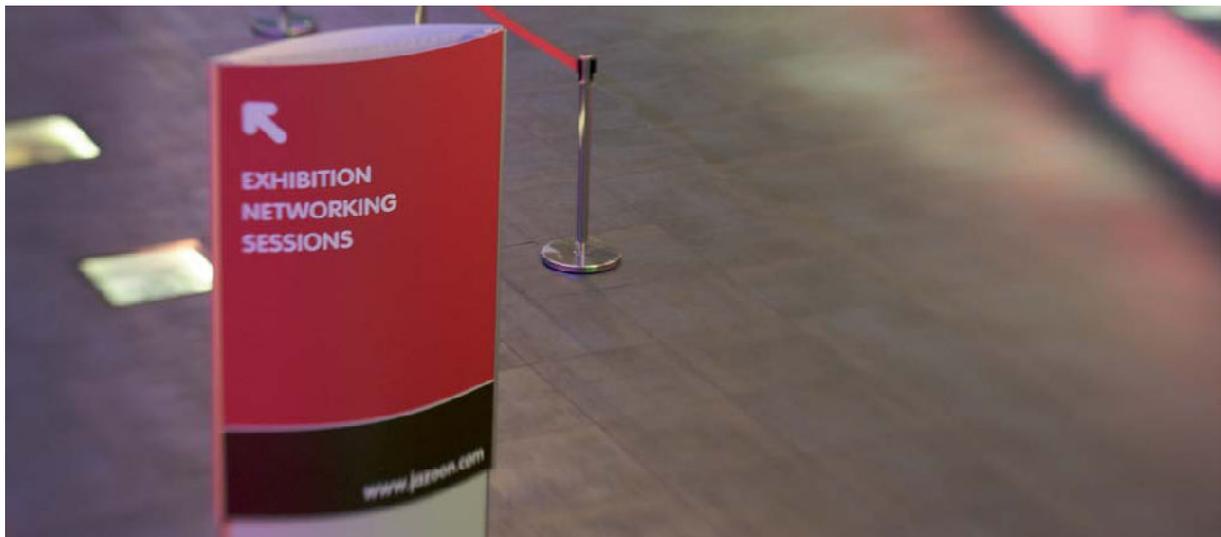


Become a Jazoon'11 Exhibitor

The International Conference on the Modern Art of Software!

Zurich, Switzerland, **21 to 23 June 2011**



Jazoon'11: Crossover & Fusion

- Java and beyond
- SET@Jazoon (SET: Software Engineering Today)
- Microsoft@Jazoon

1. Join Us at Jazoon'11	3
Don't miss out on the Technology Event of the Year	3
Make an Impression	4
Expertise in Practice	5
A unique Showcase	5
2. Facts & Figures	6
Jazoon'10 Conference	6
Jazoon Sponsors, Exhibitors and Partners	7
3. Service Packages	8
Exhibitor's Package 1 & 2	8
4. Exhibition Floor Plan	10
5. Registration as Exhibitor	11
6. General Terms and Conditions for Exhibitors	12

1. Join Us at Jazoon'11

Don't miss out the Technology Event of the Year

After four successful conferences (2007 – 2010) reaching more than 4'000 participants from 44 countries and over 300 speakers Jazoon is ready for a new edition with an extended concept to open new potentials.

Jazoon'11, focusing on 'Crossover and Fusion' is covering a broader range of topics and catering for a wider audience than ever before. As an international conference, Jazoon now features approx. 100 sessions over three days with three parallel running tracks:

Track 1: Java and beyond

In 'Java and beyond', the Java community is treated to the traditional topics covered by the Jazoon conferences. In previous years, Jazoon has been able to attract the key experts on Java to address the conference – the 2011 edition will again see a top-class set of speakers.

Track 2: SET@Jazoon, Software Engineering Today from SIGS-DATACOM

The renowned and established Software Engineering Today (SET) Conference, which has been organised separately for seven years, is now being merged into Jazoon. This creates synergies and provides benefits to the participants in terms of content and quality.

