



**FOR IMMEDIATE RELEASE**

## **LinuxWorld® & NetworkWorld Canada 2006: Presents the Smalltalk Solutions Conference**

November 2, 2005

ITWorld Expo Canada and The Smalltalk Industry Council (STIC) are pleased to announce that Smalltalk Solutions 2006 will be hosted at LinuxWorld & NetworkWorld Canada, April 24-26, 2006, in Toronto at the Metro Toronto Convention Centre.

Smalltalk is a portable, pure object-oriented language that runs on all popular platforms. It is known for being one of the best ways to learn object-oriented programming and the best way for software developers to build applications quickly and efficiently. The Smalltalk Solutions forum is the premier event for bringing together Smalltalk users, developers, and enthusiasts.

"The Smalltalk Solutions Conference is a natural fit with LWNW Canada and we are excited about bringing together diverse groups of professionals who share similar interests," said Bruce Cole, President of Plum Communications and producer of LinuxWorld and NetworkWorld Canada.

"The Smalltalk Industry Council is proud to be a part of LinuxWorld and NetworkWorld Canada 2006. Smalltalk is the ultimate dynamic language. It is well supported on the Linux platform with multiple commercial development environments available, along with many exciting research projects," said Allen B. Davis, Executive Director of the Smalltalk Industry Council.

### **SMALLTALK INDUSTRY COUNCIL (STIC)**

The Smalltalk Industry Council is a cohesive Smalltalk community where information, technical issues, new ideas and concerns are openly discussed to benefit the industry. STIC members are users and vendors of Smalltalk tools, components, databases and services. The Smalltalk Industry Council's core members include Instantiations, Cincom Systems, Inc., GemStone Systems and Knowledge Systems Corporation. STIC is a nonprofit trade association whose goal is to promote the awareness of and increase demand for Smalltalk. STIC has been the organizer of Smalltalk Solutions since 2001, the premier venue for bringing together Smalltalk users, vendors and enthusiasts.

### **LINUXWORLD & NETWORKWORLD CANADA (LWNW)**

LinuxWorld & NetworkWorld (LWNW) Canada Conference & Expo 2006 is "Where the IT Industry Meets!" LWNW 2006 is the number one marketplace for management and IT professionals to interact and learn about the newest applications and solutions and see demonstrations of leading information technology based products, services, across all computer platforms. The world-renowned multi-sector event zeros in on technology hot spots security, storage, network management, communications, data management, CRM/ERP, wireless, VOIP, ITIL, governance, web/internet services, and more. Exceptional non commercial educational programming includes dynamic keynotes, case studies, tutorials and hands-on labs providing valuable information demonstrating real life applications and solutions.

LinuxWorld Canada and NetworkWorld Canada Conference and Expo are owned by ITWorld Expo Canada (owned by IDG World Expo and IT World Canada). As the Canadian affiliate of IDG, ITWorld Canada publishes *CIO Canada*, *Network World Canada*, *ComputerWorld Canada*, *CIO Governments' Review*, and *IT Focus*. IDG World Expo produces technology-focused trade shows, conferences and events globally. LinuxWorld and NetworkWorld are registered trademarks of International Data Group. IT World Expo Canada is managed by Plum Communications, a leading organizer of community-based IT events in Canada since 1984.

#### **For further information:**

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## Why Toronto, Canada?

### *Canada's Economy is Strong & Growing*

Toronto is a dynamic city that demands high quality IT&T products and services. The Greater Toronto Area (GTA), Canada's high-tech capital and third busiest centre for tech sector activity in North America (after New York and San Francisco), with more than 148,000 workers at 3,330 facilities in the high-tech sector. Toronto is the Canadian corporate capital and a major international centre for financial services, life sciences, manufacturing and business activity.

### *Location, Location, Location!*

In it's fourth year the exposition will be at the Metro Toronto Convention Centre in the North Building where spacious windows provide an inviting environment. The MTCC is a world class facility employing state-of-the-art communications and easy accessibility to the airport, train and some of the best hotels and restaurants the city has to offer. An easy to do business with location for both exhibiting companies and their customers.



