

Revised December 19, 2008

ADA Compliance (American with Disabilities Act)

Exhibitors are expected to comply with regulations to make their booths and displays accessible to the physically challenged. Violations of the ADA can result in serious civil damage awards: \$50,000 for the first violation and \$100,000 for subsequent violations. The exhibitor agrees to indemnify and hold harmless EXHIBITOR2009 for any claims arising out of or in connection with the exhibitor's failure to make their display comply with the ADA.

Age Limitation

Due to insurance liabilities, children 17 years of age or under will not be permitted on the Show floor at anytime regardless of affiliation or circumstances. This rule applies to exhibitors as well as attendees.

Aisles – Exhibit Hall

All aisle space belongs to the Exhibition. No exhibit, lighting, truss or advertising will be allowed to extend beyond the space assigned to the exhibitor. Any demonstration or activity which results in the obstruction of aisles or prevents ready access to neighboring exhibitors' booths shall be suspended for any period specified by the Managing Directors.

Badges and Exhibit Personnel

Admission to the exhibit hall will be by the official Show badge only. Badges are not transferable. The exhibitor shall have a representative present at the Show throughout all exhibit periods and during the installation and dismantling of their exhibit. The name of the authorized representative shall be furnished to the

Rules & Regulations

Managing Directors not less than 60 days before the opening date of the Show.

Balloons

The use or display of helium filled balloons smaller than 36 inches is prohibited. Large helium-filled balloons, such as advertising balloons, may be used only if they are securely anchored to the exhibit. Note: prior approval must be obtained from the Managing Directors not less than 60 days before the opening date of the Show.

Contests, Promotions, Models and Literature Distribution

The exhibitor shall not permit exhibitions, raffles, donations or other promotional measures that require guests to be present at a specific location and time, and all unusual promotional plans must be approved by the Managing Directors no later than 60 days prior to the Show. Catalogs, souvenirs, literature, printed matter or any other items to be distributed at the Show are subject to approval by the Managing Directors. Any material not approved by the Managing Directors shall not be distributed. Uniformed attendants, models and other employees must be dressed in good taste and remain in spaces occupied by their employers, including robots. Any and all distribution of literature must be made from the exhibitor's rented booth space. Furthermore, exhibiting trade publishers are prohibited from soliciting advertising in the Show aisles. They may distribute their own trade publications from their rented booth space, but no automatic distribution is to be made to the individual booths of exhibitors.

Damage To Property – Exhibit Hall and EVENTSALON

Exhibitors are responsible for damage to uncrated or improperly packed shipments, concealed damage, loss or theft of material after delivery to booth or before material is picked up for return movement. It is expressly understood that the exhibitor will make no claim of any kind against the Managing Directors for any loss, damage or destruction of goods, nor for any damage of any nature to this business by reason of the failure to provide space for any exhibit or the removal of the exhibit.

Direct Sales

EXHIBITOR2009 is for educational and informational purposes. No retail sales are allowed within the Exhibit Hall or EVENTSALON at any time, but orders may be taken for future delivery.

Electrical Regulations

All electrical wiring on booths or display fixtures must meet applicable codes. In any power distribution system, power fluctuations and/or failures, although extremely uncommon, can occur. The Managing Directors, the Mandalay Bay Convention Center or the Official Electrical Service Contractor cannot be responsible for such occurrences, when they are out of the control of the Managing Directors, the Mandalay Bay Convention Center or the Official Electrical Service Contractor. It is standard practice for many persons exhibiting equipment sensitive to voltage fluctuations, power surges and/or outages, to utilize surge protectors, line conditioners and/or battery backup systems to guard against these events.

Eligibility To Exhibit

All manufacturers or suppliers of a product or service used in the planning or production of a corporate exhibit or corporate event program are eligible to exhibit.

