



EXHIBITOR SERVICE MANUAL

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2013 Exhibit Construction Guidelines Rules & Regulations



TERMS AND CONDITIONS

The following Terms and Conditions are part of the Contract between the Exhibitor and the International Sanitary Supply Association, Inc. Failure to comply therewith shall subject Exhibitor to the sanctions and penalties set forth.

1. GENERAL PURPOSE AND SCOPE OF EXHIBITION.

THE PURPOSE OF ISSA/INTERCLEAN® (HEREINAFTER "EXHIBITION") IS TO PROMOTE BUSINESS OPPORTUNITIES FOR PRODUCTS AND SERVICES OF INTEREST TO THE GENERAL ASSOCIATION MEMBERSHIP.

FIRMS MAY EXHIBIT SUBJECT TO THE FOLLOWING CRITERIA:

THE EXHIBITOR MUST OWN THE EXCLUSIVE RIGHTS TO ANY AND ALL PRODUCTS AND BRANDS THAT WILL BE EXHIBITED, OR BE THE SOLE REPRESENTATIVE OF SUCH PRODUCTS FOR THE UNITED STATES.

- FIRMS RENDERING SERVICES TO THE CLEANING INDUSTRY MAY EXHIBIT SUCH SERVICES, SUBJECT TO ALL OTHER LIMITATIONS AND CRITERIA REGARDING THE EXHIBITION.
- PRODUCTS AND SERVICES EXHIBITED MUST BE CONSISTENT WITH THE PURPOSE OF THE EXHIBITION.
- MANUFACTURER REPRESENTATIVES (AS DEFINED IN THE ISSA BYLAWS) ARE NOT ELIGIBLE TO EXHIBIT.
- BRANCH MEMBERS MAY EXHIBIT BUT ARE SUBJECT TO ADDITIONAL FEES.

ISSA RESERVES THE RIGHT TO ALLOW FIRMS TO EXHIBIT, ON A CASE-BY-CASE BASIS, SUBJECT TO THE SOLE DISCRETION OF ISSA AND WITHOUT PREJUDICE TOWARD COMPETITION. DENIAL OF THE RIGHT TO EXHIBIT MAY BE BASED ON PREVIOUS VIOLATIONS OF ISSA POLICIES AND PAST PERFORMANCE AT ISSA EVENTS.

2. REGISTRATION OF EXHIBITOR PERSONNEL.

ONLY A FIRM'S FULL-TIME EMPLOYEES AND THOSE INDIVIDUALS WHO ARE APPROVED NON-EMPLOYEES AS PER THESE CONTRACT RULES AND REGULATIONS (I.E.: INDIVIDUALS REPRESENTING ADVERTISING AGENCIES, MARKETING CONSULTANTS) MAY BE REGISTERED AS EXHIBITOR PERSONNEL. POSSIBLE PENALTIES INCLUDE: CONFISCATION OF BADGES(S), REMOVAL FROM THE TRADE SHOW FLOOR, AND FORFEITURE OF REGISTRATION FEES. IN ADDITION, PENALTIES FOR A FIRST VIOLATION MAY ALSO INCLUDE A \$500 FINE, SUSPENSION OF MEMBERSHIP, AND SUSPENSION OF SHOW PARTICIPATION OF ONE YEAR. PENALTIES FOR A SECOND VIOLATION MAY INCLUDE A \$1,000 FINE, SUSPENSION OF MEMBERSHIP AND SUSPENSION OF SHOW PARTICIPATION FOR AT LEAST TWO YEARS. ALL PENALTIES ARE TO BE DETERMINED AND LEVIED AT THE SOLE DISCRETION OF ISSA.