Track 3: Microsoft@Jazoon: Microsoft guest track

Software and operating platform developer Microsoft will be our special guest for a track of its own, looking at Web, phone and cloud technologies.

Topics per Track

Track 1: Java and beyond	Track 2: SET@Jazoon	Track 3: Microsoft@Jazoon
<ul style="list-style-type: none">• Enterprise Java• Pervasive Computing• Development Tools & Techniques• Infrastructure Technologies & Language Issues• Cool & Fun• Applications	 <ul style="list-style-type: none">• Lean and Agile Development• Enterprise Architecture• Management and Leadership	<ul style="list-style-type: none">• Web Technologies• Windows Phone 7• Cloud Platform• Development Tools & Methodologies• Cool & Fun

Now, we're currently seeking exhibitors to take part in Jazoon'11, where professionals, IT managers and tech experts from across the globe will gather to share the latest advances in Software Architecture, Methodes, Java and Open Source technologies as well as the latest Microsoft technologies for Mobile- and Cloud-Computing.

With an array of exciting speakers already scheduled to participate, the fifth annual Jazoon promises to be the most exhilarating one yet!

Make an Impression

As a Jazoon exhibitor you will benefit from a package of products and services tailored specifically to your marketing objectives, so you can make a strong impression on all your target groups on location and benefit from the attention of the IT press.

More than 1,000 participants are expected to attend Jazoon'11: software architects, software developers, ICT specialists, management personnel, decision-makers and opinion leaders from Switzerland, neighboring European countries, Eastern Europe, overseas, the Middle and Far East. The diversity of the participants mirrors that of the international Java community: from young professionals in the early stages of their careers to highly experienced senior staff with managerial responsibility. The younger segment of participants has outstanding career perspectives and above average earning potential. They hope that participating in Jazoon will result in important new impetus for their technical and professional career development. Managers and opinion leaders with a wealth of experience play a pivotal role in guiding strategic ICT decisions.

At Jazoon'11 they will be looking to establish new contacts and cultivate existing ones, engage in exchanges with other experts, find out more about new trends and solutions, and bring themselves up-to-date about the latest options on the training and further education front.

All the different people have one important thing in common, however: They have an open, enquiring attitude towards new things and developments, whether in the professional or private sphere. And they are all looking forward to having an unforgettable, inspiring experience at Jazoon'11.

About 40 Exhibitors will present a Range of the latest Products and Services:

- Development tools, environments and methods (e.g. Java libraries, analysis, modeling, design, testing, debugging, quality management, configuration and change management, application lifecycle management, performance management)
- Middleware
- Security solutions
- Software development
- Systems integration and consulting
- Education, training and publications



Expertise in Practice

From Tuesday, 21 June 2011 to Thursday, 23 June 2011, Jazoon will be a showcase for the most up to the minute products and services. By defining specific exhibition sessions during which no specialist discussions are held, Jazoon provides the right environment for supply and demand to meet. Jazoon will assist you in presenting your solutions, products, services, training programs and employment opportunities to the right target groups. The Jazoon'11 exhibition program has a great deal to offer:

- An attractive target audience drawn from throughout Europe and around the world
- Clear positioning as an industry conference for ICT specialists, software developers, ICT architects, decision makers and opinion leaders
- Plenty of time for making contacts and networking, as breaks are held directly on the exhibition floor
- An attractive supplementary program that encourages discussion between exhibitors & participants
- An appealing exhibition stand concept that requires little preparation yet is cost-efficient
- Additional effective publicity opportunities with which exhibitors can further enhance their reach to the relevant target groups

A unique Showcase

In its capacity as host, Jazoon'11 will offer the international Java community more than just a functional meeting place. In a setting that is unusual and stimulating, conference participants will find it easy and enjoyable to assimilate new information and build lasting new contacts.

- **Zurich's Sihlcity is the ultimate Conference Location - first-class Service included!**

Jazoon will once again ensure that conference participants enjoy a high level of hospitality throughout the event. From 21 to 23 June 2011, Sihlcity Center in Zurich will be transformed into the ultimate conference location offering an ideal setting for exhibitors and participants to get to know each other and engage in interesting and productive discussions. Lounges, bars and catering services will cater to the guests' culinary needs and create a positive, relaxed ambiance for sharing information and networking. Take a look at the exhibition floor plan page 10 of this brochure.

