THOUSAND AND NINETY FIVE DOLLARS (\$2,095). IF YOU ARE REGISTERING FOR BOTH THE SEPTEMBER AND THE MARCH SEMINARS THE RENTAL FEE IS ONE THOUSAND EIGHT HUNDRED AND NINETY FIVE DOLLARS (\$1,895) FOR EACH SHOW. THE RENTAL FEE FOR A CORNER BOOTH AT EACH SHOW IS ONE THOUSAND NINE HUNDRED AND NINETY FIVE DOLLARS (\$1,995). THE FEE INCLUDES STANDARD DRAPERY EQUIPMENT AND A 7 INCH X 44 INCH SIGN. EXHIBITOR MUST NOTIFY SPONSOR AS TO THE NAME ON THE SIGN.

Check here if registering for consecutive conferences.

2. Exhibitor's Company Name as it should appear on sign: (Please Print or Type)

Billing Address:

City, State, ZIP: Telephone ( ) FAX number ( )

Booth Coordinator: Address: Email:

City, State, ZIP: Telephone ( ) FAX number( )

By his signature below, the individual signing this contract represents and warrants that he has been duly authorized to execute this binding contract on behalf of the named EXHIBITOR.

Signed: Date:

Name (Please Print): Title:

3. PAYMENT TERMS: The full amount must be paid in full upon receipt of invoice. When the payment is received, SPONSOR will mail EXHIBITOR booth location forms.

4. ASSIGNMENT OF EXHIBIT LOCATION: SPONSOR will make every effort to comply with requests for assignment of exhibit space locations on a "first-come/first-served" basis for those EXHIBITORS that have returned the contract and payment in full.

5. SIZE OF EXHIBIT SPACE REQUESTED: Size ft., x ft.

6. Do not wish to be near

Wish to be near

7. STATEMENT OF THE NATURE OF THE EXHIBITORS' BUSINESS AND TYPE OF PRODUCTS TO BE DISPLAYED (use separate sheet if necessary): This item must be completed and the exhibit will be limited to the display described below. Any changes in the exhibit are subject to the written approval of the SPONSOR. Please note that the use of exhibit space is subject to the restrictions described on the reverse side hereof. EXHIBITOR authorizes the SPONSOR to publish the following information in the Program brochures.

Exhibitors Business:

Products to be Displayed:

8. ACCEPTED FOR THE SPONSOR, by:

9. EXHIBIT SPACE ASSIGNMENT:(see Paragraph 3 above) Exhibit space number(s) Price

10. LOCATION OF EXHIBITS: The Symposium & Exhibition will be held in the Sheraton San Diego Hotel and Marina. All measurements and exhibit space layouts shown on the floor plan will be as accurate as possible, but SPONSOR reserves the right to make such modification and change exhibit space assignments as may be necessary to adjust the floor plan at any time to meet the needs of the SPONSOR, EXHIBITORS and the exhibits.

11. EXHIBITOR REGISTRATION AND HOTEL RESERVATIONS: (One) Conference registration is included with the rental fee for exhibitor. EXTRA EXHIBITORS SEATS are available at a reduced cost. Contact the DRJ office for details. EXHIBITORS can register for hotel accommodations directly with the Sheraton: (619)692-2265. Suites can be reserved by EXHIBITORS ONLY.

12. EXHIBIT SPACE EQUIPMENT AND SERVICES INFORMATION: EXHIBITORS agree to be bound by all rules and regulations as may be established from time to time by SPONSOR or set forth in the DRJ's Fall World 2005, and abide by all applicable rules set forth in the contracts of labor unions whose jurisdictions apply at this exposition in this facility.

# DRJ SYMPOSIUM & EXHIBITION

## APPLICATION AND EXHIBIT SPACE CONTRACT (ADDITIONAL PROVISIONS)

SPONSOR will furnish EXHIBITORS with the name of an exhibit contractor prepared to furnish all services customarily required within a reasonable time prior to the commencement of the Exhibition. Complete shipping instructions and information regarding furniture, electrical work, telephone installation, plumbing, labor for erecting and dismantling exhibits, drayage, etc., will be forwarded to EXHIBITORS in advance. All show materials sent to the Exhibition prior to the show, must be directed to the Exhibit Contractor - the hotel will not accept such materials for the Exhibitors. A service desk will be maintained in the exhibit area. SPONSOR assumes no responsibility or liability for any of the foregoing services performed or materials delivered.

