

SOLIDWORKS WORLD 2017

SOLIDWORKS World 2017 International Reseller and User Conference & Exposition

February 5–8, 2017

Los Angeles Convention Center

Exhibitor & Sponsor Prospectus

SOLIDWORKS World is the premier annual event for the SOLIDWORKS Community. Now in its 19th year, SOLIDWORKS World is designed to bring members of our community together for four days of intensive training, networking and 220+ technical training sessions.

Event Overview

Projected Attendance:

More than 5,000 members of the SOLIDWORKS Community

Target Audience:

SOLIDWORKS customers, resellers, and press from all industries around the world

Dedicated Attendee Access:

20 hours of face-to-face time with SOLIDWORKS attendees

Contact Information:

For more information about becoming a SOLIDWORKS World sponsor and exhibitor, please contact:

> (Companies A-K)

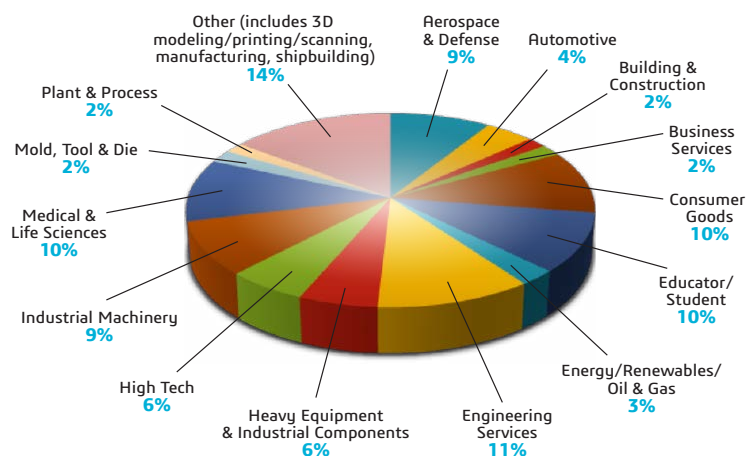
George Keegan
gkeegan@nthdegree.com
617.848.8768

> (Companies L-Z)

Wendy Anderson
wanderson@nthdegree.com
617.848.8756



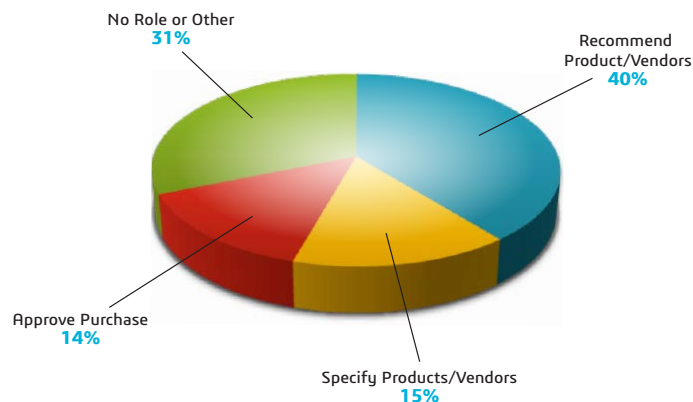
Manufacturing Industry Segment



Exhibiting at SOLIDWORKS World is an exceptional way for Lenovo to interact with SOLIDWORKS users, engage new prospects, develop sales leads and drive opportunities to closure. It is a fundamental aspect of our annual marketing plan, and I look forward to meeting new customers there every year!

— *Thomas Salomone, WW Marketing Segment Manager, Product Engineering and AEC, Workstation Business Unit, Lenovo USA*

Attendee Buying Power



C & G Systems Japan/CGS North America Inc. have been exhibiting at SOLIDWORKS World since 2011, in San Antonio Texas. Exhibiting in the Partner Pavilion allows us to be in contact with more SOLIDWORKS Users and SOLIDWORKS Resellers than possible by any other means. If you have a SOLIDWORKS Add-In Product, SOLIDWORKS World is where you want to be. The Tuesday event is a "Happening Place" to be, and is a hugely relaxing and entertaining break in the middle of the Convention.