- **Minimal Effort, maximum Return**

Jazoon'11 aims to make your life as an exhibitor as straightforward and successful as possible – we want you to feel you can just plug in your notebook and be ready to start receiving visitors. A comprehensive range of services and an attractive exhibition stand concept keep your preparation and costs to a minimum. At the same time, you benefit from direct access to a very attractive target audience.

- **Exhibition Opening Hours**

Tuesday, 21 June 2011, 12.30 to 19.00

Wednesday, 22 June 2011, 12.00 to 19.00

Thursday, 23 June 2011, 12.00 to 16.00

- **Admission to the Exhibition**

Jazoon participants: Admission to the exhibition is free of charge for Jazoon conference participants. General public: The exhibition is open to the public daily.

2. Facts & Figures

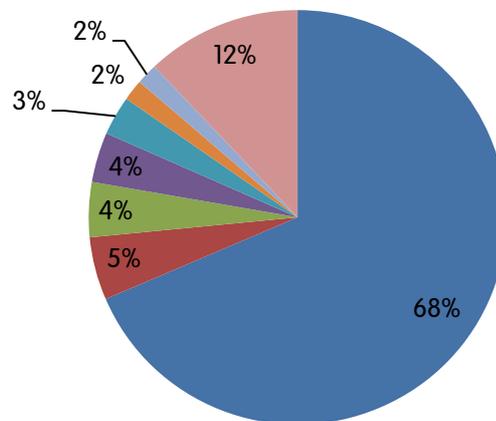
Jazoon'10 Conference

With more than 700 participants, 75 sessions and 5 keynotes during three days Jazoon'10 was a big success for participants, exhibitors and sponsors.

According to our survey, approx. 95% of the participants would recommend Jazoon to a friend.

Jazoon'10 Home Countries

■ Switzerland ■ USA ■ Mazedonia ■ Germany
■ France ■ Austria ■ Romania ■ Div.



Jazoon'10 Content

- Enterprise Java
- Pervasive Computing
- Next-Generation Web Technologies and Rich Clients
- Development Tools & Techniques
- Infrastructure Technologies & Language Issues
- Cool & Fun
- Applications

For more information
visit jazoon.com

Jazoon Sponsors, Exhibitors and Partners



3. Service Packages

Exhibitors may choose between two service packages that differ in terms of stand size and number of desks.

Exhibitor's Package 1

Floor space:	approx. 4m ²
Installations:	1 info desk, 1 stand for brochures, 1 chair
Catering:	central catering for visitors and exhibitors included
Admission:	1 conference pass and 1 exhibitor pass
Purchase of additional conference passes:	1 Pass at 50%
Costs:	CHF 6'100 (excl. VAT)

Exhibitor's Package 2

Floor space:	approx. 8m ²
Installations:	2 info desk, 1 stand for brochures, 2 chairs Feel free to combine the 2 info desks e.g. with a roll-up poster in between (not included)
Catering:	central catering for visitors and exhibitors included
Admission:	1 conference pass and 2 exhibitor pass
Purchase of additional conference passes:	2 passes at 50%
Costs:	CHF 11'700 (excl. VAT)



The Exhibitor's Package includes the following:

- Rent for the exhibition stand floor space
- Stand installation as per example (incl. furnishings, power source, cleaning)
- Network connection (WLAN)
- Admission to exhibition and catering areas (21-23 June 2011)
Exhibitor's passes do NOT entitle the holders to attend the conference.
- Vouchers for inviting visitors:
Every exhibitor receives up to 100 vouchers, which may be distributed to clients and prospects. The voucher number is registered online, giving the conference participant a 15% discount on the conference fee.
- Company entry on the jazoon.com website (incl. link)
- Visitors of the exhibition are invited to join in afternoon coffee breaks together with the Jazoon participants.