Exhibit and Display Rules & Regulations – Exhibit Hall

All standard booth displays will be confined to a maximum height of 8'3" (2.5m) and all display fixtures over 4' (1.22m) in height and placed within 10 lineal feet of an adjoining exhibit must be confined to that area of the exhibitor's space which is at least 5' (1.52m) from the aisle line. Island and peninsula displays are permitted to a height of 16' 6" (5m) when plans are submitted and approved by the Managing Directors at least 30 days prior to the opening of the Show. All open or unfinished sides are to be covered at exhibitor's expense so as not to appear unsightly. The exhibit shall not obstruct the view of adjoining exhibits nor be operated in any manner objectionable to other exhibitors. All lighting within the exhibit must be arranged and operated so as not to be distracting to adjacent exhibits. The operation of videos, radios or other sound devices operated in an objectionable manner in the opinion of the Managing Directors shall be prohibited.

Exhibitor Appointed Contractors (EAC's)

See "Use of an Exhibitor Appointed Contractor"

Fire Marshal Regulations – Exhibit Hall and EVENTSALON

All exhibit booths with solid covers and that exceeds 225 square feet in area, in a sprinklered building are required to contain approved internal automatic fire sprinklers. When determined by the Clark County Fire Department that temporary sprinkler installation is impractical, the following alternative protection may be allowed:

1. Install approved single station smoke detectors at the interior and exterior of each covered booth. The interior and exterior smoke detectors must be installed in accordance with manufacturer's instructions.

2. Provide an approved fire extinguisher (minimum 2-A: 10-BC rating) for each covered booth. Extinguisher should be mounted near exit door.

3. Provide 24-hour fire watch for all covered booths in accordance with the following:

*Fire watch must be completely trained in the use of portable fire extinguishers and 1 ½" fire hose lines.

*Each fire watch must have radio communication with other fire watch personnel and a central control point.

*The central control point must have facilities to contact the fire department and any local security personnel.

*Fire watch personnel may not be utilized for other than fire watch duties.

When multiple covered booths are used, the Clark County Fire Department shall determine the number of persons needed for fire watch.

4. All fully enclosed booths with enclosed rooms must have at least two (2) exits leading directly to the aisle. These booths must possess a smoke detector and fire extinguisher for each enclosed area. The Clark County Fire Marshal may require additional equipment.

5. If any exhibiting booths have multiple levels or room(s) with enclosures, visible notification must appear on the stairway(s) or outside the room. This notice must state the maximum occupancy permissible or total weight load allowable on the second story at one time. If the second story occupancy level allows more than ten (10) people at one time, a second stairway may be present.

6. All multi-level booths must be stamped by a certified structural engineer and must have two (2) means of egress from upper levels.

7. When a multi-level enclosed exhibit is used in a show, a self-contained automatic

fire extinguishing system may be required upon review by the Clark County Fire Department.

Exhibit construction and decoration materials must be fire retardant and a certificate of flammability must be provided upon request of the Fire Prevention Officer. We suggest that you have a certificate of flammability on hand to prevent the need for possible on-site testing of your material. Crepe paper, corrugated paper, cardboard or other combustible materials which conflict with the Underwriter's Fire Prevention or Fire Department rules shall not be permitted.

Food And Beverage Distribution

Exhibitors shall not dispense or distribute any food, beverage or throwaway items not provided by the Mandalay Bay Convention Center without written approval of the Managing Directors and the Mandalay Bay Convention Center. Exhibitors are responsible for the prompt removal of bus trays from the Exhibit Hall and EVENTSALON. No trays are permitted in the public areas of the Show.

Good Neighbor Policy – Exhibit Hall and EVENTSALON

Exhibitors are expected to minimize the noise level of sound amplifying, reproducing equipment. All unnecessary noise is prohibited.

The use of loudspeakers, sound projection equipment and any other sound augmenting devices in exhibit booths will be permitted only with the understanding that the volume is kept at a reasonable level and is not objectionable to surrounding exhibitors. Exhibitors planning to use "production numbers" are advised that prior approval must be obtained from Show Management (HEI). Live bands may not be used. Upon request, permission to use a live band may

be granted for EVENTSALON exhibitors for evening events.

Amplification equipment may be used only for recorded music leading to the introduction of product demonstrations, provided that the sound is not objectionable to other exhibitors. In all cases, Show Management's (hei) decision on any questionable noise level will be final and the exhibitor agrees to abide by any such decision.