— *Randy Nash, President, CGS North America Inc*

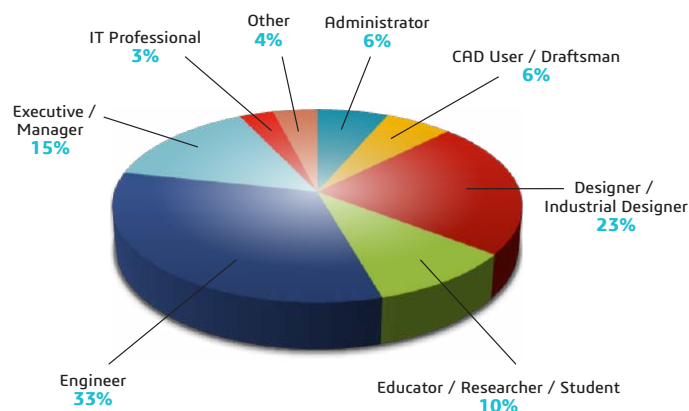
89% of exhibitors met with **more than 50 qualified attendees** in 2015

84% of respondents rated the quality of leads from **good to excellent**

88% of respondents the networking opportunities from **valuable to extremely valuable**

90% of exhibitors rated the overall value of the conference from **good to excellent**

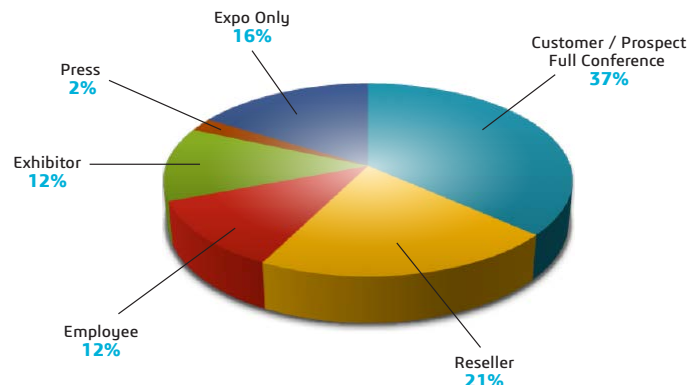
Customer Profile / Job Role



SOLIDWORKS World has continually proven to be the premier event for us to meet Design Engineers who are striving to push their product design capabilities with state-of-the-art technology and equipment. This show continues to generate new opportunities for us and extend our conversations into new markets.

— *Leslie Frost, Marketing Communications Manager, Stratasys*

Attendee Type



Sponsorship Packages

Note: First time Gold/CAM Partners receive an additional 10% discount and Gold/CAM Partners that rebook from the previous year receive a 5% discount on all booth packages. All prices are in US dollars.

	Platinum	Gold	Silver	Bronze
	\$75,000	\$40,000	\$17,500	\$7,995
Special Events				
Evening Exhibitor Reception and/or Offsite Event Sponsor (May be combined with all platinum sponsors)	1			
Lunch Sponsor (three available, assigned in order of contract receipt)		1		
Additional Sponsor Logo Opportunity (e.g., sponsor the Internet Café); Sponsorships are TBD and distributed on a first come, first served basis			1	
Exhibit Hall				
Premier Location Booth Space	20x20	10x30 (inline)	10x20	10x10
500-Watt Electrical Line	2	2	1	1
High-Speed Internet Connectivity	1	1		
Waste Basket	1	1	1	1
Table	2	2	2	1
Lead Retrieval	1	1	1	1
Chairs	4	4	4	2
Sponsor Logo on Exhibitor Entrance Unit	1	1	1	
Marketing Opportunities				
Pre-Conference Email Blast (exclusive) text to be provided by sponsor (SOLIDWORKS to send to registered attendees opt-in list)	1	1		
Online Exhibitor Directory	1	1	1	1
Advertisement in Show Guide	Full-page Ad	Half-page Ad		
Company Profile in Show Guide	1	1	1	
Exhibitor Listing in Show Guide	1	1	1	1
Sponsor Logo in Show Guide	1	1	1	
Inclusion in the Passport Program (optional)	1	1		
Sponsor Logo Presence during the General Session (location TBD by SOLIDWORKS)	1	1		
Main Stage Executive to Mention Sponsor	1			
Presentation Opportunity during End-User Breakout (60- or 90-minute session to be determined by SOLIDWORKS World Planning Committee)	(1) Speaking Session	(1) Speaking Session		
Show Branding				
Literature Insert in Welcome Packet (Sponsor responsible for production of 8.5" x 11" double-sided single sheet, postcard or DVD. Approval required by SOLIDWORKS World Planning Committee.)	2	1	1	
Sponsor Logo on T-shirt	1			
Post-Show Marketing				
Receive full attendee registration list (name, company and email)	1	1	1	
Company logo on event proceedings site. (Proceedings site is live throughout 2017)	1	1	1	
Conference Passes				
Exhibitor Full Conference Passes (current value \$1,195, subject to increase) *Passes are non-transferable	12	9	6	3
Exhibit Hall Only Pass (current value \$250, subject to increase)	Unlimited	Unlimited	Unlimited	Unlimited

Opportunities are available based on cut-off dates determined by SOLIDWORKS.

