

KANSAS CITY ITEC, OCTOBER 26-27, 2005, OVERLAND PARK CONVENTION CENTER

The following represents the agreement and understanding between the Kansas City ITEC event and the Kansas City Linux Users Group (KCLUG.) This is the full and complete agreement between the parties. Any amendment, or addition, to this agreement must be in writing and agreed to by both parties.

Kansas City ITEC and KCLUG agree to work together and exchange certain capabilities, assets and benefits – each of which the respective party is capable of granting and performing – to foster the development and success of the Kansas City ITEC. This agreement takes effect upon signing and continues through the final day of the Kansas City ITEC except for any benefits and activities that take place subsequent to the completion of the event.

Centric Events will provide to KCLUG membership the following:

Education Benefits

- All KCLUG members will be given complimentary access to the two-day ITEC Conference. This is a \$295 value. Admission to the Conference Program also includes complimentary access to all other aspects of the Kansas City ITEC event, including keynote presentations, vendor strategy sessions, and the exhibits.

Centric Events will provide the following marketing benefits to the KCLUG:

- KCLUG will be provided with a complimentary 10-by-10 foot partner booth package (includes carpet, skirted table, 2 chairs and 5 amps of complimentary electrical).
- KCLUG will be highlighted as a strategic partner (with logo) in all direct mail and applicable electronic promotion conducted subsequent to the execution of this agreement.
- KCLUG will be highlighted as a strategic partner on the Kansas City ITEC web site, which will include the KCLUG's logo, 50-word description and direct hyperlink to KCLUG's Web site.
- ITEC will highlight KCLUG's participation with a 50-word description and special logo treatment within the printed onsite ITEC Event Guide
- KCLUG's logo will be included on the entrance unit to the ITEC exhibit area, plus on special sponsor and partner onsite signage.

KCLUG Content-Related Benefits

- If KCLUG wishes to produce one or more sessions on a topic or topics that would be of high interest to KCLUG's membership and the local IT/business community to be held at ITEC, ITEC will provide the KCLUG with complimentary meeting space and high the session(s) in all direct mail and applicable electronic promotion conducted subsequent to the execution of this agreement, as well as on the ITEC Web site.
- After the ITEC editorial content department has developed the preliminary Conference Program (tracks and topics), the KCLUG may provide its membership with a look at the Program so that any member who is an expert on any of the subjects to be addressed and who is interested in speaking in the program, has the opportunity to submit their name as a speaker. (NOTE: Speaker selections are subject to review by the ITEC editorial content department. Speakers and subject matter must be deemed by that review to be appropriate for the ITEC conference program and to the benefit of event attendees.)

KCLUG's Requirements/Deliverables

In consideration of the benefits outlined above, ITEC would ask the following of KCLUG to aggressively promote ITEC and the free conference pass offer to your membership:

- Post a listing for ITEC on KCLUG's Web site (home page and events section) promoting both ITEC and the free conference pass admission. Centric will provide draft copy, logo and hyperlink. Listing to be posted within one week of the execution of this agreement.
- Send a minimum of two (2) dedicated emails based on a mutually agreeable schedule, with ITEC providing draft copy per KCLUG's guidelines.
- Insert notices in any regularly scheduled KCLUG email communications.
- Forward an ITEC eTicket (electronic guest ticket) to KCLUG's membership list at least two (2) times, one month and two weeks prior to the start of the Kansas City ITEC show.
- Promote ITEC and the free conference pass offer at any regular meetings or appropriate events that KCLUG hosts between the date of this agreement and the start of the ITEC event.

AGREEMENT GUIDELINES

KCLUG is responsible for communicating information and attendee offers to its membership. **KCLUG** may use emails, direct mail, meetings, etc. to promote said offers within the discount timeframe.

Stephanie Schutzler
General Manager
Kansas City ITEC
Centric Events, LLC

Date

Chris Bier
Event Coordinator
Kansas City Linux Users Group

Date