Hanging Signs -

Exhibitors in island space booths (20x20 and larger) are allowed to suspend signs above their booth. **Hanging signs are prohibited above linear booths (10x10, 10x20, etc.).**

Any structure to be suspended from the ceiling, canopies, ceiling frame and/or truss systems must be approved by the Clark County Fire Department prior to the event and meet requirements of the Uniform Fire Code. Requests must be submitted by February 19, 2009 to:

Ms. Patty Ebel, Fire Inspector
Clark County Fire Department
Fire Prevention Bureau
575 East Flamingo Road
Las Vegas, NV 89119
pae@co.clark.nv.us
TEL: 702-455-7311

Insurance – Exhibit Hall and EVENTSALON

The Managing Directors strongly recommend that each exhibitor maintain general public liability insurance against claims for personal injury, death or property damage incident, arising out of or in any way connected with the exhibitor's participation in the Show, in an amount of not less than one million dollars (\$1,000,000) for personal injury, death or property damage in any one occurrence. Such insurance maintained by the exhibitor must

be issued by an insurance company reasonably acceptable to the Managing Directors. It should include coverage of the indemnification obligations of the exhibitor under these rules and regulations, and should name EXHIBITOR Media Group, EXHIBITOR2009 and Hall-Erickson, Inc., the Managing Directors as additional insured. Each exhibitor is required to indemnify and hold harmless Mandalay Bay Resort and Casino from all liability (damage or accident) which might ensue from any cause resulting or connected with transportation, placing, removal or display of exhibits. Each exhibitor acknowledges that it is responsible for obtaining, for its protection and entirely at its expense, such property insurance for its exhibit and display materials as the exhibitor deems appropriate. Any policy providing such property insurance must contain an express waiver by the exhibitor's insurance company of any right of subrogation to any claims against the EXHIBITOR Media Group, EXHIBITOR2009, the Managing Directors and Mandalay Bay Resort and Casino.

Labor Regulations – Exhibit Hall and EVENTSALON

In order to conform to union contract rules and regulations, all exhibitors must use qualified union personnel to install and dismantle exhibits and to handle material in and out of the Show. The handling and placing or setting out of merchandise that is to be displayed does not require union labor and may be done by the exhibitor with full-time personnel. Exhibitors must carry company identification to prove full-time employment. Full-time employees of the exhibitor, age 18 and over, may set up and take down their own exhibits, with the use of hand tools, but forklifts or any other heavy equipment required, must be retained through and operated by the general service contractor. For a safe and efficient move in by all parties involved, the dock area will be

under control of the Official Service Contractor. No exhibitors will be allowed to hand carry items through this area. Hotel bellmen will not be permitted in the exhibit hall; bell carts are not allowed in the registration area or on the show floor.

Lighting – Exhibit Hall

Exhibitors should adhere to the following suggested minimum guidelines when determining booth lighting:

- No lighting, including Gobo lights, fixtures, lighting trusses or overhead lighting are allowed to be installed outside the boundaries of the exhibit space. Exhibitors intending to use hanging light systems should submit drawings to the Managing Directors for approval. Truss must not exceed the booth lines.
- Lighting should be directed to the inner confines of the booth space. Lighting should not project onto other exhibits or show aisles.
- Lighting which is potentially harmful, such as lasers or ultraviolet lighting, should comply with facility rules and be approved in writing by the Managing Directors.
- Lighting that spins, rotates, pulsates and other specialized lighting effects should be in good taste and not interfere with neighboring exhibitors or otherwise detract from the general atmosphere of the event.
- Ceiling lights over an aisle or another exhibitor's booth may not be disconnected.
- Gobo lights, etc. must be focused within the confine's of the exhibitor's booth.

Movement of Exhibit Materials

Materials which can be hand-carried by an individual (such a portable exhibits, literature and sample products) may be brought through the entrance to the Show. However, hand carts, dollies or luggage

carts may not be used by exhibitors or hotel bellmen to deliver materials to their booth. Movement of material requiring a cart is under the jurisdiction of the Service Contractor and must come over the dock area. For information on delivering material by private automobile or van, contact our official contractor or go to Exhibitor Service Center.