For a deadline schedule, please contact:

> (Companies A-K) George Keegan at gkeegan@nthdegree.com or 617.848.8768

> (Companies N-Z) Wendy Anderson at wanderson@nthdegree.com or 617.848.8756

All opportunities are available on a first-come, first-served basis.

Promotional Sponsorship Opportunities			
Sponsorship	Cost	# Available	Description
Lanyard	\$8,000	1	<ul style="list-style-type: none"> Sponsor logo on the lanyard (one color logo print only) Distributed to all SOLIDWORKS World attendees
Banner Advertising	Ask your Salesperson	TBD	<ul style="list-style-type: none"> Promote your company brand on with a banner located in a high attendee traffic area Banners will provide unlimited impressions and boost your brand during conference week Locations will be determined by options provided by venue Sponsor to provide file for printing; SOLIDWORKS World approval of banner content required
General Session Seat Drop	\$4,000	3	<ul style="list-style-type: none"> Sponsor literature placed in seats at one of the SOLIDWORKS World General Sessions. Choose from Mon/Tue/Wed, 1 sponsor per day; limited to one 8.5"x11" double-sided single sheet or a postcard or DVD Approval required by SOLIDWORKS World Planning Committee Sponsor responsible for the production and delivery of piece. (deadlines apply)
Bottled Water	\$4,000	3	<ul style="list-style-type: none"> Sponsor logos grouped on the bottled water Bottled water distributed to all SOLIDWORKS World attendees during break times and expo hall receptions (while supplies last)
Literature Insert in Welcome Packet	\$3,000	3	<ul style="list-style-type: none"> Distributed to all SOLIDWORKS World attendees. Approval required by SOLIDWORKS World Planning Committee Sponsor responsible for the production and delivery of piece. (deadlines apply)
Conference Pen	\$3,000	1	<ul style="list-style-type: none"> Sponsor logo on the conference pen. Production costs not included. Approval required by SOLIDWORKS World Planning Committee Distributed to all SOLIDWORKS World attendees
T-shirt	\$2,500	8	<ul style="list-style-type: none"> Sponsor logo imprinted on the official SOLIDWORKS World T-shirt Distributed to all SOLIDWORKS World attendees
Passport Program	\$1,000	Unlimited	<ul style="list-style-type: none"> Sponsor logo on an exhibit hall passport designed to generate traffic and leads by rewarding attendees with daily premium raffle giveaways when they visit participating sponsors
Direct Marketing Sponsorship Opportunities			
Sponsorship	Cost	# Available	Description
Post-Conference Email Blast*	\$3,000	4	Exclusive email sent to all opt-in registered conference attendees by SOLIDWORKS World Planning Committee (Sponsor to provide text, SOLIDWORKS to format email using event HTML template). (deadlines apply)
Advertising Opportunities			
Sponsorship	Cost	Description	
Onsite Conference Program Ad (color)	Full page – \$2,500 Half page (horizontal only) – \$1,500 Quarter page – \$1,000	Distributed to all conference attendees (estimated 4,000+).	

* SOLIDWORKS will determine the schedule on a first come, first served basis. Conference sponsor will deliver text copy of their email blast to SOLIDWORKS two weeks before their scheduled email date. SOLIDWORKS will deploy the email on the conference sponsor's scheduled date.

All prices are in US dollars.

SOLIDWORKS World? – It's the highlight of our Sales & Marketing activity each year!

The Partner Pavilion is always buzzing with activity and is the perfect environment for us to showcase our latest Design Automation and Sales Configurator software. The SOLIDWORKS eco system has always been recognized as being informed, passionate and strong. It's at its most vibrant at SOLIDWORKS World. Users and decision makers from companies large and small come together to learn, share and compare and it's no surprise that long term profitable business partnerships are forged.