For more details, please contact:

**Jai Cole**

**Exposition Director**

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## Your Investment Includes

*We make it easy for you to do business.*

	SMALLTALK AT LWNW SPONSORSHIP	SMALLTALK AT LWNW EXHIBITS ONLY
Sponsorship incl. 100 sq. ft. of exhibit space. Additional space can be purchased at \$28 per sq. foot USD. 7% Goods & Service Tax (GST) applies.	<b>\$7,300 USD</b>	<b>\$2,800 USD</b>
100 sq. ft. booth—includes pipe & drape only	X	X
Logo on LWNW print ads	X	
Logo on electronic promotions (where appropriate)	X	
Logo on registration brochure—Print & PDF	X	
Logo as Smalltalk Solutions Conference Sponsor on LWNW website homepage in rotation with other level sponsors	X	
Exhibit listing includes mini website	X	X
Name and/or Logo on Smalltalk printed brochure as sponsor & exhibitor	X	
Corporate name on Smalltalk brochure as exhibitor	X	X
Corporate logo, name, corp. info, product info on Smalltalk mini www on LWNW site	X	
Corporate logo, name Smalltalk mini www on LWNW site	X	X
1/8 ad in LWNW conference registration brochure	X	
Pre-registered media list	X	X
Complimentary guest passes—100 print & electronic link for unlimited passes to invite clients & prospects	X	X
Exhibit badges limited to exhibiting personnel	X	X
Priority for article submission on biz portals	X	X
5 Super passes: incl. conference proceedings CD	X	
1 promo trade show bag	X	
Corporate Logo on Sponsorship Meter Board onsite	X	
Show Guide 75 word corporate description	X	X
Smalltalk icon (balloon) next to corporate name on exhibit list	X	X
Show Guide listed as Smalltalk Conference Sponsor on the Show Guide sponsor page	X	
Show Guide Smalltalk ad listing sponsor & promoting Smalltalk	X	

"The Smalltalk Industry Council is proud to be a part of LinuxWorld and NetworkWorld Canada 2006. Smalltalk is the ultimate dynamic language. It is well supported on the Linux platform with multiple commercial development environments available, along with many exciting research projects."

*~Allen B. Davis  
Executive Director  
Smalltalk Industry  
Council*

**More details, please contact:**

**Jai Cole**

**Exposition Director**

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Email: [jcole@plumcom.ca](mailto:jcole@plumcom.ca)



Where the IT Industry Meets

## QUICK FACTS

### Location

Metro Toronto Convention Centre—North Building  
255 Front Street West, Toronto, Ontario, Canada

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### Show Dates & Times

April 24, 2006 Trade Show setup / Conference begins

April 25, 2006 9:00am Conference opens  
10:00am Keynote & 2:00pm Keynote  
11:00am Exhibit Hall opens  
6:00pm Conference & Exhibit Hall close

April 26, 2006 9:00am Conference opens  
10:00am Keynote & 2:00pm Keynote  
11:00am Exhibit Hall opens  
5:00pm Conference & Exhibit Hall close

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### Travel & Accommodation

Special room rates available at the following hotels:

#### **Renaissance Toronto Hotel at Skydome**

(beside Convention Center)

\$165 CDN city view—single or double

[www.renaissancetoronto.com](http://www.renaissancetoronto.com)

Reservations—call direct: (800) 237-1512

#### **The Strathcona Hotel**

(two blocks East of Convention Center)

\$104 CDN Standard—single or double

\$114 CDN Deluxe—single or double

\$124 CDN Corp.—single or double

Reservations—call direct: (800) 268-8304

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### Contact Us

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Thornhill, ON L4J 8E5

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Fax 905.886.9579

Website [www.lwnwexpo.plumcom.ca](http://www.lwnwexpo.plumcom.ca)

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### Primary Contacts

#### **Smalltalk Solutions Marketing Chairman**

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#### **Exposition Director**

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### A Show Produced by Professionals

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Presents



Metro Toronto Convention Centre  
 North Building  
 255 Front Street West  
 Toronto, Ontario, Canada  
 Conference -April 24-26, 2006  
 Trade Show – April 25-26, 2006

Plum Communications Inc. 1054 Centre St. Suite 122, Thornhill, ON L4J 8E5  
 Phone: 905.695.0123 ♦ Fax: 905.886.9579 ♦ Toll Free: 888.823.7586 ♦ Jcole@plumcom.ca ♦ www.itworldexpo.ca

**Booth Space / Sponsorship Agreement**

Company:		Contact:	Title:
Address:			
City:	Prov/State:	P/Code, Zip:	
Phone:	Fax:	Mobile:	
Email:	URL:		
<b>BOOTH SELECTION in Smalltalk Solution Pavilion</b>			
Booth Location # 1st		2nd	3rd
Space: # Sq.Ft	x	#sq. Ft	Total Number Sq. Ft. =