13. **INSTALLATION AND REMOVAL TIME:** EXHIBITORS may install on September 18, 2005 after 8:00 A.M. All exhibits must be installed by 4:00 P.M. September 18, 2005. Exhibitors are expected to be set up for the welcome reception Sunday, September 18, 2005, from 5:30 - 8:00 p.m. Dismantling may not begin before 3:30 P.M. September 20, 2005 and all exhibits must be removed by 10:00 P.M. September 20, 2005. Material not removed by this time will be removed by the SPONSOR and put in storage at EXHIBITORS expense. Exact hours of installation and dismantling are subject to change at the discretion of the SPONSOR.

14. **EXHIBIT HOURS:** The Exhibit portion of the conference will be held from September 18, 2005 at the Sheraton Harbor Island Exhibit area, and will be open in accordance with the following schedule: Sunday 9/18/2005 5:30 p.m.-8:00 p.m., Monday 9/19/2005 11:00 a.m.- 5:00 p.m., Tuesday 9/20/2005 11:00 a.m.- 3:30 p.m.

SPONSOR reserves the right to change exhibit hours of the Exhibition as it may deem desirable. EXHIBITORS shall not, during the 3-day period of the Exhibition, conduct or sponsor any classes, seminars, exhibits, or similar activities other than those provided for hereunder within fifty (50) miles of the Symposium.

15. **CANCELLATION:** (a) In the event the EXHIBITOR cancels all, or part, of the exhibit space contracted for hereunder, the following provisions apply: (i) If written notice of cancellation is received by the SPONSOR prior to August 5, 2005, EXHIBITOR shall pay a cancellation fee equal to fifty (50) percent of RENTAL FEE. (ii) If written notice of cancellation is received by the SPONSOR on or after August 5, 2005 EXHIBITOR shall pay full exhibit space rental fee. All payments made to SPONSOR under this Exhibit Space Contract shall be deemed fully earned and non-refundable when made in consideration for expenses incurred by SPONSOR and SPONSOR'S lost or deferred opportunity to provide exhibit space to others, and all cancellation fees that may become due hereunder are acknowledged by EXHIBITOR to constitute liquidated damages.

b) If exhibit space is not occupied by the EXHIBITOR by 12:00 noon, September 18 2005, EXHIBITOR shall be deemed to have cancelled the exhibit space contracted for, and SPONSOR shall have the right to use such space as it deems appropriate and the EXHIBITOR shall pay to SPONSOR all amounts which would have been due, under the terms of subparagraph (a) above, if EXHIBITOR had cancelled this contract as of such date. If notice of cancellation is received after August 5, 2005 the EXHIBITOR shall pay the cost of decorating the ordered exhibit space in such manner as the Sponsor deems appropriate. Any refunds due the EXHIBITOR as a result of cancellation of this contract will be made immediately after the conference and Exposition.

c) If the EXHIBITOR does not make full payment when due under the terms of this contract, the SPONSOR may terminate this contract and the EXHIBITOR shall be responsible for payment to the SPONSOR of all amounts which would have been due SPONSOR, under the terms of subparagraph (a) above, if the EXHIBITOR had cancelled this contract as of the date of such default.

d) Except as EXHIBITOR'S rental obligation may be reduced in accordance with the terms set forth in subparagraph (a) above, the EXHIBITOR shall be responsible for payment of the total exhibit space rental fee whether the Conference and Exposition is cancelled, delayed, or relocated, in whole or in part, as a result of riot, strike, civil disorder, act of war, act of God, or any other cause of any kind whatsoever not within the SPONSOR'S control.