3. EXHIBITOR ENTERTAINMENT/MEETINGS.

EXHIBITOR FIRMS AND EXHIBITOR PERSONNEL MAY NOT OPEN A HOSPITALITY SUITE OR SCHEDULE A MEETING, MEAL FUNCTION, OR ANY OTHER EVENT AWAY FROM THE TRADE SHOW FLOOR DURING OFFICIAL EXHIBITION HOURS. POTENTIAL PENALTIES INCLUDE ALL PENALTIES LISTED IN SECTION 2.

4. EXHIBITOR INTELLECTUAL PROPERTY.

NO EXHIBITOR MAY DISPLAY ANY PRODUCT OR DISPLAY OR DISTRIBUTE ANY ADVERTISEMENTS FOR A PRODUCT THAT INFRINGES UPON THE REGISTERED TRADEMARK, COPYRIGHT OR PATENT OF ANOTHER COMPANY. EXHIBITOR AGREES TO DEFEND, AT EXHIBITOR'S EXPENSE, AND TO INDEMNIFY ISSA FOR ANY ACTION BROUGHT AGAINST ISSA ARISING OUT OF ANY DISPUTE CONCERNING EXHIBITOR'S INFRINGEMENT UPON THE INTELLECTUAL PROPERTY OF ANOTHER.

5. APPLICATION.

EACH EXHIBITOR MUST SUBMIT AN APPLICATION FOR EXHIBIT SPACE AND ALL FEES DUE TO ISSA CONSISTENT WITH THE TERMS AND CONDITIONS PROVIDED HEREIN. EXHIBITOR UNDERSTANDS THAT SUBMISSION OF A SIGNED CONTRACT APPLICATION AND FEES IS ONLY AN OFFER TO ENTER INTO A CONTRACT, WHICH ISSA MAY ACCEPT OR REJECT AT ITS OWN DISCRETION. ISSA SHALL INDICATE ACCEPTANCE BY PROVIDING THE EXHIBITOR WITH WRITTEN NOTIFICATION OF SUCH ACCEPTANCE, EITHER BY FAX, E-MAIL OR U.S. MAIL, AT WHICH TIME A BINDING CONTRACT SHALL BE ESTABLISHED. FEES DUE WITH SUBMISSION OF AN APPLICATION SHALL INCLUDE A NON-REFUNDABLE DEPOSIT EQUAL TO 33 1/3% OF THE TOTAL COST OF THE DESIRED EXHIBIT SPACE PLUS THE FULL AMOUNT OF THE SERVICE FEE. EXHIBITOR MUST PAY THE BALANCE OF THE TOTAL COST OF THE RESERVED EXHIBIT SPACE BY MAY 1 OF THE YEAR IN WHICH THE EXHIBITION IS TO BE CONDUCTED, OR THE EXHIBIT SPACE MAY BE RELEASED.

FOR CONTRACT APPLICATIONS SUBMITTED AFTER MAY 1, 2013, FULL PAYMENT FOR THE EXHIBIT SPACE IS REQUIRED AT THE TIME OF APPLICATION.

6. REFUND POLICY/CANCELLATION/SPACE REDUCTIONS/RELOCATION REQUESTS.

ONCE AN APPLICATION AND FEES HAVE BEEN ACCEPTED BY ISSA AND EXHIBIT SPACE HAS BEEN ASSIGNED, A REQUEST FOR CANCELLATION OR REDUCTION OF EXHIBIT SPACE MUST BE MADE IN WRITING TO ISSA AND WILL BE CONSIDERED FINAL. A NOTIFICATION OF CANCELLATION OR REDUCTION IN EXHIBIT

SPACE RECEIVED BY MAY 1, 2013 WILL BE ENTITLED TO AN ISSA CREDIT OF FEES SUBMITTED MINUS THE 33 1/3% NON-REFUNDABLE DEPOSIT AND THE \$450 SERVICE FEE FOR ANY PORTION OF SPACE ORIGINALLY RESERVED AND SUBSEQUENTLY ABANDONED. NOTIFICATIONS OF CANCELLATION OR REDUCTION IN SPACE RECEIVED AFTER MAY 1, 2013 WILL NOT BE ENTITLED TO ANY REFUND FOR THE CANCELLED SPACE. ONCE SPACE HAS BEEN CONFIRMED AND COMMITTED TO AN EXHIBITOR, A REQUEST TO CHANGE EXHIBIT LOCATION FOR ANY REASON MAY BE ACCEPTED AT THE SOLE DISCRETION OF ISSA AND IS SUBJECT TO FORFEITURE OF THE NON-REFUNDABLE DEPOSIT ON THE ORIGINAL SPACE.