<b>EXHIBIT SPACE RATES:</b> Include drayage fee (standard material handling); standard back and side pipe and drape; mini company website within the show website. Show Guide or Addendum listing.		
<input type="checkbox"/>	<b>Exhibit Space – minimum 100 square feet.</b>	<b>\$28.00/sq. ft.</b>
<input type="checkbox"/>	<b>Smalltalk Solutions Conference Sponsorship Package</b>	<b>\$7,300.00 (USD)</b>
<input type="checkbox"/>	<b>Individual Item Sponsorship (minimum 100 square feet)</b>	<b>\$ _____ Item Code#</b>

**PAYMENT SCHEDULE AND TERMS All Rates subject to 7% GST Tax (#10424 8356)**

**Deposit Terms:**

- **November, 2005 – January 31, 2006** - 50% due - within 30 days of contract receipt
- **February 1, 2006 and onward** - 100% due (50% Final Payment Due) with contract

**NOTE: Cheques are payable to Plum Communications Inc. Payment after March 31, 2005 must be by credit card or company cheque backed by valid credit card. Credit card payment is subject to a 4% additional fee.**

*I have read and accept the Terms and Conditions on both the front and reverse side of this application/contract and understand and agree to abide by all of the Terms and Conditions. This signed contract copy is legally binding; faxed contracts will be treated as an original. **This application/contract is subject to written acceptance and approval with the space indicated by Plum Communications Inc. producer of LinuxWorld Canada 2006 and NetworkWorld Canada 2006.** The exhibiting company confirms that show insurance coverage as described in clause 5 will be provided. Deposits are non-refundable and non-transferable and in the event of cancellation, the exhibitor must notify Show Management in writing and is responsible for the amount due as per the payment terms above. This signed application/contract represents and warrants that the signer is authorized to execute this binding contract on behalf of the named exhibitor/company. LinuxWorld and NetworkWorld Conferences & Trade Shows are trademarks of IDG World Expo.*

...../...../.....  
 Date Authorized signature Title

# LinuxWorld Canada and NetworkWorld Canada Contract/Application

## TERMS AND CONDITIONS

**1. Principle Purpose.** The principle purpose of the Trade Show is to stimulate interest in and demand for industry products, in general (therein 'Principle Purpose'). No exhibitor shall engage in any activity inconsistent with this Principle Purpose. It is acknowledged that Plum Communications Inc. produces this event on behalf of IDG World Expo.

**2. Sub-Leasing.** Exhibitor may not sub-let his space, nor any part thereof, nor exhibit, offer for sale, give as a premium, or advertise articles not manufactured or sold in his own name, except where such articles are required for the proper demonstration or operation of Exhibitor's display, in which case identification of such articles shall be limited to the regular nameplate, imprint, or other identification which in standard practice appears normally on them. Exhibitor may not permit in his booth non-exhibiting companies' representatives. Rulings of the Management shall in all instances be final with regard to use of any exhibit space.

**3. Default in Occupancy.** Any exhibitor failing to occupy space contracted for is not relieved of the obligation of paying the full rental of such space. If not occupied by the time set for completion of installation of displays, or fails to pay the space rental at the times specified, such space may be possessed by the Management and re-allocated or assigned for such purposes as it may see fit. Downgrades in exhibit space are subject to a 25% penalty of the cost of the area reduced.

**4. Eligible Exhibits.** The Management has sole right to determine the eligibility of any company or product for inclusion in the Trade Show. Used equipment is not eligible for exhibition without prior written permission from Show Management.

**5. Insurance and Liability.** General Liability and fire insurance is the responsibility of the Exhibitor naming the Management and the venue as co-insured with limits of liability of at least \$2,000,000 combined single limits including bodily injury, property damage, personal injury, contractual liability, non-owned automotive liability, products and complete operations, cross liability clause, and a severability of interest clause; Tenant's legal liability of \$100,000; and the show and the venue named as an additional insured. Management and its service contractors assume no risk, and by acceptance of this Agreement the Exhibitor expressly releases Management, service contractors and venue of and from any and all liability for personal and property damages, loss of goods by fire, theft, damage or destruction and from any action of any nature by the Management including damage to his business by reason of failure to provide space for his exhibit, or, failure to hold the Trade Show as scheduled, except as provided herein. Exhibitor further agrees to indemnify and hold the Management harmless from all liability arising from the acts of Exhibitor, its employees and agents.

**6. Installation-Showing-Dismantling.** Exhibits must be removed by Exhibitor from the premises no later than the time indicated in the official exhibitor manual. The premises must be left broom clean by the Exhibitor. Exhibitor shall be liable for all storage and handling charges resulting from failure to remove exhibit material from the Trade Show before conclusion of the dismantling period as specified by the Management.

