

LIST ORDER FORM – NeoCon East 2009– PRE-SHOW

A service offering of MMPI Marketing Information Services

KEN HUMENNYJ - Manager of Information Services

Tel: 312.527.7588 Fax: 312.527.7675

e-mail: khumennyj@mmart.com

SEAN O'DONNELL – List Management Representative

Tel: 312.527.7775 Fax: 312.527.7675

e-mail: sodonnell@mmart.com

ORDERING INFORMATION (PLEASE PRINT CLEARLY)

Customer/Tenant Information:

Contact Name: _____ Tel: _____

Suite Name & #: _____ Fax: _____

Contact/Agency Information:

Contact Name: _____ Tel: _____

Company Name: _____ Fax: _____

Street Address: _____ City: _____ State: ____ Zip: _____

LIST REQUEST INFORMATION

Data Items

Each list will include the following data items:

Contact Name

Company Name

Street Address, City, State, Zip

Format

Please circle the format(s) you require:

A. 3½" Diskette (comma delimited ASCII text with layout)

B. **E-MAIL** (_____)

include your mailing house e-mail address

INDUSTRY INVOLVEMENT

(please circle all codes that apply – NOTE! Codes are for office use only!)

Categories

* Architect

* Builder/Developer

* Corporate Executive

* Educator/Student

* Facility Manager or Planner/Purchasing Agent

* Furniture Dealer/Retailer

* Health Care

* Interior Designer

* Manufacturer/Rep

CIRCLE ALL THAT APPLY

UNITED STATES

ALL AK AL AR AZ CA CO CT DC DE FL GA HI IA ID IL IN KS KY LA MA MD ME MI MN MO
MS MT NC ND NE NH NJ NM NV NY OH OK OR PA RI SC SD TN TX UT VA VT WA WI WV WY

CANADA

AB BC MB NB NF NS NT ON PE PQ SK YT

INTERNATIONAL (All excluding US & Canada)

SUMMARY OF LIST ORDER FEES

LIST-DISKETTE: \$75.00 per thousand

NOTE! All lists must be sent to a licensed bonded mailing house of your choice.

TOTAL \$ _____

VISA, MC, AMEX

Credit Card # _____ exp. date _____

DATE OF REQUEST _____ **ALLOW A MINIMUM OF 5 DAYS FROM RECEIPT OF ORDER TO PROCESS!**

Each list is customized to your specifications indicated on this form. **Fax in the form to 312.527.7675 and your order will be compiled and you will be notified of the cost and quantity before processing.** Payment is accepted by credit card or check (US funds) and should be forwarded to MMPI Marketing Information Services along with order. **If you are faxing in your order, payment must be received prior to delivery of your order.** Make check payable to: Merchandise Mart Properties, Inc. Mail to: MMPI Marketing Information Services, 470 The Merchandise Mart, Chicago, IL 60654.

List Rental and Confidentiality Agreement

This agreement is made this _____ day of _____, 2009, between Merchandise Mart Properties, Inc., manager of NeoCon., NeoCon. West, NeoCon. South, NeoCon. East, IIDEX/NeoCon. Canada ("MMPI") and _____ (Recipient) ("Agreement"). The parties agree that this Agreement applies to all lists obtained by Recipient from MMPI.

1. Recipient agrees that the following bonded and insured mailing house will be used in conjunction with Recipient's promotional distribution of the MMPI's list containing the following: _____ ("Confidential Information").

Mailing House/Address/Contact/Phone Number:

2. Recipient agrees that this is a license solely *for one time use*, to be used pursuant to these conditions and may be revoked at any time; MMPI retains all ownership of lists and other information. In no way does the receipt of this request obligate MMPI to provide any lists or other information to Recipient, or other parties, and MMPI has the absolute discretion to approve or deny any request for lists at any time and for any or no reason whatsoever. MMPI makes no representations and gives no warranties that the information distributed is accurate.




3. Recipient agrees that the mailing house will return the list to MMPI after its one-time use at the following address:

Merchandise Mart Properties, Inc.
Suite 470 The Merchandise Mart
Chicago, Illinois 60654
Attention: List Management

4. Should at any time Recipient or any of its officers, employees, partners, agents, advisors or other representatives (including, without limitation, lawyers, accountants, consultants, prospective financing sources and financial advisor (collectively, "Representatives") obtain a copy of MMPI's Confidential Information, they shall immediately return such Confidential Information to MMPI, they shall not make any copies of such Confidential Information, nor shall they disclose to any other person except as required by law or appropriate government order any of the Confidential Information made available to Recipient, unless they obtain MMPI's prior written consent. If Recipient is required by legal process to disclose any information supplied to it in the course of its dealings with MMPI, Recipient will provide MMPI with prompt notice thereof so that MMPI seek an appropriate protective order or waive Recipient's compliance with the provision of this agreement.

5. Recipient understands that MMPI's lists are confidential and integral to MMPI's business and breach of this provision by Recipient will give rise to irreparable injury to MMPI which is inadequately compensable in damages. Accordingly, MMPI or its parent, affiliates, or successor, may seek and obtain injunctive relief against the breach or threatened breach of the foregoing undertakings, in addition to Recipient paying to MMPI as liquidated damages the sum of \$10,000.00. Recipient further acknowledges and agrees that the covenants contained herein are necessary for the protection of MMPI's legitimate business interests and are reasonable in scope and content.

6. All Confidential Information shall only be used for the following purpose: _____. The following are purposes specifically prohibited under this Agreement:

-  Producing a trade show;
-  Selling to a producer of a trade show; or,
-  Engaging in any unfair or deceptive business practices.

7. Recipient agrees that the Confidential Information shall not be made available for resale, licensing or distribution without MMPI's prior written consent.

8. Recipient agrees to send MMPI a sample of the piece being sent to the mailing list prior to it being mailed. MMPI has the right to disapprove of anything being sent to the mailing list. Recipient shall send all samples to the following address:

Merchandise Mart Properties, Inc.
Suite 470 The Merchandise Mart
Chicago, Illinois 60654
Attention: Kari Kemerer

9. Recipient agrees to comply with all applicable rules, regulations, ordinances and laws.

Accepted and agreed to by:

Recipient

By: _____

Name: _____

Title: _____