7. SPACE ASSIGNMENT.

WHEN PAYMENT IS SUBMITTED BY THE PUBLISHED DEADLINES, EXHIBIT SPACE WILL BE ASSIGNED BASED ON SENIORITY AND POINTS. SENIORITY: ALL NEW AND RETURNING MEMBER EXHIBITORS RECEIVE +1 SENIORITY POINT EACH YEAR IF EXHIBITS WITH CONTINUAL MEMBERSHIP. SENIORITY CONTINUES PERPETUALLY UNLESS A FORMER EXHIBITOR DOES NOT EXHIBIT FOR TWO CONSECUTIVE YEARS, IN WHICH EVENT IT PERMANENTLY FORFEITS ALL ACCUMULATED SENIORITY.

POINTS: AN EXHIBITOR WILL EARN +1 BOOTH POINT FOR EACH 100 SQUARE FEET RESERVED FOR THE CURRENT YEAR ONLY. THESE POINTS ONLY APPLY FOR THE ONE-YEAR AFFECTED. AN EXHIBITOR CAN EARN +1, +2 OR +3 SPONSORSHIP POINTS (SILVER, GOLD OR PLATINUM) WHICH WILL BE CREDITED TOWARD THE FOLLOWING YEAR'S BOOTH DRAWING. IN THE EVENT OF MERGERS AND ACQUISITIONS, SENIORITY AND POINTS ARE NOT CUMULATIVE BUT THE HIGHEST SENIORITY AND POINTS OF THE MERGING FIRMS WILL APPLY. ISSA RESERVES THE RIGHT TO DELETE ALL SENIORITY AND POINTS AND DENY ADMISSION OF EMPLOYEES OF A SPECIFIC FIRM AT THE SOLE DISCRETION OF ISSA IN THE EVENT THAT A FIRM, OR EMPLOYEE OF THE FIRM, EITHER: A) PUBLICLY MAKES STATEMENTS THAT DEFAME ISSA OR ISSA/INTERCLEAN, OR B) VIOLATES ISSA/INTERCLEAN POLICIES, SPECIFICALLY IN REGARD TO REGISTRATION OF INDIVIDUALS, CONDUCT OF AN UNAPPROVED EVENT OFF THE SHOW FLOOR, OR CONDUCT OF AN EVENT THAT IS CONSIDERED IN CONFLICT WITH ISSA/INTERCLEAN. ISSA RESERVES THE RIGHT TO REARRANGE THE FLOOR PLAN AND/OR RELOCATE ANY EXHIBIT IF DEEMED ADVISABLE IN THE BEST INTERESTS OF THE EXHIBITION AT THE SOLE DISCRETION OF ISSA.

8. SUBLEASING SPACE.

EXHIBITORS MAY NOT ASSIGN, SUBLET, OR APPORTION THE WHOLE OR ANY PART OF SPACE ASSIGNED, OR PERMIT ANY OTHER PARTY TO EXHIBIT THEREIN, OR DISTRIBUTE ANY OTHER PARTY'S ADVERTISING MATERIALS, OR PERMIT USE OF SUCH SPACE FOR THE PURPOSE OF PROMOTING ANY BUSINESS OTHER THAN THAT OF THE EXHIBITOR ASSIGNED TO THE SPACE.