**7. Damage to Property.** Exhibitor is liable for any damage caused by him or his representatives to building floors, walls, or columns, or to standard booth equipment, or to the property of other Exhibitors. Exhibitor may not apply paint, lacquer, adhesive or other coating to building columns and floors or to standard booth equipment.

**8. Alcoholic Beverages.** The use of alcoholic beverages in the Trade Show area by Exhibitors is prohibited.

**9. Attendance.** The Management shall have sole control over admission policies at all times.

**10. Booth Representatives.** Exhibitors' booth representatives shall be restricted to employees of exhibiting companies who are actually working in Exhibitor's booth. Booth representatives shall wear 'EXHIBITOR' badge identification furnished by the Management, at all times. The Management may limit the number of booth representatives at any time. All exhibitors' company personnel other than those working in booth are to register as attendees at the Show.

**11. Decoration.** The Management shall have full discretion and authority in the placing, arrangement, and appearance of all items displayed by Exhibitor, and may require the replacing, rearrangement, or redecorating of any item or of any booth which the Management deems inconsistent with the Principle Purpose of the Trade Show or inappropriate for any other reason, and no liability shall attach to the Management for costs that may devolve upon Exhibitor thereby. Pipe and drape and sidewalls will be permitted but are discouraged, as are draped tables. Exhibitors building special background or side dividers must make certain that the surfaces of such dividers are finished in such a manner as not to be unsightly to exhibitors in adjoining booths; such surfaces that remain unfinished at 12 Noon of the day before the opening day of the Trade Show, the Management shall authorize the official decorator to effect the necessary finishing and Exhibitor must pay all charges involved thereby.

**12. Exhibitor Representatives' Responsibility.** Exhibitor agrees to indemnify the Management against and hold it harmless for any claims arising out of the acts of negligence of Exhibitor, his agents or employees, or out of labour disputes.

**13. Exhibitors' Admittance during Non-Show Hours.** Booth representatives will be admitted to enter the Trade Show two (2) hours before the scheduled opening time each day of showing, and will not be permitted to remain in the Trade Show after the closing hour each night, with the exception of the final night. Exhibitors having special problems that require additional time should check at the Management's office on the previous day.

**14. Failure to Hold Trade Show.** Should any contingency prevent holding of the Trade Show, this lease shall terminate, and the Exhibitor waives any claim for damages or compensation, and neither party shall have any further obligations as against the other, except that the Management shall refund to the Exhibitor the amounts paid under the Agreement, less a pro rata share of the Management's actual expenses incurred in connection with said Trade Show. Said pro rata share of the Management's actual expenses is to be determined on the basis of the number of square feet of floor space assigned to the Exhibitor in relation to the number of square feet of floor space assigned to all other exhibitors at the Trade Show under similar contracts with the Management.

**15. Floor Load.** Under no circumstances may the weight of any equipment or exhibit material exceed the hall's maximum floor load. Exhibitor accepts full and sole responsibility for any injury or damage to property or person resulting from failure, knowingly or otherwise, to distribute the load of his exhibit material in conformity with the maximum floor load specifications.

**16. Inflammable materials.** No inflammable fluids, or materials of any nature, including decorative materials, use of which materials are prohibited by national, state, or city fire regulations, may be used in any booth.

**17. Lotteries, Contests.** The operation of games of chance or lottery devices, or the actual or simulated pursuit of any recreational pastime is permitted only on written approval from the Management.

**18. Noise and Odours.** No noisy or obstructive work will be permitted during open hours of the Trade Show, nor will noisily operating displays nor exhibits producing objectionable odours, be allowed.

**19. Obstruction of Aisles or Booths.** Any demonstration or activity that results in excess obstruction of aisles or prevents ready access to nearby exhibitors' booths shall be suspended for any periods specified by the Management.

**20. Regulations Governing Displays.** Display material of any nature (including but not limited to signs, logos, show cases, display or storage cabinets, electrical fixtures, wire, conduits, etc.) may be placed to a height not exceeding ten (10) feet from the building floor anywhere within an exhibit area, unless approved in writing.

**21. Rejected displays.** Exhibitor agrees that his exhibit shall be admitted and shall remain from day to day solely on strict compliance with the rules herein laid down. The Management reserves the right to reject, eject, or prohibit any exhibit in whole or in part, or Exhibitor of his representatives, with or without giving cause. If cause is not given, liability shall not exceed the return to Exhibitor of the amount of rental unearned at the time of ejection. If an exhibit or Exhibitor is ejected for violation of these rules or for other stated reasons, no return shall be made.