Package Price does not include

- Stand lettering as per the standard, binding lettering guidelines *
- Rent for flat screen affixed to info desk (optional) **

* approx. CHF 400

** approx. CHF 1200 (depending on screen size)

Additional Publicity and Sponsoring Options

To enhance the effectiveness of your exhibition activities even further, both before and during the conference, Jazoon offers you a variety of additional publicity and sponsoring opportunities. For details, please request our separate documentation on this option or talk to us directly.

Registration and Contact Persons

To register as a Jazoon'11 exhibitor, please complete the accompanying form and submit it by fax or post. Upon receipt of your registration, we will send you a written confirmation along with the bill, which is payable within 30 days.

Questions about the Exhibition should be addressed to:

Contact

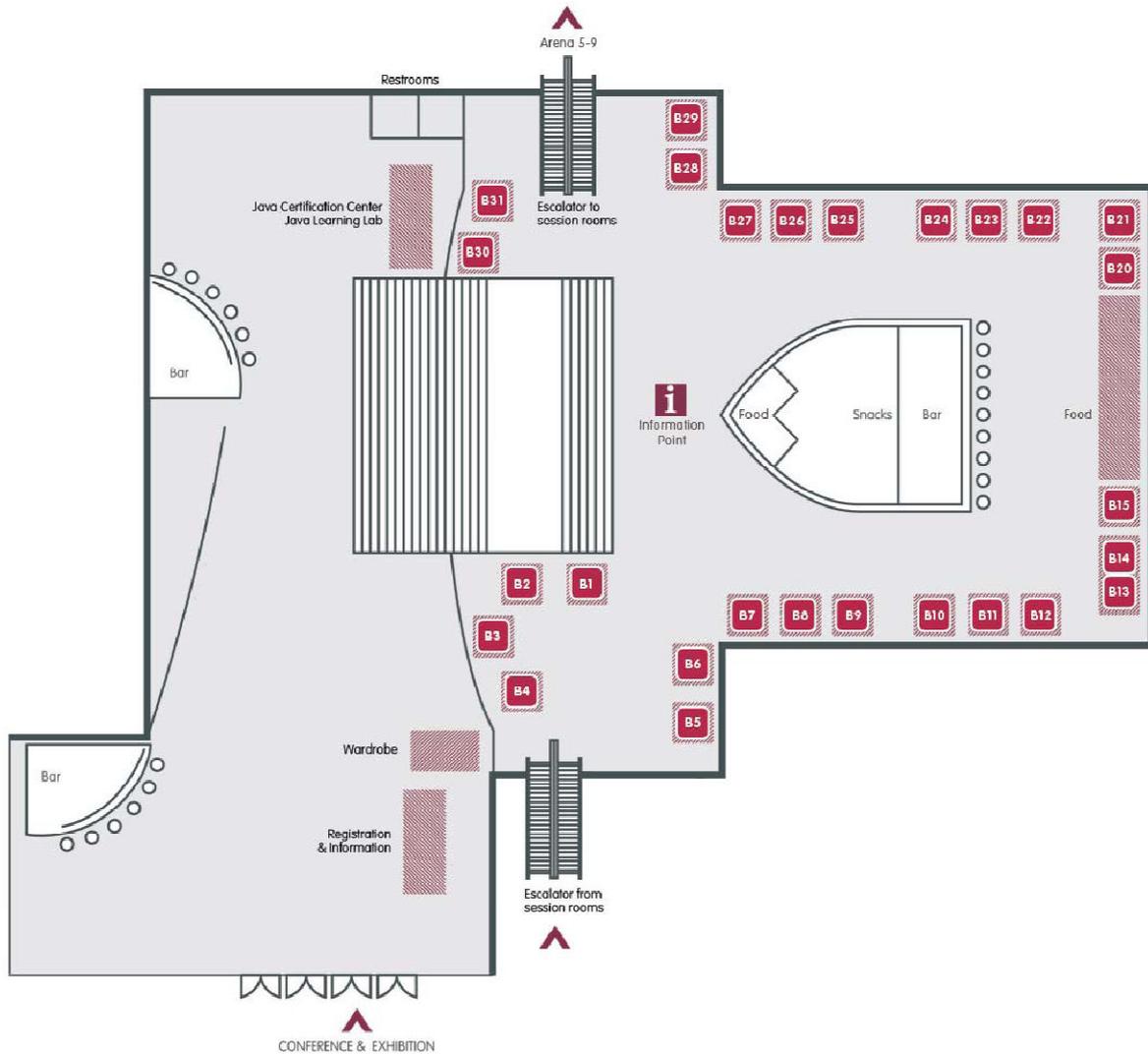
Keynode AG
Felix A. Honegger
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Postfach
CH-8040 Zurich
Switzerland