— Maria Sarkar, Co-Founder & VP, DriveWorks Ltd

SOLIDWORKS World 2017

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Exhibitor & Sponsor Application / Contract

Salesperson: _____
Date: _____
Booth number
assignment: _____

All prices below are in US dollars.

Company Name: _____

List the company name as it should appear on signage, booth, and print and digital listing. No further changes can be made to your company name after this submission. Please initial here to confirm company name submission: _____

Company Address: _____

City: _____ State: _____

Postal Code: _____ Country: _____

URL: _____

Primary Contact Name for Exhibit Logistics: _____

Title: _____

Address (if different from company address): _____

City: _____ State: _____

Postal Code: _____ Country: _____

Telephone: _____ Fax: _____

Email: _____

Partner Level ☐ Certified Gold/CAM ☐ Solution ☐ Research Assoc.
(check all that apply): ☐ New ☐ Other: _____

Onsite Contact: _____ Title: _____

Telephone: _____ Fax: _____

Email: _____

Purchase and Payment Details:

Please refer to the Payment Terms listed in the Exhibitor Terms & Conditions.

You can submit your payment by either Check or Credit Card. Credit Card payments are processed by Nth Degree. It is important to note that any fees associated with SOLIDWORKS World 2017 will appear on your credit card statement as a charge from Nth Degree.

Method of Payment: ☐ Check ☐ AMEX ☐ MasterCard ☐ Visa ☐ PO # _____

Note: Make checks payable to: Nth Degree/SOLIDWORKS World.

Credit Card Number: _____ Exp. Date: _____

Cardholder's Name (Please Print): _____

Cardholder's Signature: _____

Cardholder's Billing Address (if different from above): _____

Important: Please place your initials on the following line indicating that you have read and agree to all Exhibitor Terms & Conditions included on pages 6 and 7 in the SOLIDWORKS World 2017 Exhibitor & Sponsor Prospectus: _____ (initials here)

Please complete, sign and fax this page to 617.848.8773 or email your sales manager directly.

Signature: _____

Company: _____

Signed by (print name): _____

Date: _____

For additional information please contact:

- (Companies A-K) George Keegan at gkeegan@nthdegree.com or 617.848.8768
- (Companies L-Z) Wendy Anderson at wanderson@nthdegree.com or 617.848.8756

Select Sponsorship Package*:

- ☐ Platinum Sponsor \$ 75,000
- ☐ Gold Sponsor \$ 40,000
- ☐ Silver Sponsor \$ 17,500
- ☐ Bronze Sponsor \$ 7,995
- ☐ First Time Exhibitor \$ 6,000

* First Time Certified Gold/CAM Partners receive an additional 10% discount on all booth packages. Returning Gold/CAM Partners receive a 5% discount on all booth packages.

Select Promotional Opportunities:

- ☐ Lanyard \$ 8,000
- ☐ Banner Advertising \$ _____
- ☐ General Session Seat Drop \$ 4,000
- ☐ Bottled Water \$ 4,000
- ☐ Literature Insert in Welcome Packet \$ 3,000
- ☐ Conference Pen \$ 3,000
- ☐ T-shirt \$ 2,500
- ☐ Passport Program \$ 1,000

Select Direct Marketing Opportunities:

- ☐ Post-Conference Email Blast \$ 3,000

Select Advertising Opportunities:

- ☐ Onsite Conference Program Ad (Color):
 - ☐ Full-Page \$ 2,500
 - ☐ Half-Page \$ 1,500
 - ☐ Quarter-Page \$ 1,000

Sponsorship Purchase Cost:

Sponsor Package Cost: _____

Total Purchase (before discount): _____

First Time Gold/CAM Partner Discount 10%: _____

Returning Gold/CAM Partner Discount 5%: _____

Additional Promotion(s) Cost: _____

Total Purchase (with discount applied): _____

Exhibit Space:

Please provide your top three choices of booth location in order of preference:

1) _____ 2) _____ 3) _____

- ☐ Contact me regarding other user event opportunities offered by SOLIDWORKS for partner participation

Mail Payment to:

Nth Degree EMS / SOLIDWORKS World
PO Box 306158
Nashville, TN 37230-6158

SOLIDWORKS World Conference: SOLIDWORKS World 2017

International Reseller and User Conference & Exposition

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Exhibitor & Sponsor Terms and Conditions

