

# COMPUTER DJ SUMMIT



NEW HORIZONS IN DJING

CPSMIX-OFF

2006 ADVERTISING-SPONSORSHIP PROGRAMS

Dear Industry Professional,

I cordially invite you to be an exhibitor and sponsor at this year's 2006 Computer DJ-VJ-KJ Summit.

This year, the 4th annual CPS Summit will take place on October 8th - 10th, in Tampa, Florida.

The response of our first stand-alone event last year was phenomenal, and with our new expanded location, CPSMIX-OFF Championship, expanded learning program and event lineup, this year's Summit will be even better.

Being the first industry event focused on computer DJing, it's a very exciting time as the CPS Summit has been recognized as a notable industry event, at [http://en.wikipedia.org/wiki/Disc\\_jockey](http://en.wikipedia.org/wiki/Disc_jockey), an online encyclopedia. With a Google "PR" rating of "5", our online advertising appears in the top 1-10 results, when searching for "Computer DJing" on any of the major search engines, benefiting our advertisers and event sponsors.

Until now, nothing has accommodated Computer DJing's popularity and massive growth in un-biased education and industry wide dedication. Our Computer DJ-VJ-KJ Summit changes the past!

I, again, cordially invite your company to participate in our vendor marketing programs. You will find we have pioneered several unique programs, with positive objectives, many customized for your participation, and all budget friendly.

If you have a unique idea which you would like to share, please phone me at anytime.

Sincerely

*P. W. Rader*  
Director  
2006 CPS DJ/VJ/KJ Summit



# Key-Club Package Deals Sponsorship Programs

For Office Use Only

2006 EXHIBITOR ADVERTISING & SPONSORSHIPS

Jam Communications

3152 Little Road - Suite 188 - Trinity, Florida 34655-1864

## PREMIER PROMOTIONAL PROGRAM

This Computer DJ/VJ/KJ Summit features a complex educational platform, for a unique learning experience, for all computer DJs. The established Key-Club Sponsorships reflect different degrees of support packages offered to participating vendors, who in return, capitalize on direct marketing advantages, in promoting a product or service to our community and potential members online, within our Learning Center and person-to-person during the Computer DJ/VJ/KJ Summit. We have pioneered a new frontier in Computer DJing and have established a vendor sponsorship point system for the benefit of companies who support the long term vision with earned seniority points. As visionaries giving us the foundation for the future, many new benefits will be added, giving vendors with accumulated sponsorship points a marketing edge. All Key-Club Sponsorships include participation in the Computer DJ/VJ/KJ Summit - We have established the ability for vendors to participate with Table-Top exhibits, eliminating the expenses of staffing an exhibition booth, shipping equipment and marketing materials. If you are limited on time, the 2006 event features one-day promotional booths at the Summits entrance, Monday or Tuesday, and subject to availability.



**MIX-OFF Sponsorship package includes:** Scheduled product competition for up to ten (10) finalists • twelve (12) VIP Luau contestant and sponsor dinner tickets • Displayed signage on stage (must be supplied in advance) • Rotating Participating Sponsor image entire site • 468px by 60px rotating headline banner and 120px by 213px left menu banner in the online MIX-OFF area of site • One (1) Grandchampion Trophy • \$1,000 in cash prizes • Assorted participant prizes • Included in printed MIX-OFF advertisements.



**Sponsorship package includes:** 10ft by 10ft booth space during the Computer DJ/VJ/KJ Summit • Scheduled product workshop at Summit • 120px by 600px rotating column ad with link • 468px by 60px rotating headline banner in Members Learning Center areas • Two (2) Summit LUAU dinner and party tickets • Four (4) Summit Jam Cafe` Lunch tickets • Link listing in ALL related product categories • in-house product editorial • Company logo included in promotional materials as major sponsor. **50 points**



**Sponsorship package includes:** 8ft by 10ft booth space during the Computer DJ/VJ/KJ Summit **OR** product workshop • 120px by 245px rotating column ad with link • 468px by 60px rotating footer banner in Members Only Learning Center • Two (2) Summit LUAU dinner and party tickets • Four (4) Summit Jam Cafe` Lunch tickets • Link listing in 8 related product categories • in-house product editorial • company name included in DJ Summit advertisements as participating vendor. **35 points**



