

Instructions:

Please review this two-sided application. Complete all sections, sign and return to Show Management. Upon assignment of space, a confirmation will be mailed and/or emailed to you.

Questions:

Contact Wynn Burke, Conference & Expo Manager
P) 1.312.279.0238 F) 1.312.279.0227 E) wburke@common.org

The Key Contact will serve as the primary exhibitor contact and will receive Exhibitor Updates and the Exhibitor Service Manual.

Key Contact/Title

Key Contact Phone Number

Key Contact Email Address

Organization Name

Street Address

City/State/ZIP

Phone Number

Email Address

Website

Has your company exhibited previously under a different name with COMMON? ☐ YES ☐ NO

If YES, list previous company name: _____

1. Exhibiting Rates

Choose one:

Exhibitor level - \$3,500 for a tabletop booth, 2 full registrations for staff and recognition as Exhibitor in communications.

Sponsor Level - \$5,000 - includes all Benefits from Exhibitor Level, adds 5 complimentary registrations for customers and additional recognition in signage and on website as Sponsor

Bronze sponsorship - \$10,000, Includes all benefits from Sponsor Level, adds Sponsored Session in Agenda, Sponsor can present one session – content and speaker(s) provided by Sponsor, adds additional 5 complimentary registrations for customers (total of 10)

Silver sponsorship - \$12,500 - Includes all benefits from Bronze Level sponsorship, adds Coffee break sponsorship – recognition and signage, adds Keynote session as part of the agenda

Gold Sponsorship - \$15,000 - Includes all benefits from Silver Level sponsorship, adds Reception sponsorship, adds additional Sponsored session, adds additional 5 complimentary registrations for customers (total of 15)

3. Participation Level

Silver Sponsorship - \$12,500

Exhibitor Level - \$3,500

Bronze Sponsorship - \$10,000

Silver Sponsorship - \$12,500

Gold Sponsorship - \$15,000

4. Payment

Total amount is due if application is submitted on or after July 10, 2026

Online payment is preferred. Please follow these steps:

1. Sign in at <https://www.member.common.org/portal>
2. in the middle of the page will be an invoices section.
3. Click the invoices you wish to pay.

Only those designated as Company main contact will be able to see the invoices. If you do not see it, please call 1.800.777.6734.

Note: The printed invoice number may not match the invoice number found online. Please proceed.

To pay by check, mail payment to this address:

COMMON - A Users
Group 39829 Treasury
Center Chicago, IL
60694-9800

Note: Please write COMMON LATAM in the notes portion of the check.

5. Authorization

By signing this application in the area indicated below, we agree to abide by the Exhibitor Rules and Regulations, a copy of which are printed on the reverse of this application and incorporated herein by reference. Acceptance of this application by Show Management constitutes a contract with the applicant identified herein for the rental of exhibit space at the COMMON India 2027 Expo.

Date

Authorized Signature

Organization Name and Title of Signer

COMMON India 2027 Exhibitor Rules and Regulations

Exhibitors are required to abide by all COMMON rules, regulations, by-laws and the COMMON Code of Ethics, as well as the following Rules and Regulations.

1. Expo Product Clause:

No product offered in the COMMON Expo should offer an alternative to IBM-based central processing units (CPUs) or components within the central electronic complex housing that CPU. IBM-compatible products are allowed. Desirable Expo products include the following:

- A. Application software (order entry, accounts receivable, manufacturing, but not standalone PC applications such as word processors, spreadsheets, etc.)
- B. Systems management software (spool management, version control, job schedulers, etc.)
- C. Network management software (configuration management, network inventory management, etc.)
- D. Application development tools (application generators, CASE tools, repositories, editors, compilers, etc.)
- E. Peripheral devices (printers, workstations, radio frequency equipment, etc.)
- F. Education (self-study, classroom-based, CBTs, video, etc.)
- G. Periodicals/texts (periodicals serving the midrange market, texts relating to technical, managerial and professional subjects in the field of computing and data processing)
- H. Consulting (organizations offering services for application development, management consulting, mentoring or operations services used in the COMMON marketplace)

COMMON reserves the right to make the final determination of the appropriateness of a particular vendor's product or service. Vendors may request exceptions for their products or exhibits prior to the Expo by submitting a written request to COMMON Show Management.

Products or services determined to be inappropriate will be removed from the Expo. Vendor exhibit staff may not sell, promote or otherwise discuss products or services which would be inappropriate for display at the Expo. Violation of the Expo guidelines can result in sanctions up to expulsion from the Expo and other COMMON activities.

2. Assignment of Space:

COMMON accepts for processing only those applications which are completed with all required information, and signed by an appropriate representative of the Exhibitor.

COMMON reserves the right to exercise sole discretion in the acceptance or refusal of applications.

3. Payment and Provision in Case of Default:

If any Exhibitor fails to pay, when due, any sum required by the Exhibit Space Application, or shall fail to observe or abide by these Rules and Regulations, COMMON reserves the right to terminate this contract immediately without refund or any monies previously paid.

4. Character of Exhibits:

COMMON reserves the right to prohibit an Exhibitor from conducting and maintaining an exhibit if, in the judgment of COMMON, said Exhibitor or exhibit, or proposed exhibit, shall in any respect be deemed unsuitable. This prohibition relates to persons, conduct, articles or merchandise, printed matter, souvenirs, catalogs and any other items, without limitation, which affect the character of the exhibit.