16. **DEFAULTS:** IF THE EXHIBITOR IS A PARTY TO OTHER CONTRACTS FOR EXHIBIT SPACE, ADVERTISING SPACE OR DIRECT MARKETING SERVICES, AND THE EXHIBITOR FAILS TO MAKE ANY PAYMENT WHEN DUE UNDER THIS OR ANY SUCH OTHER CONTRACTS (HEREINAFTER THE "DEFAULTED CONTRACT"), THE SPONSOR MAY, IN ITS SOLE DISCRETION AND WITHOUT PRIOR NOTICE TO THE EXHIBITOR, REAPPLY ANY OR ALL FUNDS PAID BY THE EXHIBITOR UNDER ANY CONTRACT WITH SPONSOR TO THE PAYMENT DUE ON THE DEFAULTED CONTRACT AND, IN SUCH EVENT, THE SPONSOR SHALL PROMPTLY NOTIFY THE EXHIBITOR OF SUCH APPLICATION. IN THE EVENT THAT SUCH REAPPLICATION SHALL CREATE A DEFAULT UNDER A CONTRACT OTHER THAN THE DEFAULTED CONTRACT, WHICH DEFAULT IS NOT CURED AFTER NOTICE TO THE EXHIBITOR, THEN THAT CONTRACT MAY BE TERMINATED BY THE SPONSOR IN WHICH EVENT ALL OF THE PROVISIONS SET FORTH ABOVE UNDER THE HEADING "CANCELLATION" SHALL APPLY. ALTHOUGH SPONSOR AND EXHIBITOR EACH DO BUSINESS IN VARIOUS STATE JURISDICTIONS, THIS CONTRACT SHALL BE GOVERNED, CONSTRUCTED AND ENFORCED IN ACCORDANCE WITH THE LAWS OF THE STATE OF MISSOURI AND IN ITS COURTS. IN THE EVENT THAT IT SHALL BE NECESSARY FOR SPONSOR TO BRING SUIT TO ENFORCE ANY OF ITS RIGHTS HEREUNDER, SPONSOR SHALL BE ENTITLED TO RECOVER ALL COSTS OF SUCH SUITS INCLUDING REASONABLE ATTORNEY'S FEES.

17. **USE OF EXHIBIT:** All demonstrations, promotional activities, selling, passing out of literature, must be confined to the limits of the exhibit space during the Exhibit Hours. Product demonstrations and similar promotional activities which may be scheduled in hotel suites exclusively by Exhibitors during non-exhibit hours must not conflict with any of the scheduled major hospitality receptions. Sufficient space must be provided within the exhibit space for the comfort and safety of persons watching demonstrations and other promotional activities. Each EXHIBITOR is responsible for keeping the aisles near its exhibit space free of congestion caused by demonstrations or other promotions.

Except in certain limited circumstances involving parent corporations, their wholly-owned subsidiaries, and sister corporations, when approved in writing in advance by SPONSOR, EXHIBITOR shall not assign, sublet or share the space allotted. EXHIBITORS must display only the goods manufactured or dealt in by them in their regular course of business and as shown in paragraph 6 on the reverse hereof. No firm or organization not assigned exhibit space will be permitted to solicit business within the exhibit area. In all exhibit areas where linear or peninsular exhibit spaces abut other linear exhibit spaces, built-up exhibits or other constructions may either taper diagonally from 8 feet at the backwall to floor level at the aisle, or extend as a high panel (8-foot height limit) 5 feet out from the backwall of the linear exhibit space. In addition to restrictions described hereafter of specific exhibit configurations and exhibit space sizes, any exhibit which is allowed to exceed 8 feet in height may not exceed 18 feet in height without the express written permission of SPONSOR. In no case may the height along the side dividers for the front half in from the aisle of the linear exhibit space exceed 4 feet. However, peninsulas that abut peninsulas may have backwall covering the full length of the abutment. In cases of abutting peninsulas height restrictions do not apply, provided the backside of abutting walls are fully finished and do not unreasonably interfere with the abutter's display. In cases of abutter's objection, EXHIBITOR agrees to modify its exhibit space if, in the sole opinion of SPONSOR'S show management, such modification is required to satisfy abutter's objection. Island exhibit spaces will have no height or sidewall restriction, except for the height of the ceiling or any other obstruction. Permission to hang signs or erect exhibit spaces higher than 8 feet must first be obtained from the SPONSOR, which will confirm the available height for specific exhibit space locations. No portion of any exhibit space sign or carpeting may extend over or beyond assigned floor space. Interference with the light and space of other exhibitors is prohibited. Display material exposing an unfinished surface to neighboring exhibit spaces is not permitted and must be finished at the EXHIBITOR'S expense. SPONSOR reserves the right to have such finishing done, billing the EXHIBITOR for charges incurred. The SPONSOR reserves the right to restrict exhibits which, because of noise, method of operation, materials or for any other reason become objectionable, and also to prohibit or to remove any exhibit which, in the opinion of the SPONSOR, may detract from the general character of the Exposition as a whole, or consists of products or services inconsistent with the purpose of the Exposition. This reservation includes persons, things, conduct, printed matter, and anything of a character which the SPONSOR determines is objectionable. In the event of such restriction or removal, the SPONSOR shall not be liable for any refunds or other exhibit expenses. No food or animals may be offered or displayed as part of the exhibit. The use of sound systems is permissible, provided that they are not audible more than 3 feet into the aisle or into neighboring exhibit spaces, and that the sound is directed into the EXHIBITOR'S exhibit space or vertically. The SPONSOR shall have absolute control over the implementation of this regulation, the intent of which is that sound systems shall not be audibly objectionable to neighboring EXHIBITOR'S.