**Sponsorship package includes:** 8ft table-top promotional space during the Computer DJ/VJ/KJ Summit • Two (2) Summit LUAU dinner and party tickets • Four (4) Summit Jam Cafe` Lunch tickets • 120px by 213px rotating column ad with link • Random sponsorship of Game Zone • Link listing in 3 related product categories • Availability for product highlight and reviews subject to scheduling. Upgrade ability to other programs within the sponsorship period. **20 points**

**Key-Club Sponsorship Program:** was designed to greatly benefit vendors seeking advanced exposure beyond the DJ Summit in cost effective packages. The Key-Club program is dedicated to the continued education of computer DJing and developing positive vendor relationships within the community. As a potential sponsor, supporter, advertiser and/or contributor towards the success of our community, you will find one word not utilized within this program. "**exclusive**". It was unanimously agreed between the directors... our program will not consider exclusive arrangements. An exclusive for one would mean exclusion for many others, jeopardizing a fair and balanced promotional platform. Participating vendors are subject to terms of selected program and does not exclude directors, owners or founding members. Thank You in advance and phone us with any questions.

## ADDITIONAL KEY-CLUB BENEFITS

**Vendor Contribution:** In online Learning Center. Key-Club supporters have individual access, within the Members Only Learning Center, to communicate and answer questions directly to the membership without limitation. Each authorized vendor, recognizable by authorized Key-Club logo, can answer questions, correct misconceptions and network personally while non-sponsored vendors must respond via a moderator(s).

**Immediate Submission of Press Releases:** The Press Release area is updated every 50-60 days with submitted material. All Key-Club member submissions are made public to membership and general public, upon receipt, with attached images and brief company description and contact info. If your marketing department is not sending us your releases - Please do so, ASAP.

**Special Promotions:** As a Key Club Sponsor, you can offer special offers when an individual clicks on your customized Key-Club logo. They will be directed to a dedicated Special Offer page.

**Key-Club Logo on all public pages of this Website:** The website www.cpsdj.com and www.computerdjs Summit.com has become one of the most successful and utilized communication tools for our non-members to learn of the program and a fair and balanced educational tool for our growing active membership. Doing a Google search for the terms "Computer DJing" will show our program within the top 1-10 listings guaranteeing your advertisement exposure worldwide. Our Google "PR" rating is 5 - comparable to a majority of long established online disc jockey marketing and promotional sites.

**Company featured listing with Logo** in the Vendor Link Directory with one listing viewable in the official sponsor area, one listing in the general, and another one in featured product area. Only Key-Club members may have company logo displayed and are weighted to the top listings within the link program.

**Featured within CPSDJ/CPSME Certification Packet:** Mailed out to each individual participating in the Certification and Re-certification program, our Key-Club vendors will be mentioned and given the opportunity to congratulate the individual, via general letter format, for undertaking the educational challenge.

**Random GAME-ZONE Sponsors:** You see them in the New York Post, Los Angeles Times, Tampa Tribune and just about every other newspaper across the globe; areas dedicated to challenge your mind called crossword puzzles, word scrambles and other games to test your vast knowledge. Our Learning Center features these educational tools to assist our individuals studying for the Certification Exam in a casual fun format. We will select, at random, sponsors for each issue from our Key-Club Sponsors.

**Upgrading Programs:** At anytime you have the opportunity to upgrade your Key-Club Sponsorship to Silver, Gold, or Platinum status. By upgrading your sponsorship to the Silver, Gold, or Platinum level you add significant benefits, as well as, extended advertising and marketing savings.



# 2006 CPS DJ/VJ/KJ Summit

## Application/Contract

2006 EXHIBITOR & SPONSORSHIP PROGRAMS  
Jam Communications

3152 Little Road - Suite 188 - Trinity, Florida 34655-1864

PLEASE TYPE OR PRINT LEGIBLY

### For Office Use Only

Date Received \_\_\_\_\_  
Time Received \_\_\_\_\_  
Amount Received \_\_\_\_\_  
Points \_\_\_\_\_  
Program Assigned \_\_\_\_\_

All Key-Club Sponsors with earned seniority points are encouraged to return sponsorship application, contract and full payment within 30 days. After closing date, remaining Summit space will be available on a, first come, first serve, basis. All Key-Club sponsors are encouraged to return renewal sponsorship form 30 days prior expiration to retain all sponsor benefits.