RESPONSIBILITY CLAUSE – Exhibitor assumes responsibility and agrees to protect, defend, indemnify, and hold harmless Dassault Systèmes SolidWorks Corporation (“DS SolidWorks”) and its affiliated companies, the owners, managers, and operators of the Los Angeles Convention Center and their affiliated companies (“Venue Company”), and all respective officers, directors, employees, contractors, and agents against all third party claims, losses, damages, costs, expenses, governmental charges, and fines arising out of Exhibitor’s use of the premises at the SOLIDWORKS World Venue, or any part thereof, or arising out of Exhibitor’s alleged or actual failure to comply with applicable local, state, and federal laws, excluding any such liability caused by the sole gross negligence of DS SolidWorks or the Venue Company or any of their employees, contractors, or agents. Exhibitor understands that neither DS SolidWorks nor the Venue Company is responsible for maintaining insurance covering Exhibitor’s property, and it is the sole responsibility of Exhibitor to obtain such insurance.

LIMITATION OF LIABILITY – Under no circumstances shall DS SolidWorks, Exhibitor, or the Venue Company, or their affiliates, employees, directors, shareholders, successors and assigns be liable for lost profits or other indirect, incidental, consequential, or exemplary damages for any of their acts or omissions in connection with SOLIDWORKS World 2017, whether or not such party has been apprised of the possibility of such damages or lost profits. DS SolidWorks shall not be liable for any errors in any listing or descriptions regarding Exhibitor or Exhibitor products or services, or for omitting Exhibitor from any directory or other materials.

PAYMENT TERMS – Subject to the terms set forth in the Exhibitor Cancellation section herein, upon execution of this Agreement, Exhibitor agrees to pay the Fee identified in the “Exhibitor & Sponsor Application/Contract” on the previous page. When Exhibitor executes and delivers this Agreement to DS SolidWorks, this Agreement will become binding on the parties as of the date of signing. For executed Agreements received prior to October 7, 2016, payment of the Fee will be

due in full 30 days from Exhibitor’s receipt of the invoice from DS SolidWorks. For Agreements executed on October 7, 2016 or thereafter, the Fee is due immediately upon receipt of invoice from DS SolidWorks. Notwithstanding the foregoing, in no event shall an Exhibitor be permitted to move in or set up or participate in SOLIDWORKS World 2017 unless the Fee is paid in full by January 5, 2017. DS SolidWorks reserves the right to cancel and/or-re-assign Sponsorship or Exhibit locations if payment is not received when due.

EXHIBITOR CANCELLATION – Up to and including April 15, 2016, Exhibitor may cancel this Agreement without cause and without a cancellation fee by providing written notice to DS SolidWorks, Attn: Partner Program. After April 15, 2016, Exhibitor may cancel the Agreement without cause by written notice subject to a Cancellation Fee (as set forth below). The parties acknowledge that it is difficult to quantify damages if Exhibitor cancels the Agreement after April 15, 2016 and have agreed that DS SolidWorks shall assess a Cancellation Fee against Exhibitor as liquidated damages and not as a penalty. The parties agree that the Cancellation Fee will be calculated as a percentage of Committed Payment (as defined below) in accordance with the following scale:

Period	Percentage
April 16, 2016, through May 15, 2016	50%
After May 15, 2016	100%

Committed Payment is defined as the sum total of fees owed by Exhibitor to DS SolidWorks under this Agreement. DS SolidWorks shall refund Exhibitor the fees paid less the Cancellation Fee, if any, within 45 days of receipt of the cancellation notice. Notice of cancellation must be received in writing and Committed Payment is calculated on the date the notice of cancellation is received.

DS SolidWorks CANCELLATION – If DS SolidWorks is prevented from holding the conference by reason of any cause beyond its control (such as, but not limited to, damage to buildings or rooms, riots, labor disputes, acts of government, acts of war, acts of terrorism, acts of God) or if it cannot permit Exhibitor to occupy its Exhibitor space due to causes beyond

DS SolidWorks control, then DS SolidWorks has the right to reassign Exhibitor to an equivalent Exhibit area and/or reschedule the conference for a start date no later than May 14, 2017. Should DS SolidWorks cancel the conference for its own convenience, Exhibitor fee will be refunded in full without further liability. In any case, DS SolidWorks liability to Exhibitor for all reasons and causes arising out of or related to participation in or commitment to participate in the SOLIDWORKS World Conference is limited to an amount not greater than the Exhibitor fee paid to DS SolidWorks. DS SolidWorks also retains the right to terminate this Agreement and refund payment to exhibitors that no longer meet the eligibility requirements for exhibiting at the SOLIDWORKS World Conference. In general, eligible exhibitors include Research, Solution, and Gold Partners in good standing and organizations providing services to SOLIDWORKS Users such as publications, and do not include competitors of or parties adverse to DS SolidWorks or its affiliates.