18. **TAXES AND LICENSES:** EXHIBITOR shall be responsible for obtaining any licenses, permits, or approvals required under local or state law applicable to their activity at the Exposition. EXHIBITOR shall be responsible for obtaining any tax identification numbers and paying all taxes, license fees or other charges that shall become due to any governmental authority in connection with their activities at the Exposition.

19. **EXHIBIT SAFETY:** For all Exhibits over twelve (12) feet high, the EXHIBITOR hereby represents and warrants to SPONSOR that EXHIBITOR has taken all steps reasonably necessary in its judgment to ensure the sound engineering and structural integrity of its exhibit design and the proper construction and safety of the exhibit itself, as erected, including obtaining the certification of a registered structural engineer if reasonably available. EXHIBITOR accepts responsibility for any personal injury or property damage that may result directly or indirectly from the collapse of its exhibit or any portion thereof or the existence of any other unsafe condition at its exhibit. EXHIBITOR hereby agrees to indemnify and hold harmless the SPONSOR, the owner and manager of the exhibition facility, and others lawfully on the exhibit floor, from and against any claim, loss, liability or damage suffered as a result of EXHIBITOR'S construction or maintenance of an unsafe exhibit, and EXHIBITOR further represents and warrants that it has obtained adequate insurance to cover its potential liability hereunder. EXHIBITOR will furnish SPONSOR with the engineering and/or insurance certificates referred to herein upon request prior to or during the Exposition.

**LIABILITY:** Neither the SPONSOR, nor its agents or representatives, will be responsible for any injury, loss or damage that may occur to the EXHIBITOR or to the EXHIBITOR'S employees or property from any cause whatsoever. Under no circumstances will SPONSOR be liable for lost profits or other incidental or consequential damages. EXHIBITOR shall obtain, at its own expense, adequate insurance against any such injury, loss or damage.

The SPONSOR shall not be liable for failure to perform its obligations under this contract as a result of strikes, riots, acts of God, or any other cause beyond its control. Anyone viewing, visiting or otherwise participating in the EXHIBITOR'S exhibit is deemed to be the invitee or licensee of the EXHIBITOR, rather than the invitee or licensee of the SPONSOR. The SPONSOR shall not be liable for any injury whatsoever to property of the EXHIBITOR or to persons conducting or otherwise participating in the conduct of the exhibit or to invitees or guests of the EXHIBITOR. EXHIBITOR agrees to abide by existing agreements and regulations covering the use of services or labor in the conference and exhibit facility. The EXHIBITOR assumes full responsibility and liability for the acts or omissions of its agents, employees or independent contractors, whether acting within or without the scope of their authority and agree to save harmless SPONSOR and the exhibit hall from responsibility or liability resulting directly or indirectly, which arise from such acts or omissions.