**22. Safety Devices.** Exhibitor agrees to accept full responsibility for compliance with federal, provincial and municipal regulations in the provision and maintenance of adequate safety devices and conditions for the operation of machinery and equipment.

**23. Samples; Souvenirs.** Samples, souvenirs, publications, etc., may be distributed by Exhibitor only from within his booth. The distribution of any article that interferes with the activities in or obstructs access to neighbouring booths, or that impedes aisles, is prohibited. No article containing any product other than the product or material made or processed or used by Exhibitor in or as the product or service he sells, may be distributed except by written permission of the Management.

**24. Signs; Sign Copy; Illumination.** Electric flashers or signs involving the use of Neon or similar gases are prohibited. Should the wording on any sign or area in Exhibitor's booth be deemed by the Management to be contrary in any way to the best interests of the Trade Show, Exhibitor shall make such changes as are requested by the Management.

**25. Exhibitor's Discussions; Costumes, Promotion.** Exhibitor's representatives may conduct discussions, answer questions and explain their products or services, or engage in sales or order taking, but such activities shall not be conducted in any manner which is inconsistent with, or derogates from, the Principle Purpose of the Trade Show. Exhibitor shall cease any activity determined to be inconsistent with the Principle Purpose of the Trade Show immediately upon notification by the Management to do so. Exhibitor shall not engage in any activities in the aisles or in booths other than its own. No signs shall be displayed nor shall public announcements be made concerning sales, prices or conditions of sale. Exhibitor's representatives wearing distinctive costumes, or carrying banners or signs separately or as part of their apparel must remain in their own booths. Booth representatives may not wear clothing that the Management deems scanty or excessively revealing.

**26. Sound Amplifying, Reproducing Equipment.** Exhibitors operating sound reproducing, sound amplifying equipment are required to operate it in such a manner that a maximum 80db reading on the 'A' scale of a sound level meter may be read at the aisle(s) space adjacent to their booth or measured at a neighbouring booth in an area bordering that of the sound equipment user. Management shall be the sole arbiter of acceptability of sound levels and may require reduction of sound level or elimination of sound reproducing devices in those instances where in the judgement of Trade Show Management such sound is in violation of these standards or otherwise objectionable. Exhibitor assumes all liability with respect to any liability to any Performing Rights Society or other organization with regard to any live and/or recorded music at the exhibitors' booth.

**27. Union Labour.** All booths built by Exhibitor and all installation work contracted for by him must be performed by union labour having jurisdiction, if Trade Show itself is required to use union labour. The Management cannot take the responsibility for interference with the show caused by labour disputes involving individual exhibitors.

**28. Special Electrical, Gas, or Water Service, etc.** These, as well as other special services needed by individual Exhibitors, are provided only when the Exhibitor orders and agrees to pay for them especially from the people authorised to supply such service in conformity with municipal insurance and other requirements.

**29. Second Stories.** If a second story is used, then the floor space will be treated as additional floor space at the appropriate rate.

**30. Bankruptcy, Insolvency, etc.** If the Exhibitor should become bankrupt or insolvent or file any debtor's proceedings, or take or have taken against the Exhibitor in any Court a petition in bankruptcy or insolvency or for reorganization or for appointment of a receiver or trustee, or if the Exhibitor makes an assignment for the benefit of creditors or petitions or enters into an arrangement or suffers this Agreement to be taken under any writ of execution of attachment, or if, by law or otherwise, this Agreement shall pass to or devolve upon one other than the Exhibitor, then, in any one or more such events, the Management reserves the right and option, at any time prior to the opening of the Trade Show Exhibit, to cancel this Agreement upon giving the Exhibitor a five-day written notice; and in such the Management shall retain as and for liquidated damages the payments made by the Exhibitor hereunder. Should the event(s) be sold it is agreed that all contractual obligations are transferable to the new company.

**31. Amendment to Rules.** Any matter not specifically covered by the preceding rules shall be subject solely to the decision of the Management. The Management may amend these rules at any time, and all amendments including the exhibitors' manual so made, shall be binding on Exhibitor equally with the foregoing rules and regulations.

**32. Agreement to the Rules.** Exhibitor, for himself and his employees, agrees to abide by the foregoing rules and by any amendments that may be put into effect by the Management.

**33. Compliance of Safety and Public Policy.** The exhibitor assumes all responsibility for compliance with all pertinent ordinances, regulations and codes of duty authorized local, provincial and federal governing bodies concerning fire, safety and health and environmental requirements, together with the rules and regulations of the facility wherein the show is held.

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