**NOTICE:** All Key-Club Advertisers/Sponsors and Computer DJ Summit exhibitors and attendees agree that when attending this event, they will not engage, either directly or indirectly, in the activity of sharing Learning Center pass-codes, or soliciting away, assigning, subletting, or apportion the whole or any part of the space assigned, or have representatives, equipment, or materials, from firms other than their own, in the exhibit space, without prior written consent of Summit Director, where applicable.

Please reserve exhibit space in 2006 Computer DJ/VJ/KJ Summit to be held October 8-10, 2006 at the Sheraton Suites Tampa Airport, Florida. We request the space(s) listed below. If our space choice has already been allocated, we request CDJS to assign what it considers the best space available. We understand this exhibit space application becomes a binding contract when accepted by CDJS. We agree to abide by the rules and regulations published on page three and four of this document. Key-Club program included.

### FOR BOOTH SPACE ONLY PREFERENCE

Exhibit Space Size	prior August 1st, 2006	after August 1st, 2006
<b>Product Workshop</b> (60 minute scheduled demonstration)	<input type="checkbox"/> \$550.00	<input type="checkbox"/> \$850.00
<b>Tabletop Demonstration</b> (Includes 1 Summit pass)	<input type="checkbox"/> \$650.00	<input type="checkbox"/> \$950.00
<b>8' x 10' Booth</b> (Includes 2 Summit passes)	<input type="checkbox"/> \$950.00	<input type="checkbox"/> \$1150.00
<b>10' x 10' Booth</b> (Inc. 2 Summit passes)	<input type="checkbox"/> \$1150.00	<input type="checkbox"/> \$1350.00

### EXHIBITOR/SPONSOR INFORMATION

Company \_\_\_\_\_

(The individual listed below has full authority to enter into this Advertising/Sponsorship Agreement)

Contact \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_ Website \_\_\_\_\_

Confirming Signature \_\_\_\_\_

Title \_\_\_\_\_ Date \_\_\_\_\_

Online Banner  120x213  120x245  468x60  120x600

This application becomes a contract upon acceptance by Jam Communications. Summit cancellations must be presented in writing. Cancellations after September 01, 2006 will forfeit any paid booth rental fees and are responsible for any outstanding set-up balance. You will receive a confirmation by email/fax, along with any additional exhibitor instructions. Contact the Computer DJ Summit Office with any questions concerning Summit arrangements. Pipe, drape and booth decoration rentals available. Please fill out the above and send the Exhibitor Prospectus with your full payment to: Jam Communications, Attn: 2006 Computer DJ Summit: 3152 Little Road Suite #188 Trinity, FL 34655-1864. We request you send Agreement via courier and request delivery signature.

Signature designates that sponsor/advertiser/exhibitor has read, understands, and agrees to the above terms and conditions, along with the attached rules and regulations governing the Program & Computer DJ Summit.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Printed Name: \_\_\_\_\_ Date: \_\_\_\_\_

Accepted By: \_\_\_\_\_ Date: \_\_\_\_\_

**Please initial & return following page as well.**

### Brief Description of Your Product/Service

To be used in press release in program/summit promotion

### KEY-CLUB PACKAGE DEALS

**Platinum Sponsorship (1)**  \$2,150

(Includes 10' x 10' Exhibit Booth Space)

**Gold Sponsorship (2)**  \$1,850

(Includes 8' x 10' Exhibit Booth Space)

**Silver Sponsorship (3)**  \$1,550

(Includes Table-Top Exhibit Space)

**Atrium Spotlight (4)**  \$1,350

(1 day Exhibit Booth at Entrance)

**CPS-MIXOFF Sponsorship**  \$2,250

**Patron Sponsor (entrance banner)**  \$ 450

**Sponsorship Total:** \$ \_\_\_\_\_ .00

**Sponsors:** Please mail your company logo in an EPS or TIFF format to our address. If the company logo is not received by cutoff our office reserves the right to use the logo on file. Online banner images can be designed by our staff for a small design fee or submitted by you to acknowledge your sponsorship. The Key-Club Sponsorship image is not intended to replace any banner designed by you. Sponsors can submit signage to be displayed at event location prior Summit date. All literature pieces must be submitted to show directors for approval prior printing to mention participation.