Multi-Story Exhibit Regulations and/or Displays over 12 Ft. in Height – Exhibit Hall and EVENTSALON

All multi-story exhibits, regardless of whether people will occupy the upper area or not, and all exhibit fixtures and components exceeding 12'0" (3.66m) in height must have drawings available for inspection by the Managing Directors, the Official Contractor and government authority during the time the exhibit is being erected, exhibited and dismantled at the Show site that include a signature or stamp of a reviewing structural engineer indicating that the structure design is properly engineered for its proposed use, and a signature of an authorized official of the exhibit building company indicating that the structure is built in compliance with the details and specifications set forth on the drawings. Signs must also be posted indicating the maximum number of people the structure will accommodate. **All Multi-story displays must be approved by the fire marshal for the Mandalay Bay Convention Center.**

Send diagrams to:

Ms. Patty Ebel, Fire Inspector
Clark County Fire Department
Fire Prevention Bureau
575 East Flamingo Road
Las Vegas, NV 89119
pae@co.clark.nv.us
TEL: 702-455-7311

Photography and Videotaping – Exhibit Hall

Photography and video taping are not allowed. However, properly registered press representatives will be photographing the Show and individual exhibits. Individuals violating this rule will be removed from the Show floor and their film will be confiscated.

Positioning Equipment In Relation To Aisle – Exhibit Hall

To ensure the safety of all EXHIBITOR2009 participants, every attempt should be made to position exhibit fixtures so that no portion is closer than 12 inches (30.48cm) from the aisle.

Products And Services To Be Exhibited

No exhibitor shall exhibit, or permit to be exhibited in the space allotted to them any goods or services other than those specified in the application when approved by the Managing Directors, nor shall they exhibit or permit to be exhibited therein, displays or advertising material of any sort bearing any name or form of advertisement other than their own. Retail sales are not permitted.

Responsibility For Security

The responsibility of security for each exhibit is that of the exhibitor. EXHIBITOR2009 will provide crowd-control admittance security to the exhibit hall. Neither EXHIBITOR2009, EXHIBITOR Media Group, the Managing Directors (hei), General Contractor (CES) nor the Mandalay Bay Convention Center will be responsible for the safety of exhibits against theft, fire, loss, accident or damage from any other cause, or for accidents to exhibitors, their employees or any other person in or about said premises, except where caused by sole negligence or misconduct on the part of EXHIBITOR Media Group, the Managing Directors (hei), the Mandalay Bay Convention Center or the General Contractor (CES).

* Exhibitors are encouraged to budget and make security arrangements for sensitive or valuable items.

Signs – Exhibit Hall

All signs must be located within the boundaries of the assigned booth space and hung no higher than the height limitation of the space assigned. Signs may not be attached to walls outside an exhibitor's space, nor may they be hung from the ceiling except over the exhibitor's assigned space. Any signage or promotional language on equipment must be part of the original equipment.

Smoking

Smoking is strictly prohibited within the exhibit halls and EVENTSALON.

Social Functions

Exhibitors may conduct social functions in public areas of the Mandalay Bay Convention Center which do not conflict with scheduled programs or activities of the EXHIBITOR2009. No exhibitor shall conduct or sponsor during published Show hours any banquet, breakfast, luncheon, party or other function for attendees, or those who have been invited to attend the EXHIBITOR2009, without the written approval of the Managing Directors.

Sound Amplifying, Reproducing Equipment

Exhibitors operating sound reproducing or sound amplifying equipment are required to operate in such a manner that a maximum 85 db 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 neighboring booth in an area bordering that of the sound equipment user.

The Managing Directors shall be the sole arbiter of acceptability of sound levels whether a sound meter is used or not, and

may require reduction of sound level or elimination of sound reproducing devices in those instances where in violation of these standards or otherwise are objectionable. Exhibitors using sound amplification equipment are requested to have the equipment comply with Section 1910-95, Occupational Noise Exposure, page 22157 of the Department of Labor Occupational Safety and Health Administration rules and regulations pertaining to a standard eight (8) hour operating shift.