5. Cancellation of Exhibit Space Contract:

Cancellation of exhibit space or reduction of reserved booth space must be directed in writing to COMMON.

Fees for booth space canceled on or prior to November 30, 2026 will be refunded, if the event is changed to virtual based on current conditions with health closings you will have the option to continue with virtual booth or carry over to another COMMON event,

No refunds will be made after Wednesday, November 30, 2026. If booth payment has not been collected then the Exhibitor's credit card on file will be charged.

In case of fire, the elements, or any other causes beyond the control of COMMON which prevent holding the Expo, COMMON will refund all fees paid on a pro-rated basis after deducting any costs incurred, and is be responsible for consequential costs or damages.

6. Subletting of Exhibit Space and Prohibited Uses:

Exhibitors may only exhibit, distribute literature or represent products and services in accordance with those detailed in the Exhibit Space Application and the Company Listing. Nor shall they exhibit or permit to be exhibited in their space any merchandise or advertising materials which are not a part of their own regular products. Nor may they display products of manufacturers whom they represent solely for the duration of the Expo. Partner companies that do not share the same parent company are prohibited from occupying the same booth space, there will be no exceptions made.

7. Fire Regulations:

All Exhibitors shall abide by all state or local fire regulations including but not limited to: storage and/or booth construction shall not block access to any fire/life safety equipment and shall not impede exit access, exit doors or aisles.

No liquefied petroleum gases (i.e. propane, butane, etc.) or filled aerosol cans are permitted in any public assembly facility in the host city.

8. Liability:

It is agreed that COMMON and the host facility, their officers, directors, employees and agents, shall not be liable to the Exhibitor for any loss or damage or injury to Exhibitor's property contained in the exhibit; or for injuries to Exhibitor's employees, agents, or other persons, no matter how sustained, from fire, theft, accident or other causes; provided, however, that such loss, damage, or injury did not result from the willful misconduct of COMMON or the host facility, their officers, directors, employees or agents. Exhibitor agrees to indemnify and hold harmless COMMON and the host facility against all claims arising out of or connected with Exhibitor's participation in this exhibit.

9. Security and Insurance:

COMMON will provide perimeter guard service during the hours the exhibit area is closed. However, 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 facility.

Exhibitors desiring to insure their exhibits, merchandise and display materials against theft, fire, etc., must do so at their own expense. It is suggested by COMMON that Exhibitors contact their insurance brokers, who can secure exhibit rider policies which will provide risk insurance covering all exhibit property while absent from home premises for exhibition purposes.

Exhibitors or their agents may not allow any article to be brought into the exhibition or any act done on or about the exhibit premises which will invalidate the insurance of or increase the premium on the insurance maintained by the host facility, or other Exhibitors or COMMON. Exhibitors shall not cause or permit signs or articles to be affixed, nailed or otherwise attached to the doors and walls of the exhibit premises, nor shall any attachments be made to the exhibit premises' floors by means of nails, screws or any other devices that would damage the floors. These restrictions are a condition of all space leases, and their violation will result in annulment of the Exhibitor's contract, and subject the Exhibitor to liability for damages resulting from such violations.

10. Dismantling of Exhibits:

Exhibitors will not be permitted to dismantle their exhibits or do any packing before the official closing of the show. COMMON will note any violations or abuses to this policy and will reserve the right to levy a penalty.

11. Use of Space - Lights, Audio, Etc.:

- A. No spotlight may be directed toward the aisles or so directed that it proves to be irritating or distracting to neighboring exhibit booths or guests.
- B. Droplights or special lighting devices must be hung at a level or positioned so as not to prove to be an irritant or distraction to neighboring exhibit booths or guests.
- C. No strobe light effects are permitted.
- D. Projectors or TV screens must not cause people to block aisles.
- E. Loud speakers or operation of equipment which is of sufficient sound volume to be annoying to neighboring Exhibitors or guests will not be permitted.
- F. Any audio system or electronic device producing irritating or intermittent or sequential sound that attracts attention to an exhibit is not permitted. The distribution of noisemakers such as whistles, crickets, horns, etc. is prohibited.
- G. Models must be properly and modestly clothed. No scanty or excessively revealing attire will be permitted.
- H. Use of so-called "barkers" or pitchmen (mechanical or human) is prohibited.

12. Other Regulations:

Any and all matters not specifically covered by the preceding rules and regulations shall be subject solely to the decision of Show Management. THE SHOW MANAGEMENT SHALL HAVE FULL POWER TO INTERPRET, AMEND AND ENFORCE THESE RULES AND REGULATIONS, PROVIDED EXHIBITORS RECEIVE NOTICE OF ANY AMENDMENTS WHEN MADE. EACH EXHIBITOR AND ITS EMPLOYEES AGREES TO ABIDE BY THE FOREGOING RULES AND REGULATIONS AND BY ANY AMENDMENTS OR ADDITIONS THERETO IN CONFORMANCE WITH THE PRECEDING SENTENCE. EXHIBITORS OR THEIR REPRESENTATIVES WHO FAIL TO OBSERVE THESE CONDITIONS OF CONTRACT OR WHO, IN THE OPINION OF SHOW MANAGEMENT, CONDUCT THEMSELVES UNETHICALLY, MAY IMMEDIATELY BE DISMISSED FROM THE EXHIBIT AREA WITHOUT REFUND OR OTHER APPEAL.