Phone: +41 44 247 70 66

E-Mail: felix.honegger@keynode.biz

URL: jazoon.com

4. Exhibition Floor Plan



Floorplan may change.

5. Registration as Exhibitor

Jazoon'11 Zurich (Sihlcity), Tuesday, 21 June to Thursday, 23 June 2011

Please complete the registration form, sign it and send it to
P: Keynode AG, Zypressenstr. 71, Postfach, CH-8040 Zurich
F: +41 44 247 70 65
e: felix.honegger@keynode.biz

Exhibitor	Contact Person
Company	First Name
Address 1	Last Name
Address 2	Function
Postcode	Department
Town/City	Phone
Country	Mobile Phone
Phone	e-Mail
Fax	Order Number (PO)

Billing address (only complete if different from the address above):

Company	Town/City
Address 1	e-Mail
Address 2	Contact Person
Postcode	Phone

We book the following Exhibitor Package	CHF (excl. VAT)
<input type="checkbox"/> Exhibitor's Package 1	6'100
<input type="checkbox"/> Exhibitor's Package 2	11'700
<input type="checkbox"/> 5% early-bird discount for bookings made prior 28 February 2011	
<input type="checkbox"/> 10% discount for exhibitors at previous Jazoon editions with bookings made prior 28 February 2011	

All prices subject to 8% VAT, discounts can not be combined.

Payment Conditions

Following receipt of your registration, an invoice will be issued which is payable within 30 days.

With your signature you herewith confirm that you acknowledge the General Terms and Conditions for Exhibitors printed overleaf. Furthermore, the provisions of «Become a Jazoon'11 Exhibitor» represent an integral part of your registration.

Place, date, legally valid signature

6. General Terms and Conditions for Exhibitors

The following terms and conditions apply to the participation of the Exhibitor in the exhibition of the conference Jazoon 2011 pursuant to Keynode's booking confirmation and the respective details contained in «Become a Jazoon'11 Exhibitor» («Announcement»).

1. Scope of the Agreement

- 1.1 The Exhibitor rents a modular stand (Exhibitor Packages) at the Event against consideration. Keynode provides the stand including its furniture and outer inscriptions. Other stand constructions are prohibited.
- 1.2 Keynode decides in its free discretion whether or not an application is accepted and Exhibitor may participate in the exhibition.

2. Allocation of Stands

Keynode will in principle allocate the stands to the Exhibitors in order of receipt of the applications. Keynode will so far as possible have regard to any placing requests of the Exhibitor.

3. Design of the Stand

- 3.1 The stands shall be designed pursuant to the directions of Keynode. Keynode provides the outer inscriptions of the stands. Keynode will invoice the Exhibitor for the costs for the outer inscriptions.
- 3.2 The Exhibitor shall make available to Keynode in electronic form on first demand the trademarks and logos required for the outer inscriptions of the stand. The Exhibitors entitles Keynode to use the trademarks and logos for the purposes of the participation of the Exhibitor in the exhibition.
- 3.3 The Exhibitor warrants that it has all legal rights and title to use the trademarks and logos and that the use of the trademarks and logos by Keynode does not infringe any right of any third party.
- 3.4 It is prohibited to display trademarks and logos of enterprises not exhibiting at the Event.

4. Presence at the Stand

The Exhibitor shall ensure that at all times during the exhibition adequate staff be present at the stand.

5. Catering

Keynode shall provide for the appropriate catering. The supply of foodstuff and drink at the Event not provided by Keynode is not permissible.