9. DISPLAY METHODS.

COMMON AREAS OF THE EXHIBIT HALL, SUCH AS CORRIDORS, AISLES, RESTAURANTS, OR LOUNGES MAY NOT BE USED FOR EXHIBITING GOODS OR SERVICES, DISTRIBUTING LITERATURE, OR MAKING ANNOUNCEMENTS. ALL DEMONSTRATIONS, SALES ACTIVITIES, AND DISTRIBUTION OF CIRCULARS AND PROMOTIONAL MATERIALS MUST BE CONFINED TO THE LIMITS OF THE EXHIBITOR'S EXHIBIT SPACE. METHODS OF DISPLAY THAT, IN THE JUDGMENT OF ISSA, ARE NOT DESIGNED TO ACHIEVE THE PURPOSE OF THE EXHIBITION, WILL NOT BE PERMITTED. ISSA RESERVES THE RIGHT TO FORBID AND ENJOIN THE ADMISSION OR CONDUCT OF PERSONS, AND THE DISTRIBUTION OF PRINTED OR OTHER MATERIAL THAT, IN THE JUDGMENT OF ISSA, ARE INCONSISTENT WITH THE PURPOSE OF THE EXHIBITION.

AUDIO/VISUAL, SOUND EFFECTS, LIGHTING, MUSIC, ENTERTAINMENT, AND OTHER SUCH ACTIVITIES ARE PERMITTED PROVIDED THE SOUND INTENSITY, LIGHTING OR OTHER ACTIONS DO NOT INTERFERE WITH THE NEIGHBORING EXHIBITORS OR THEIR PATRONS' ABILITY TO CONDUCT BUSINESS OR ARE OTHERWISE JUDGED BY ISSA TO BE DISRUPTIVE OF THE EXHIBITION. ALL SUCH EFFECTS ARE SUBJECT TO APPROVALS OR RESTRICTIONS OF THE EXHIBIT FACILITY AND ISSA.

10. FOOD AND BEVERAGE.

EXHIBITOR MAY SERVE FOOD AND BEVERAGES, INCLUDING ALCOHOLIC BEVERAGES, AT ITS EXHIBIT SPACE DURING EXHIBIT HOURS ONLY IF IT HAS WRITTEN AUTHORIZATION FROM ISSA AND A WRITTEN AGREEMENT WITH THE OFFICIAL CATERER OF THE EXHIBIT FACILITY. EXHIBITORS SERVING ALCOHOLIC BEVERAGES AT THEIR EXHIBIT SPACE MUST PROVIDE ISSA WITH PROOF OF INSURANCE (CONSISTENT WITH PARAGRAPH 20, INCLUDING HOST LIQUOR LIABILITY COVERAGE, NAMING ISSA AS AN ADDITIONAL INSURED). EXHIBITOR AND ITS EMPLOYEES AND AGENTS SHALL NOT SERVE ALCOHOLIC BEVERAGES TO ANYONE LESS THAN 21 YEARS OF AGE OR TO ANYONE REGARDLESS OF AGE WHO IS OBVIOUSLY INTOXICATED. EXHIBITOR AGREES TO INDEMNIFY AND HOLD ISSA HARMLESS WITH RESPECT TO ANY AND ALL CLAIMS, LOSSES, DAMAGES, LIABILITIES, JUDGMENTS, OR SETTLEMENTS, INCLUDING REASONABLE ATTORNEYS FEES, COSTS AND OTHER EXPENSES INCURRED BY ISSA ON ACCOUNT OF ANY ALCOHOL SERVED AT EXHIBITOR'S EXHIBITS SPACE.