There is no other agreement or warranty between the EXHIBITOR and the SPONSOR except as set forth in this document. The rights of the SPONSOR under this contract shall not be deemed waived except as specifically stated in writing and signed by an authorized officer of the SPONSOR.

20. **INSURANCE:** The EXHIBITOR is solely and fully responsible for its own exhibit material and should insure its exhibit against loss or damage from any cause whatsoever. All property of an EXHIBITOR is understood to remain in its care, custody, and control in transit to or from or within the confines of the Exhibit Hall.

21. **CARE OF BUILDING AND EQUIPMENT:** EXHIBITORS or agents must not injure or deface the walls or floors of the building, the exhibit spaces, or the equipment of the exhibit spaces. When such damage appears, the EXHIBITOR is liable to the owner of the property so damaged. All materials used in decoration must be flameproofed. Electric wiring must conform with the National Electric Code Safety rules and all other applicable rules, regulations, fire laws, electrical codes and other laws of the city in which the exposition is located, and of any other government authority maintaining jurisdiction over the said exposition facility, which affect the installation, conduct and disassembly of the exhibit. Combustible materials or explosives are not permitted in the Exhibit Hall. The EXHIBITOR shall also comply with all reasonable requests of officials of the Exhibit Hall and the SPONSOR with respect to the installation, conduct, and disassembly of its exhibit.



# DRJ's Fall World 2005 EXHIBITOR BADGES: PRE-REGISTRATION

PLEASE COMPLETE AND RETURN NO LATER THAN August 12, 2005

Exhibitor Registration will be open during all set-up and exposition hours from Sunday, September 18, 2005, through Tuesday, September 20, 2005. However, you can avoid lines in the registration area by pre-registering your personnel and having their badges prepared in advance. These badges must be picked up on-site at the Exhibitor Registration table on an individual basis. No badges will be mailed in advance.

Badges must be worn at all times during the symposium and exhibition. Only registered exhibitor personnel will be issued Exhibitor Badges -- do not request exhibitor badges for any individuals who will not be manning your booth during the show hours. Work passes will be available for personnel who will be working in your booth only during the set-up and dismantle periods. Visitor passes will be issued to guests of exhibitors. The One Free Pass included with your booth rental will state just the company name on it and can be picked up at the exhibitor registration desk as well.

-----  
LIST ALL INFORMATION BELOW EXACTLY AS YOU WISH IT TO APPEAR

COMPANY NAME:\* \_\_\_\_\_

\_\_\_\_\_  
[maximum of 2 lines of 18 characters each]

COMPANY ADDRESS:\*\* \_\_\_\_\_

\_\_\_\_\_

PHONE NUMBER:\*\* \_\_\_\_\_

\* The name of the company can only be the company which has contracted for exhibit space. Companies not contracted for exhibit space cannot be identified on the badge.

\*\* The company address and phone number will not appear on the badges, but is needed.

LIST INDIVIDUAL NAMES BELOW [please print or type]:

- |          |           |
|----------|-----------|
| 1. _____ | 7. _____  |
| 2. _____ | 8. _____  |
| 3. _____ | 9. _____  |
| 4. _____ | 10. _____ |
| 5. _____ | 11. _____ |
| 6. _____ | 12. _____ |

Hotel Reservations must be made early. Our Room Block with our negotiated room rate is only good until 30 days out from the conference dates or until the block has been filled.

**Sheraton San Diego Hotel and Marina**  
1380 Harbor Island Drive  
San Diego, CA 92101  
(619) 692-2265

SEND THIS FORM TO:

**Disaster Recovery Journal**  
P.O. Box 510110  
St. Louis, MO 63151  
[314] 894-0276

OR FAX TO:

[314] 894-7474



# DRJ's Fall World 2005

## EXHIBITOR DIRECTORY INFORMATION

PLEASE COMPLETE AND RETURN NO LATER THAN AUGUST 12 2005.

The Exhibitor Guide section of the Conference Notebook will include a brief description of all exhibitors and of their products and services. Please provide a product description of 125 words or less if you would like to be included in this directory.