#### Payment Method:

Check  Master Card  VISA  Money Order

Credit Card # \_\_\_\_\_

Exp. Date \_\_\_\_\_ / \_\_\_\_\_ DB number on cards back # \_\_\_\_\_

Card Holder's Name \_\_\_\_\_

Amount charge to my credit card \$ \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

**Please Return Exhibitor Prospectus Sponsorship & Attendee Application with Full Payment To:**

**2006 COMPUTER DJ/VJ/KJ SUMMIT**  
**JAM COMMUNICATIONS**

**3152 Little Road Suite #188**

**Trinity, FL 34655-1864**

**Tel: 727.817-1671 or 727.848.3670**

*WHITE COPY - Return to Office*

*YELLOW COPY - Exhibitor / Sponsor Copy*

# 2006 CDJS Exhibitor Prospectus Contract, Rules and Regulations

## 1. General

This show is sponsored and managed by the CPSDJ/CPSME Certification Program and Jam Communications. The words "CDJS Show Director" used herein shall mean the sponsors acting through their officers, the Computer Disc Jockey Summit Director, President, Chairman, or Summit Managers. All matters and questions not covered by the following rules and regulations or the Exhibitor Sponsorship Program are subject to the decision of CDJS Director. The General Information, Rules and Regulations may be amended or supplemented at any time by Summit Director, and all such amendments or additions shall, upon reasonable notice, be as equally binding on all parties affected as the original General Information, Rules and Regulations.

## 2. Qualifications

Eligibility is generally limited to persons or firms engaged in either 1) distribution, promotion of furnishing consulting, engineering, design and technical services utilized by the disc jockey/music industries, or 2) the manufacture, sale or service of computer/software service and support products. Applicants may be required to submit the nature of their business and the scope of items to be exhibited. Summit Director reserves the right to reject any applicant to exhibit.

## 3. Assignment of Space

Exhibitors submitting completed contract and full payment of space cost will be assigned space based on seniority points and size.

## 4. Use of Space

The space contracted is to be used solely for the exhibitor whose name appears on the contract, and it is agreed the exhibitor will not sublet nor assign any portion of same without the written consent of CDJS Director. Each exhibitor or individual promoting during the CDJS must have a minimum Table-Top contracted exhibit space. Exhibitors may combine space, provided each exhibitor completes a valid contract and reserves a minimum of 10ft by 10ft booth area (booth space can be upgraded and subject to availability of space). ALL advertisements will note only contracted exhibitors.

## 5. Cancellation

CDJS cancellation of booth or table space has no reflection on total sponsorship program fee. The total space cost shall be assessed in the event of contract cancellation at a value of 1% (one per cent) of total contract. All CDJS space cancellation notices must be received in writing. In the event of cancellation, CDJS director reserves the right to reassign cancelled exhibit space and sponsored items. All Sponsorship packages and payments are non-refundable.

## 6. Default

Any exhibitor failing to occupy any space contracted for but not canceled is obligated for the full cost of the space and is not entitled to any rebate. CDJS Director shall have the right to use said space to suit its own convenience, including selling the space to another exhibitor without any rebate or allowance to the defaulting exhibitor and without incurring any obligation of any kind to said prospective exhibitor.

