

## 2010 INNOVATION AWARDS NOW EXCLUSIVELY ONLINE AT ISSA.COM

ISSA's Innovation Awards program returns in 2010 in an exclusive online format designed to generate valuable exposure for your most innovative products and services.

The competition is open to all manufacturers; submissions are due by June 25. Online voting will begin July 15, and votes will be accepted through September. Award winners will receive a trophy and publicity tools to use before, during, and after ISSA/INTERCLEAN<sup>®</sup> North America 2010, which takes place November 9-12, in Orlando, FL, USA.

Entries will be accepted for the following categories:

- Chemicals
- Power Equipment
- Supplies & Accessories
- Paper & Plastics
- Services, Technology & Other Products

### Each entry includes:

- Product photo
- 50-word description
- Link to your Web site and demo video on ISSA.com (if purchased)
- Contact information or a link to request more information

### Entry fee:

- ISSA Members: US\$1,450
- Non-members: US\$1,950

To generate maximum exposure for your entry, the Innovation Awards program will be publicized directly to all ISSA members and industry media along with significant promotion on ISSA.com and a targeted search-engine marketing campaign.

***Does your company's product or service have what it takes to win?***

Contact the ISSA Sales Department at 800-225-4772 or complete the form on the back of this page to enter!

Chemicals



Paper/Plastics



Power Equipment



Services, Technology & Other



Supplies / Accesories





## ISSA ONLINE ADVERTISING AGREEMENT

- 1. Advertising Rates, Duration and Schedule.** Advertiser shall purchase online advertisements at the rate listed and for the duration specified on the Insertion Order, which is attached to this document and hereby incorporated by reference and made part of this Agreement. Prices, rates, promotions, discounts and premiums are subject to change at any time at ISSA's sole discretion without notice. ISSA reserves the right to adjust contracted advertising schedules at its sole discretion.
- 2. Positioning.** Positioning of advertisements on issa.com is at the sole discretion of ISSA. Any request by Advertiser for the any particular position where the advertisement is to be placed on issa.com shall be treated as a request only, and ISSA shall not be obligated to comply with said request. In the event said request for positioning is granted, Advertiser shall pay an additional position charge as set forth on the Insertion Order.
- 3. Usage Statistics.** Advertiser acknowledges that ISSA has not made any guarantees with respect to usage statistics or levels of impressions for any advertising. ISSA provides Advertiser with estimated usage only as a courtesy to the Advertiser and shall not be held liable for any claims relating to said usage statistics.
- 4. Payment.** Advertiser must pay for online advertisements at the time order is placed, except for members of ISSA. For ISSA members, payment is due within 30 days of the initial invoice date. Accounts 30 days or more overdue are charged a 2 percent monthly late fee. ISSA will not accept advertising from Advertisers whose account is 60 days or more past due. ISSA reserves the right to hold the Advertiser and / or its agency jointly and severally liable in the case of overdue accounts. All expenses and legal fees incurred by ISSA in collecting outstanding accounts shall be paid by the Advertiser. ISSA reserves the right to cancel this Agreement and suspend any online advertisements at any time upon Advertiser's failure to pay any monies due under this Agreement in a timely manner.
- 5. Cancellation.** Advertisements that are cancelled by Advertiser more than 14 days before the scheduled start of the advertisement are subject to a 10% cancellation fee. Advertisements that are cancelled less than 14 days before the schedule start date of the advertisement are subject to a 25% cancellation fee. Cancellations of advertisements are not permitted once the advertisement begins to run. Advertisements can be postponed by an Advertiser for a maximum of 30 days. After 30 days, Advertiser is still liable for full amount of the price of the advertisement under the Agreement. If advertisement is postponed, ISSA cannot guarantee an exact duplication of the advertisement due to potentially limited inventory of advertisement space.
- 6. Indemnification.** Advertiser shall indemnify ISSA and hold ISSA harmless from any and all loss, cost, expense, and damages of any nature whatsoever, including but not limited to reasonable attorney fees, on account of any and all manner of claims, demands, actions and proceedings that may be instituted against ISSA on grounds alleging that any advertisement submitted under this Agreement by or on behalf of Advertiser violates any copyright or any other intellectual property right of any person, or that contains any matter that is libelous or defamatory of any person or company. Advertiser agrees at Advertiser's own expense, to promptly defend and continue such defense of any such claim, demand, action or proceeding that may be brought against ISSA, provided that ISSA shall promptly notify Advertiser with respect thereto. Advertiser shall reimburse ISSA for any amount paid by ISSA in settlement of any such claims or in satisfaction of judgments obtained by reason of publication of such advertisement copy, including but not limited to all expenses incurred in connection therewith, including but not limited to, reasonable attorney fees and court costs.
- 7. Copyright.** All advertisements, which represents the creative effort of ISSA and/or the use of creativity, illustrations, labor, composition, or material furnished by ISSA, is and remains the property of ISSA, including any and all rights of copyright therein. Advertiser understands and agrees that it cannot authorize reproductions, in whole or in part, of any such advertisements, without the express written permission of ISSA.
- 8. Rejection of Advertisements.** ISSA reserves the right to not run any advertisement that it receives that is not in accordance with its policies, including but not limited to any advertisements that ISSA, in its sole discretion, considers inappropriate, misleading, or offensive. ISSA reserves the right to reject or cancel any advertisement, order or reservation for such advertisement at any time and to reject any URL link embodied within any such advertisement.
- 9. Limitation of Liability.** Advertiser assumes all liability for the content of its advertisement, and agrees to hold harmless, and will indemnify ISSA from all claims, losses, judgments, and damages arising there from. ISSA is not responsible for copy inaccuracies or unsatisfactory final production quality resulting from materials provided by Advertiser. Liability for typographical errors, wrong insertions, late publications, and/or non-publication, non-performance, as well as all other matters Advertiser might raise relevant to this Agreement, is limited to the amount charged Advertiser by ISSA for the applicable advertisement. Claims for an allowance for such matters must be made within 7 calendar days of the matters first occurrence. THIS LIMITATION OF LIABILITY IS A CONDITION FOR THE ACCEPTANCE OF ANY ADVERTISEMENTS UNDER THIS AGREEMENT BY ISSA. IN NO EVENT SHALL ISSA BE LIABLE TO ADVERTISER OR ANY THIRD PARTY FOR ANY INDIRECT, SPECIAL OR CONSEQUENTIAL DAMAGES, INCLUDING BUT NOT LIMITED TO LOST PROFITS OR UNREALIZED BUSINESS OPPORTUNITY, ARISING OUT OF THIS AGREEMENT OR THE PUBLICATION OF OR FAILURE TO PUBLISH ANY ADVERTISEMENT, WHETHER OR NOT ISSA WAS ADVISED OF THE POSSIBILITY OF SUCH DAMAGE.
- 10. Force Majeure.** Each party to this Agreement shall be excused from performance of its obligations hereunder without penalty or liability where such failure to perform is the result of acts of God, acts of war, terrorism, government regulation, disaster, fire, strikes, work stoppages, civil disorder, or other similar causes beyond the parties reasonable control.
- 11. Assignment.** This Agreement may not be assigned or transferred by the Advertiser.
- 12. Governing Law.** This Agreement shall be construed and governed by the laws of the State of Illinois.
- 13. Entire Agreement.** The Terms and Conditions and the Insertion Order sets forth the entire Agreement between ISSA and the Advertiser.

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

Submit this form by e-mail (sales@issa.com) or fax (847-982-0819) by June 25, 2010.