*Please print or type.*

### Marketing Contact Information

Company/Organization Name: \_\_\_\_\_

Person to Contact: \_\_\_\_\_

Title: \_\_\_\_\_

Street Address: \_\_\_\_\_

WWW Address: \_\_\_\_\_

City, State, & ZIP \_\_\_\_\_

Telephone Number \_\_\_\_\_

Products & Services \_\_\_\_\_

Description: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

The conference sponsors reserve the right to change or omit any of the descriptive information submitted.



# CONFERENCE SPONSORSHIP OPPORTUNITIES

## DISASTER RECOVERY JOURNAL

### **The #1 Business Continuity Publication in the World**

Every issue, Disaster Recovery Journal (DRJ) delivers how-to, in depth knowledge into business continuity planning more than any other business publication. This unique ability to take readers further inside the issues has made DRJ the #1 read business continuity publication in the world, one with a circulation and audience that consistently dominates the business continuity magazine field. Add to this strength that we have consistently higher ad recall than our competitors in every major advertising category and the DRJ advantage becomes clear.

### **Uncompromising Integrity That Builds a Bond**

Our readers always come first. It's a principle we never sacrifice. Not in Print. Not at our events. This is proven in the fact that we are the most widely read publication in the industry as well as our shows pulling in the largest attendance in the business continuity industry. DRJ's consistent delivery of unbiased business journalism has enabled us to forge a bond with our audience that is the envy of the business continuity world.

### **History**

As the publishers of the industry's premier publication on business continuity, DRJ has an abundance of resources and materials available for your use. DRJ delivers the most informative and up-to-date information available in our industry to over 58,000 business continuity professionals. In addition to the magazine, DRJ sponsors the world's two largest conferences and exhibitions in the industry with over 3,000 in total attendance. The shows are held every year in San Diego in September and Orlando in March. Check out [www.drj.com](http://www.drj.com) to sign up for a free subscription or for more information.



## Program Overview

An ever-changing global environment filled with risks, hazards and disasters requires preparedness – in every sense of the word. Businesses must be able to meet any challenge, from a small amount of data loss to a huge terrorist attack. It is no longer a world where the focus can remain on IT solutions; business continuity encompasses every detail of preparedness, security and risk analysis. Downtime of any kind is not acceptable.

Business continuity planners must foresee and plan for these risks on a daily basis. To meet the challenge, diligence, education and research are required. With tight budgets and personnel shortages, the task of staying prepared can be daunting.

That is why it is essential to pursue knowledge in a timely, easily attainable format. To remain ahead of the challenges, the risks and the evolving technology, business continuity planners must strive to network with other planners, meet with vendors, discover new technology and explore new topics.

DRJ's Spring and Fall World conferences offer the opportunity for intense study and exploration of all aspects of business continuity planning. Whether it is a hands-on workshop, a lecture session or an informal grouping during lunch, there are numerous learning opportunities at these conferences.

As the largest business continuity conference in the industry, these seminars attract continuity planners from throughout the world and all aspects of business continuity planning. DRJ has sponsored more than 30 conferences, making it the premier event in the industry.

At these conferences, business continuity planners with a variety of experience levels can come together to find solutions, sessions and more. Business continuity planners, emergency responders, IT professionals, security professionals, CEOs and anyone charged with protecting the company's assets will benefit from the Spring and Fall World Conferences. Attendees can enjoy a multitude of opportunities:

- Participate in hands-on workshops and sessions, led by some of the industry's leading experts.
- Hear lessons learned from those who've experienced loss and recovered.
- Tour the expansive exhibit hall to learn about the latest technologies and services available in the BCP industry.
- Participate in a real-time Mock Disaster Exercise. Join others as you are taken through a disaster experience or other business interruption and learn the steps needed for recovery.
- Learn how to write, implement and test a successful contingency plan.
- Understand the upcoming trends and best practices for the industry.
- Learn about regulations, requirements and other legal issues that will affect organizations and discover the steps necessary for compliance.
- Identify, manage and recover business critical records, data and information security.
- Network with other business continuity planners and face the tasks ahead with confidence.
- Learn preparedness for any security risk, from disgruntled employees to terrorists attacks.