ARRANGEMENT OF EXHIBITS – Displays may be no more than 8 feet in height. Only displays less than 4 feet in height may be placed anywhere in the booth. Side dividers over 4 feet in height, adjacent to neighboring booths, must remain at least 5 feet from the main traffic aisle.

SOUND EQUIPMENT – DS SolidWorks shall be the sole arbiter of acceptability of sound levels and may require reduction of sound level or elimination of sound-producing devices if judged by DS SolidWorks to be operated at an unacceptable level.

BADGES AND HALL ENTRY – Exhibitor badges are to be used exclusively by booth personnel and can be ordered using the Exhibitor Badge Online Order Form. These badges must be worn during setup, teardown, and during the conference. There may be a fee for badges prepared at the show or any additional badges above and beyond those provided by DS SolidWorks. Exhibitors may enter the exhibit hall during the scheduled setup and dismantle times. In addition, Exhibitors may enter the exhibit hall one hour prior to show opening. Exhibitors are to remain in their booths during this early entry time.

LOSS, THEFT, DAMAGE, AND PERSONAL INJURY INSURANCE

Exhibitor hereby warrants that it will carry insurance while Exhibitor and/or its property occupies premises of the 2017 SOLIDWORKS World Venue, such insurance to cover exhibit items, including without limitation, hardware, software, and materials, against damage and loss, and adequate liability insurance against injury to its own employees and the person and property of others, and agrees that DS SolidWorks and the Venue Company shall not be responsible for any loss, theft, or damage to the property of Exhibitor, its employees, or representatives. FURTHER, NEITHER DS SolidWorks NOR THE VENUE COMPANY WILL BE LIABLE FOR DAMAGE OR INJURY TO PERSONS OR PROPERTY FROM ANY CAUSE WHATSOEVER BY REASON OF THE USE OR OCCUPANCY OF THE EXHIBIT AREA ASSIGNED BY DS SolidWorks TO EXHIBITOR OR ITS ASSIGNS.

At a minimum, Exhibitor agrees to obtain, at its expense, the following insurance coverage:

1. Commercial General Liability providing primary and non-contributory coverage. Coverage limit per occurrence shall not be less than \$1,000,000 and the aggregate limit shall not be less than \$2,000,000.
2. Automobile Liability limit of \$1,000,000 to include owned, non-owned, and hired vehicles.
3. Umbrella Liability coverage of \$1,000,000 in excess of primary coverages as required herein.
4. Workman's Compensation, including employer's liability, with a waiver of subrogation in favor of DS SolidWorks.

For coverage of Commercial General Liability, Automobile Liability, and Umbrella Liability, Exhibitor shall name DS SolidWorks, and its directors, officers, employees, affiliates, successors, and assigns as additional insured. Furthermore, Exhibitor must furnish to DS SolidWorks during the term of this Agreement, upon request, properly executed Certificates of Insurance.

In addition, Exhibitor shall give DS SolidWorks immediate notice of any non-renewal, cancellation, or reduction in limits or material change in any of the required insurance coverages if such is the case within 30 days of SOLIDWORKS World 2017.

AMERICANS WITH DISABILITIES ACT

Exhibitor shall also comply in all respects with the Americans with Disabilities Act for all activity conducted in its exhibit area, and for any events it is sponsoring.

COMPLIANCE – Exhibitor assumes all responsibility for compliance with these terms and conditions, and with all pertinent laws, ordinances, regulations, and codes of duly authorized local, state, and federal governing bodies together with the rules and regulations of the Venue Company.

GOVERNING LAW; VENUE

This Agreement shall be construed in accordance with and governed by the laws of the Commonwealth of Massachusetts, without regard to its conflicts of law principles. The parties hereby submit to the exclusive personal jurisdiction and venue of the state and federal courts located within Suffolk County, Massachusetts, with respect to any dispute arising hereunder.