6. Publicity and Attractions

- 6.1 Publicity measures, presentations and attractions shall not in any manner impair adjacent stands and nor visitors, nor obstruct the circulating of visitors.
- 6.2 Publicity measures infringing legal provisions are prohibited.
- 6.3 Without Keynode's prior written consent publicity media may only be distributed within the rented stand.

7. Fitting-up and Disassembly

Subject to any changes communicated by Keynode, the Exhibitor shall set up and clear the stand within the following times:

- Setting up: Tuesday, 21 June 2011, 10.00 to 12.00.
- The stand shall be fully set up at 12.00 of the first day of the Exhibition.
- Clearing: The stand shall be fully cleared by Thursday, 23 June 2011, 17.00.

8. Order, Cleaning and Waste Disposal

- 8.1 The Exhibitor shall ensure adequate order at the stand. The Exhibitor shall dispose of empties, if any, before the exhibition starts.
- 8.2 Keynode shall ensure that the conference and exhibition ground as well as the stands be cleaned once a day and that the waste be disposed of. The daily cleaning of the stands includes: Cleaning of the floor, empty ashtrays and waste-paper baskets.

9. Guarding and Security

Keynode shall ensure a minimal guarding and that the exhibitions halls be locked.

10. Exhibitor and Conference Passes

- 10.1 The Exhibitor receives the number of exhibitor- and conference passes referred to in the Announcement. The Exhibitor bears the costs for any additional exhibitor and conference pass for which Keynode will send an invoice.
- 10.2 Exhibitor and conference passes shall only be used by the Exhibitor and the staff at the stand.

11. Prices and Payment Terms

- 11.1 The Exhibitor shall pay the consideration for the rent of the stand plus Value Added Tax (VAT) at the applicable rate (8 % at present) within 30 days from the date of Keynode's booking confirmation, but not later than 30 days prior to the commencement of the Event.
- 11.2 All other payments to Keynode shall be made within 30 days from the date of the invoice.
- 11.3 Keynode is entitled to take any disposition on the stand in its free discretion, in particular to rent the stand out to another exhibitor, if the Exhibitor does not observe the above payment terms.

12. Liability and Insurance

- 12.1 Keynode is not liable for the success of the exhibition, nor for any damage to, or the loss of any equipment and installation of the stand or any exhibits.
- 12.2 The Exhibitor is responsible for insuring the stand and the exhibits. The Exhibitor undertakes to take out adequate insurance coverage for his liability for any and all damages emanating from its stand.

13. Non-Realization and Early Termination of the Event

If the Event does not take place or is terminated early for a reason not attributable to Keynode, Keynode shall reimburse Exhibitor an amount calculated on the basis of all payments made reduced by all cost and expenses incurred. The Exhibitor shall not have any further claims against Keynode.

14. Exhibitor's Non-Participation

If the Exhibitor does not participate in the exhibition, it is liable for the full consideration for the rent of the stand. If it informs Keynode not later than 28 February 2011 of its non-participation, it is only liable for 25% of the consideration for the rent of the stand, but at least CHF 1,000, provided that Keynode may let the stand to another exhibitor.

15. Miscellaneous

- 15.1 Assignment: The Exhibitor shall not assign this Agreement or any rights or obligations hereunder without the prior written consent of Keynode.
- 15.2 Amendments: Amendments to the Agreement between Keynode and the Exhibitor, including to this clause 15.2, shall only be binding if made in writing and validly signed by Keynode and the Exhibitor.
- 15.3 Severability: In the event that any provision of the Agreement between Keynode and the Exhibitor is void or unenforceable, that part shall be severable and effect shall be given to the remainder of the Agreement. The void or unenforceable provision shall be replaced by a valid and enforceable provision which comes as close as possible to the void or unenforceable provision.

16. Applicable Law and Jurisdiction

- 16.1 The Agreement between Keynode and the Exhibitor is governed by and construed in accordance with the substantive law of Switzerland.
- 16.2 Any dispute relating to, or arising out of, or in connection with the agreement between Keynode and the Exhibitor shall exclusively be settled by the courts of Zurich 1, Switzerland.