**For More Information on our events, visit**

**[www.drj.com](http://www.drj.com)**

To sponsor an event please contact Bob Arnold (314) 894-0276 or [bob@drj.com](mailto:bob@drj.com)



# CONFERENCE SPONSORSHIP OPPORTUNITIES

All Sponsorships Include 1 piece of marketing collateral dropped in all attendee packets

**Gold Sponsorship Monday Night Hospitality**  
**Cost: Varies (Call our office for details)**  
 1 Available

Sponsor Monday Night's Hospitality and become the only Gold Sponsor of the entire conference. It includes all the benefits of the Conference Co-Sponsorship does plus the following: a one time mailing to the entire DRJ subscription list, guaranteed General Session slot, more exposure than any other sponsor, plus the exposure you will receive at your own hospitality. If your organization is looking for exposure this is the sponsorship.

**Silver Sponsorship**  
**Cost: \$15,000 per conference**  
 3 Available

- Guaranteed Speaking Slot (Breakout or Workshop Session)
- 4 Full Conference Passes (\$3,580 Value)
- Sponsorship of the E-Mail Confirmation sent after Online Registration - We can add a blurb, logo and link to all emails when the attendees register
- Recognition as the Shows Silver Sponsor
- Your logo in a prominent position on the General Session Banner,, Exhibit Hall entrance and various sponsorship posters throughout the show.
- Silver Sponsor write-up in the Exhibitor Guide handed out to all attendees.
- 2 Booths in the Exhibit Hall (\$3,590 Value)
- Plus all of the benefits associated with the Full Conference

**Full Conference Co-Sponsorship**  
**Cost: \$8,000 per conference**

- Large Co-Sponsor Banner hanging in front of all General Sessions
- Logo on the 24 page Brochure Cover
- Logo and Description on Co-Sponsor Page in 24 page brochure
- Logo and Website Address on all Attendee Bags
- Logo on all Attendee Binders/CD-ROM
- Logo on the Co-Sponsor Sign of Exhibit Hall Entrance Unit
- Logos on 3 Large Co-Sponsor Posters throughout the show.
- Logo and Website links on all the Conference WebPages (40 pages total)
- Logo and description in Exhibitors Guide
- Piece of marketing material dropped into all attendee bags
- Pre-Show attendees list for pre-mailer

**Networking Breakfasts Monday/Tuesday**  
**Cost: \$4,000 per**

Sit the attendees down, start their day off right with a networking breakfast. Share two 30" x 40" posters (4 Color) with DRJ. Logo Recognition on table tents in breakfast area + 1 piece of marketing collateral on all seats

**Networking Luncheon**  
**Cost: \$5,000 per**

Sponsor a sit-down lunch on Monday, Tuesday or Wednesday. Table Tents on all luncheon tables featuring your company's logo + 1 piece of marketing collateral on all seats. Logo recognition in the Conference Mini Brochure Share two 30" x 40" (4 Color) posters with DRJ.

**Morning Eye Opener**  
**Cost: \$3,000 per**

Treat attendees to their first cup of coffee in the morning! Two 30" x 40" Posters (4 Color) will be shared by you & DRJ

**Refreshment Break**  
**Cost: \$3,000 per**

Give attendees a jump start at mid-morning break time. Coffee, tea and sodas are provided at each mid-morning break each day of the conference. Share Two 11" x 17" (4 Color) posters with DRJ.

**Conference Binders**  
**Cost: \$3,000**

The sponsorship of Conference binders is geared for a company that desires visibility. This package ensures that your company's name stands out not only at the time of the Conference but also long after the event when the attendees refer to conference materials. Your company's logo will be printed along with the conference logo on the spine of the attendee binders. On the front of the attendee binder your company logo will feature more prominently than the platinum sponsor logo. Only the Conference logo will feature more prominently on the cover of the attendee binders. The conference binders are distributed to each conference attendee.



# CONFERENCE SPONSORSHIP OPPORTUNITIES

## **Special Event Sponsorship**

### **Mock Disaster Sponsorship**

Sponsor this unique 3-hour workshop feature at the DRJ Conference! This is an opportunity for the attendees to learn more about how to use your products and services. What better way than to simulate an actual disaster recovery situation!