## 7. Hold Harmless and Insurance

Exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury to exhibitor's employees, agents or guests, or damage to exhibitor's displays, equipment, and other property brought upon the premises of the exhibit hall. Exhibitors shall indemnify and hold harmless the exhibit hall, CPSDJ/CPSME Certification Program and Jam Communications, CDJS Director and/or Sheraton Suites Tampa Airport and/or Green Iguana, their agents and employees, from losses, damages and claims inside or outside the exhibit hall that may arise as a result of actions or omissions of the exhibitor, its employees or agents. The exhibit hall, CPSDJ/CPSME Certification Program and Jam Communications, CDJS Director and/or Sheraton Suites Tampa Airport and/or Green Iguana, will not be liable to the exhibitor, its employees, agents or guests for any damages, loss or injury from fire, electricity, water, storm, riot, smoke, theft, accident or any other cause. If required by the Summit facility, the exhibitor agrees to provide insurance coverage for personal injury and property damage liability covering the exhibitor and his property in such amount as the Summit facility requires. Insurance protection against fire, theft or damage to the exhibitor's materials must be carried at the exhibitor's expense.

## 8. Taxes and Fees

Exhibitor shall be responsible for obtaining any licenses, permits, or approvals required under local or state law applicable to their activity at the Summit. Exhibitor shall be responsible for obtaining tax identification numbers and paying all taxes, license fees or other charges that shall become due to any government authority in connection with their activities at the CDJS.

## 9. ADA Compliance

The exhibitor understands that the Americans with Disabilities Act (ADA) requires that its display must be accessible to persons with disabilities, and the exhibitor agrees that it is solely responsible for assuring that its display complies with the ADA. The exhibitor hereby warrants that it will provide auxiliary aids and services to individuals with disabilities suitable for effective communication between all parties in accordance with the requirements of the ADA, so that the exhibitor's display will be accessible, as defined in the ADA, to persons with disabilities. The exhibitor further warrants that where the provision of such auxiliary aids would fundamentally alter the nature of the goods and/or services provided by the exhibitor, or would result in an undue burden to the exhibitor, the exhibitor will notify CDJS of that fact at least two weeks in advance of the exposition and of the alternative measures it intends to take to assure compliance with the ADA during the period of the exposition. The exhibitor agrees to indemnify and hold CDJS Director and CPSDJ/CPSME Certification Program and Jam Communications harmless for any claims arising out of or in connection with the exhibitor's display's failure to comply with the ADA.

## 10. Installation and Dismantling

Exhibitors have move-in and move-out times as indicated in the CDJS 2005 Summit information. Failure to remove an exhibit in the allowed time will afford CDJS Director the right to remove and place same in a warehouse, subject to the exhibitor's disposition, with all charges to follow at no liability to CDJS Director. All exhibits must remain intact until the CDJS is officially closed.

## 11. Gifts, Contests, Food and Beverage

CDJS Director reserves the right to prohibit, limit or discontinue the distribution of gifts, give-aways or similar promotions. Contests, raffles and drawings, if permitted under state or local laws, will be subject to the approval of CDJS Director. There will be no announcement of exhibitor's contests, drawings or raffle winners during the exposition. All food and beverage items must be approved, prepared and provided by the Sheraton Suites facility.

## 12. Exhibit Design and Inclusions

Standard 10'-8" x 10' and Table-Top in-line booths will be provided without back drape and side rails, which must be rented, if utilized. No exhibit construction or signage may exceed 8' in overall height on these booths. In-line booths may display actual product in excess of 8', provided the product is not used as signage. Exhibit construction and/or signage may not exceed 12' on perimeter booths. On island booths, no exhibit construction, product or signage may exceed booth in overall height. Any sign or display exceeding 4' in height must be set back at least 5' from the aisle. All exhibits must remain within the confines of their own spaces and no Exhibitor will be permitted to erect signs or display products in such a manner as to obstruct the view, occasion injury or disadvantageously affect the display of other exhibitors. A standard 7" x 44" identification sign can be utilized by each exhibitor. Exhibit booths already have carpet.

## 13. Use of Aisles and Common Areas

The aisles, passageways and overhead spaces remain strictly under control of CDJS Director and no signs, decorations, banners, advertising matter or special exhibits will be permitted in them except by special written permission of CDJS Director. Uniformed attendants, models and other employees must remain within the booths occupied by their employers. Any and all advertising distribution must be made from the exhibitor's booth space. The exhibitor will be responsible to abide by all city fire and safety codes which may be in effect.