11. BOOTH ATTENDANTS.

EACH EXHIBITOR SHALL PROVIDE AT LEAST ONE BOOTH ATTENDANT DURING EXHIBIT HOURS. FAILURE TO COMPLY WITH THIS PROVISION SHALL SUBJECT THE EXHIBITOR TO THE SANCTIONS AND PENALTIES AS SET FORTH IN PARAGRAPH 26. ALL BOOTH ATTENDANTS MUST BE BONA FIDE EMPLOYEES OF THE EXHIBITOR, OR THE EXHIBITOR'S MANUFACTURER REPRESENTATIVE. IN ADDITION, EXHIBITOR MAY HIRE MODELS TO WORK IN THE EXHIBIT SPACE. THE ATTIRE OF MODELS EMPLOYED BY THE EXHIBITOR AND OTHER BOOTH PERSONNEL SHALL NOT EXCEED THE BOUNDARIES OF GOOD TASTE AS JUDGED BY ISSA IN THE EXERCISE OF ITS SOLE DISCRETION. SUBJECT TO THESE RULES AND REGULATIONS, NO EXHIBITOR PERSONNEL SHALL BE IN THE BOOTH OF ANOTHER EXHIBITOR WITHOUT SUCH EXHIBITOR'S PERMISSION.

12. EXHIBITION SCHEDULE/ INSTALLATION/ DISMANTLING.

EXHIBITOR SHALL ADHERE TO THE EXHIBITION SCHEDULE AND SHALL STRICTLY OBSERVE THE OPENING AND CLOSING HOURS EACH DAY OF THE EXHIBITION AS SET FORTH IN THE EXHIBITION SCHEDULE. THE EXHIBITION SCHEDULE, SET UP AND DISMANTLING SCHEDULE WILL BE PUBLISHED AND PROVIDED TO EACH EXHIBITOR IN THE EXHIBITOR SERVICE MANUAL. NO EXHIBIT SHALL BE PACKED, REMOVED OR DISMANTLED PRIOR TO THE CLOSING OF THE EXHIBITION. ANY EXHIBITOR PACKING, REMOVING OR DISMANTLING THE EXHIBIT OR LEAVING THE BOOTH UNATTENDED PRIOR TO THE OFFICIAL CLOSING OF THE EXHIBITION MAY BE SUSPENDED FROM EXHIBITING AT ISSA TRADESHOWS FOR AT LEAST ONE YEAR, AND/OR MAY BE SUBJECT TO THE PENALTIES SET FORTH IN PARAGRAPH 26.