Mock Disaster Workshop is 3 Hours on Sunday afternoon  
Workshop Hours are 1:30 pm – 4:30 pm  
DRJ recommends that you do NOT make this a three-hour infomercial  
Workshop registration is limited to 200 paid conference attendees

If you elect to sponsor this function, you would need to coordinate execution of the event with the hotel and perhaps a production company. You will need to keep DRJ Management apprised of all the coordination efforts. All "Mock" attendees must be paid DRJ conference attendees.

- DRJ will promote your sponsorship of the "Mock" in all conference brochures.
- DRJ will provide a meeting room large enough for 200-classroom seating.
- DRJ will provide one 30"x 40" (4 color) sign with your Logo promoting the "Mock"
- DRJ will provide you with a list of your "Mock" registrants for pre-conference mailings.
- Your company logo will be included on conference materials distributed at the conference (ie: canvas bag, exhibitor guide, brochures, etc.)
- You may hang your banner/sign or other promotional items in (or around) the room/area designated for the "Mock" (hotel permitting)
- Your session cannot be disruptive to the other Workshops that are running concurrently with yours
- Any paid attendee (regardless of company affiliation) should be able to attend the "Mock."
- Refreshments/snacks are optional; however, DRJ would encourage you to, at a minimum, provide sodas/coffee mid afternoon

### **Cyber Café Sponsorship**

Sponsor this new and unique feature at the DRJ Conference! We will have plenty of PCs set up, so attendees can surf the Internet or visit a chat room. The Café will be open before and after conference hours to help attendees make the most of their free time.

Café opens on Sunday afternoon Noon until 8:00 or 8:30 p.m.  
Monday hours usually run 6:00 a.m. – 6:30 p.m.  
Tuesday hours usually run 6:00 a.m - 6:30 p.m.  
Wednesday Hours usually run 6:00 a.m. - 12:30 p.m.

If you elect to sponsor this function, you would need to coordinate the installation, and cost of a T1 line and all power requirements with the Hotel. In addition, you would need to supply the PCs (laptops preferable), router, all required hardware, wiring etc. Or an onsite mobile data center with all of the necessary equipment and internet access.

- DRJ will promote your sponsorship of the Café in all conference brochures.
- DRJ will provide a "high traffic" room/area to be designated as the Café.
- DRJ will provide one 30"x 40" (4 color) poster promoting café hours.
- Your company logo will be included on conference materials distributed at the conference.
- You may hang your banner/sign or other promotional items in (or around) the room/area designated as the Café (hotel permitting).
- Refreshments/snacks are optional; however, at a minimum DRJ would encourage you to provide coffee/tea available in the mornings.

***For More Information on our events, visit***

**[www.drj.com](http://www.drj.com)**

To sponsor an event please contact Bob Arnold (314) 894-0276 or bob@drj.com

# DISASTER RECOVERY

## JOURNAL

### GET THE MOST EXPOSURE DURING/BEFORE/AFTER DRJ'S FALL WORLD 2005

ENHANCE YOUR PRESENCE WITH AN ACCOMPANYING ADVERTISEMENT IN THE WORLDS MOST PRESTIGIOUS PUBLICATION DEDICATED TO BUSINESS CONTINUITY

Exhibiting at trade shows can be very effective marketing avenues. But if you do not properly market your presence before, during and after the event itself, you may not be reaping the full benefits of your participation. By Advertising your presence to over 58,000 subscribers of Disaster Recovery Journal, you will certainly gain that extra, much needed exposure. Not to mention, as being an exhibitor with us at Fall World 2005, DRJ is offering some great discounts on some excellent advertising options as you will see listed to the right.

#### Discounted Advertising Prices

<u>Ad Size</u>	<u>Price</u>
Full Page	3,194
2/3 Page	2,558
1/2 Page	1,998
1/4 Page	1,387
1/8 Page	1,218

Advertise with the Leading Source for Global Business Continuity Information



TO SIGN UP OR FOR QUESTIONS, PLEASE CONTACT BOB ARNOLD - (314) 894-0276