## 14. Restrictions

CDJS Director reserves the right to restrict exhibits that may have been falsely entered, or may be deemed unsuitable or objectionable. This reservation applies to noise, persons, apparel, conduct, things, printed matter, or anything of a character that might be objectionable to the exposition as a whole. Public address systems are specifically prohibited. Electric or electronic amplification of musical instruments is specifically regulated not to disturb seminars/workshops and limited to Loud-Zone. Children under the age of 10 are specifically prohibited from being on the Summit floor at any time.

## 15. CPSMIX-OFF Promotions During CDJS

In the interest of making available a qualified group of vendors and supporting our sponsors during operation of the CDJS, CPSDJ Director has contracted, on an exclusive basis, official sponsors to provide exclusive representation. Vendors other than the designated sponsors will not be allowed to demo/rep/promote within the event areas unless specifically authorized by CDJS Director.

## 16. Inability To Perform

Should CDJS Director be prevented from holding the Summit, CDJS Director's liability to the exhibitor shall be the refund of any payments for booth space received. CDJS Director shall not be liable for any consequential damages which may arise from such cancellation. Should the exposition be canceled due to circumstances beyond the control of CDJS Director including, but not limited to, acts of God, acts of war, governmental emergency, labor strike or destruction of exhibit facility, CDJS Director has established a back-up date and location for re-scheduling. The CDJS Director shall have no further obligation or liability to the exhibitor. If the exhibitor made no rental payment, he nevertheless shall be obligated to pay his proportionate share of such expenses.

## 17. Changes in Floor Plan

CDJS Director reserves the right to make appropriate changes in the floor plan and booth locations at any time as it deems necessary for the overall success of the Summit.

## 18. Violations of Rules and Regulations

Violations of these rules and regulations will afford CDJS Director the right to execute one or more of the following remedies:

- 1) The exhibitor may be prohibited from exhibiting at the current year's CDJS and will forfeit all Promotional payments;
- 2) The Exhibitor's "points" for the following year's space assignment may be taken away;
- 3) The Exhibitor may be prohibited from exhibiting at the following year's CDJS or participating in the entire program. The imposition of one or more of these remedies by CDJS Director shall not in any way limit available remedies provided in other provisions of this contract or by law.

## 20. Governing Law and Jurisdiction

This Agreement shall be interpreted and construed, and the legal relations created herein shall be determined, in accordance with the laws of the State of Florida without reference to any conflicts of law principles that would require application of the laws of another state. The federal and state courts within Pasco County, Florida shall have exclusive jurisdiction to adjudicate any dispute arising out of this Agreement. Each party hereto expressly consents to the personal jurisdiction of, and venue in, such courts.

## 21. Entire Agreement

This contract and the documents executed in connection herewith contain the entire agreement between the parties and supersedes all prior and contemporaneous oral agreements. No promise or agreement that is not expressed in this agreement has been made by one party to the other and neither party is relying upon any other statement or representation of the other party, its employees or agents. Any addendum or modification hereto or thereto must be in writing and signed by both parties and attached hereto.

## 16. PHOTOGRAPHY/VIDEO/RECORDING

No exhibit, performance or event presented at the CDJS shall be photographed, videotaped, broadcast or recorded for commercial use, sale or distribution of any kind without the express written consent from CDJS Director. Exhibitor/Vendors shall not photograph or videotape the exhibit/presentation or product of another Exhibitor/Vendor.

## 17. SMOKING

The CDJS is a non-smoking event. Smoking is only permitted in designated areas outside the CDJS as designated by the CDJS Director.

**NOTICE:** All exhibitors and attendees agree that as of a condition of attending the CDJS they will not engage either directly or indirectly in the activity of violating performance or any copyright laws. Anyone engaging in soliciting, promoting, selling or engaging in such activities during this event will be immediately removed from the event and not allowed to return. Additional consequences of such activities include prohibition from attending future CDJS events and the possible revocation of CPSDJ/CPSME Certification or Key-Club status with no refund or future consideration.

**Sign Here & Return w/Agreement**

Signature: \_\_\_\_\_

Date: \_\_\_\_\_