SEVERABILITY – The invalidity or unenforceability of any of the terms or conditions in this Agreement shall not affect the validity or enforceability of the remaining portions hereof, which will remain in full force and effect.

LICENSING COPYRIGHTED MATERIAL

Exhibitor acknowledges and assumes responsibility for any licensing agreements and royalty payments thereof for the use of music, video, or printed matter that may be protected under the copyright laws of the United States of America or other applicable jurisdictions.

OBSTRUCTION OF PUBLIC SPACE

Exhibitor agrees to ensure that public space is free of any obstruction or item associated with an adjacent exhibit area and that no carpeting or signs from its area will obstruct or infringe on public space.

UNIONS AND CONTRACTORS – Exhibitor agrees to abide by and comply with the terms and conditions concerning local unions' arrangements with the Venue Company. If Exhibitor utilizes a contractor other than one officially appointed by DS SolidWorks to provide services for their exhibit, Exhibitor agrees to FIRST OBTAIN WRITTEN APPROVAL FROM DS SolidWorks AND NOTIFY THE OFFICIAL SHOW CONTRACTOR THROUGH DS SolidWorks 45 DAYS PRIOR TO THE FIRST SCHEDULED INSTALLATION DATE FOR THE EVENT. EXHIBITOR AGREES NOT TO USE A DRAYAGE, ELECTRICAL, OR PLUMBING CONTRACTOR OTHER THAN THOSE OFFICIALLY APPOINTED BY DS SolidWorks OR VENUE COMPANY.

RESTRICTIONS – Exhibitor acknowledges that the Venue Company may at its discretion, prohibit, restrict, and/or evict an Exhibitor that is in the Venue Company's opinion objectionable for any reason,

including but not limited to danger, noise, vibration, glaring or flashing lights, safety and method of operation, objects on display, and/or method of display. Exhibitor acknowledges that the Venue Company may also prohibit, restrict, or evict an Exhibitor that may detract from the general character of the Venue Company and may further prohibit and/or restrict an event with objectionable persons, things, conduct, printed matter, or anything else the Venue Company judges to be objectionable. In the event of such prohibition or restriction, DS SolidWorks shall not be liable for any refunds of Exhibitor fees or other expenses.

SAFETY – Exhibitor understands and agrees that its electrical equipment must conform to all applicable safety codes and must be operated in a manner that does not pose a hazard to any person or property. Shielding from chips, sparks, strong lights, moving machinery, smoke, or any toxic substance is mandatory and must be adequate to ensure safety. Safety markings, masking, flagging, or railings must be placed on or around any projection or other objects where attendees could injure themselves. Machinery, operating equipment, and other objects, which might cause bodily harm, must be adequately safeguarded. The Venue Company shall have sole judgment on the adequacy of safeguarding shields and barriers.

SUBLEASE, CO-OCCUPANCY, SPEAKING OPPORTUNITIES AND PANEL PARTICIPATION

UNLESS OTHERWISE PREVIOUSLY AGREED TO IN WRITING BY DS SolidWorks, EXHIBITOR AGREES NOT TO SUBLEASE SPACE ALLOCATED TO IT BY DS SolidWorks, OR ALLOW THIRD PARTIES TO SHARE, OCCUPY, OR EXHIBIT SOFTWARE, HARDWARE, OR ANY PRODUCT IN THIS SPACE WITHOUT THE EXPRESS PRIOR WRITTEN PERMISSION OF DS SolidWorks. EXHIBITOR ALSO AGREES NOT TO SHARE OR ASSIGN SPEAKING OPPORTUNITIES AND/OR PANEL PARTICIPATION ALLOCATED TO IT BY DS SolidWorks TO THIRD PARTIES WITHOUT EXPRESS PRIOR WRITTEN PERMISSION BY DS SolidWorks. EXHIBITOR FURTHER AGREES THAT DS SolidWorks RETAINS THE RIGHT TO REFUSE PERMISSION FOR SUCH SUBLEASES, SHARED OCCUPANCY, AND SHARING AND REASSIGNMENT OF SPEAKING OPPORTUNITIES AND PANEL PARTICIPATION IF, FOR ANY REASON OR NO REASON, DOING SO WILL NOT MAKE A POSITIVE CONTRIBUTION TO THE SUBSTANCE AND FORM OF THE SOLIDWORKS WORLD CONFERENCE, OR TO PROTECT DS SolidWorks OWN BUSINESS INTERESTS.