Space Assignment Policy

Current and past exhibitors who mail in their contract or bring it to the Show Management Office at EXHIBITOR2009, by Monday, March 23, 2009 are eligible for inclusion in the first round of space assignments for EXHIBITOR2010. After Wednesday, March 25, 2009, current and past exhibitors will be assigned space on a first-come, first-served basis for the remaining available exhibit space.

The combined total of exhibiting history points, sponsorship and advertising points will determine the ranking order of space assignments. Contracts will be date and time-stamped. In the event two exhibitors have equal points and both request the same location, this information will be considered in the ranking process and/or a drawing will be held. A twenty five percent (25%) deposit will be due within thirty days of space assignment.

Exhibitors who participated in past EXHIBITOR Shows have earned seniority points. These points will be applied to the space assignment process and a value of five (5) points will be assigned for each seniority point. Companies who do not exhibit in two consecutive shows will lose all exhibiting history seniority points earned to date.

Space Usage And Allocation –

Exhibit Hall

The space applied for is to be used solely for the exhibitor whose name appears on the application, and it is agreed that the applicant will not assign, or apportion the whole or any part of the space allotted. Furthermore, the exhibitor agrees that the Managing Director has the sole authority over the assignment of exhibit space, and may be required to change the exhibitors confirmed exhibit space in order to accommodate the needs of the Show. In the event the exhibitor's booth number is changed, the exhibitor will be notified promptly by the Managing Director.

Sub-Leasing

Exhibitor may not sublet their space, nor any part thereof, nor exhibit, offer for sale, give as premium, or advertise articles not manufactured or sold in their 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 regulate nameplate, imprint, or other identification which in standard practice appears normally on them. Exhibitor may not permit these non-exhibiting companies representatives in their booth. Rulings of the Managing Directors shall in all instances be final with regard to use of any exhibit space.

Union Labor And Work Agreements – Exhibit Hall and EVENTSALON

The exhibitor hereby agrees to abide by all agreements made between the unions, Champion Exposition Services, EXHIBITOR2009, its agents and the Mandalay Bay Convention Center pertaining to the use of union labor while in the Mandalay Bay Convention Center.

Use Of An Exhibitor Appointed Contractor (EAC) – Exhibit Hall and EVENTSALON

The exhibitor hereby agrees not to contract for, nor to use, any services in connection with its exhibit in the Mandalay Bay Convention Center except such as shall be made available or approved by the Managing Directors not less than 30 days before the opening date of the Show. The exhibitor shall supply to the Managing Directors the names of any persons or organizations other than those designated as Official Contractors in the Exhibitor Guide & Service Manual, who are proposed for the performance of any service for the exhibitor, and the Managing Directors will promptly notify exhibitor of its approval or disapproval of such selections. Use of any non-official service contractor is also subject to those designated contractors providing proof of insurance to the Managing Directors 30 days prior to the opening of the Show.

EAC's include installation and dismantling contractors, florists, photographers, furniture and carpet suppliers and any other supplier or contractor used by the exhibitor that is not the Show's official contractor. Certain services are considered exclusive contractors of Mandalay Bay and exhibitors are required to use their service for: Booth Catering, Booth Cleaning, Electrical, Internet, Plumbing, Rigging, Telephones, Video Signal Distribution.

Names of the EAC's must be submitted to the Managing Directors by exhibitors on the form provided herein. Each EAC must furnish a current Certificate of Insurance to the Managing Directors 30 days prior to the opening of the Show, wear proper credentials issued by the Show, and agree to abide by the Show rules and regulations. It is the responsibility of the exhibitor to oversee compliance of these rules with their EAC's.

Vehicle Displays

Any vehicle or other apparatus which has a fuel tank and is part of a display is required

to be equipped with a locking gas cap (or taped gas cap) and contain no more than 1/8 tank of fuel. You must disconnect the battery cables of your vehicle once it is positioned and it cannot be operated. Ignition keys and propane tanks must be removed. The vehicle must be equipped with its own fire extinguisher and visqueen must be placed underneath the vehicle.