13. DISPLAY MATERIALS.

BOOTH DECORATIVE MATERIALS, INCLUDING CARPETING, MUST BE OF FLAME-RETARDANT MATERIAL OR TREATED WITH AN APPROVED FLAME-RETARDANT SOLUTION. FABRICS MUST PASS THE NFPA-701 CODE, AND ALL OTHER CONSTRUCTION AND DECORATION MATERIALS MUST PASS THE NFPA-703, CHAPTER 2 CODE. EXHIBIT BOOTH CONSTRUCTION SHALL MEET THE REQUIREMENTS OF 2003 NFPA 101.13.7.4.3.4. NO COMBUSTIBLE MATERIALS, MERCHANDISE, OR SIGNS SHALL BE ATTACHED TO, HUNG FROM, OR DRAPED OVER FLAME RETARDANT SIDES OR REAR DIVIDER DRAPERIES, OR ATTACHED TO TABLE SKIRTING FACING THE AISLES, UNLESS FLAME-RETARDANT. ALL FLAME-RETARDANT MATERIAL MUST BE EVIDENCED BY A CERTIFICATE OF FLAME-RETARDANT TREATMENT BY THE MANUFACTURER OR A SAMPLE WILL BE REQUIRED FOR FIELD TESTING. IF NO CERTIFICATE OR ACCEPTABLE TEST SAMPLE IS AVAILABLE, THE MATERIAL MUST NOT BE USED. ELECTRICAL WIRING AND EQUIPMENT MUST COMPLY WITH FEDERAL, STATE, AND MUNICIPAL FIRE CODES AND REGULATIONS. IF INSPECTION INDICATES THAT ANY EXHIBITOR HAS NEGLECTED TO COMPLY WITH THESE REGULATIONS, OR OTHERWISE INCURS FIRE HAZARD, THE RIGHT IS RESERVED TO CANCEL ALL OR SUCH PART OF THE EXHIBIT AS MAY BE IRREGULAR. ALL PACKING CONTAINERS, WRAPPING, AND WASTE PAPER MUST BE REMOVED FROM THE EXHIBIT HALL FLOOR, AND NO STORAGE SHALL BE PERMITTED UNDER THE TABLES OR BEHIND DISPLAYS. DECORATIONS, SIGNS, BANNERS, FLAGS, STREAMERS, OR OTHER ARTICLES MAY NOT BE TAPED, NAILED, TACKED, STAPLED, OR OTHERWISE FASTENED TO WALLS, FLOORS, ESCALATORS, CEILINGS, COLUMNS, PARTITIONS, OR TRIM OF THE EXTERIOR OR INTERIOR WALLS OF THE EXHIBIT HALL. EXHIBITOR SHALL NOT APPLY PAINT, LACQUER, ADHESIVE, OR ANY OTHER COATING TO EXHIBIT HALL FLOORS, WALLS, COLUMNS, OR TO THE STANDARD BOOTH EQUIPMENT. EXHIBITOR SHALL NOT INJURE, MAR, OR OTHERWISE DEFACE ANY PART OF THE EXHIBIT HALL, NOR SHALL EXHIBITOR MAKE ANY ALTERATIONS OR IMPROVEMENTS TO THE EXHIBITION SPACE. ADHESIVE-BACKED DECALS AND STICKERS OR LABELS MAY NOT BE DISTRIBUTED IN THE EXHIBIT FACILITY. "GLITTER" IS NOT PERMITTED IN CARPETED AREAS. HELIUM BALLOONS OR ANY OTHER HELIUM-FILLED OBJECTS MAY NOT BE DISTRIBUTED IN THE BUILDING. REMOTE CONTROLLED BLIMPS ARE NOT PERMITTED IN THE BUILDING. STATIC HELIUM BALLOON DISPLAYS MAY BE PERMITTED WITH ADVANCE APPROVAL FROM THE EXHIBIT FACILITY. MYLAR BALLOONS ARE PROHIBITED. AEROSOL CANS OR OTHER CONTAINERS, WHICH ARE LABELED WITH FLAMMABLE OR COMBUSTIBLE INGREDIENTS, ARE NOT PERMITTED IN THE EXHIBIT HALL UNLESS THEY ARE EMPTY CANS. A SUPPLY FOR DEMONSTRATION PURPOSES MAY BE ALLOWED, IF APPROVED IN ADVANCE BY THE EXHIBIT FACILITY.

14. EXHIBIT DESIGN CONSTRUCTIONS.

EXHIBIT DISPLAYS SHALL BE LIMITED TO 8' 3" (2.5m) IN HEIGHT FOR A STANDARD IN-LINE BOOTH. FOR IN-LINE BOOTHS ON THE PERIMETER, THE BACK WALL WILL BE PERMITTED TO A HEIGHT OF 16 FEET. AN ISLAND EXHIBIT OF 1200 SQUARE FEET OR LARGER WILL BE PERMITTED UP TO A MAXIMUM HEIGHT OF 30 FEET. ISLANDS OF 1199 SQUARE FEET OR SMALLER, SPLIT-ISLAND AND PENINSULA EXHIBITS WILL BE PERMITTED UP TO A HEIGHT OF 22 FEET. WHEN A BOOTH DESIGN EXCEEDS 12 FEET IN HEIGHT, OR GREATER THAN 400 SQUARE FEET, THE EXHIBITOR IS TO PROVIDE ISSA WITH A SCALED DRAWING INDICATING ALL DIMENSIONS, BOTH CONCEPT AND CONSTRUCTION, FOR APPROVAL BY ISSA AND/OR THE EXHIBIT FACILITY BY NO LATER THAN 60 DAYS PRIOR TO THE EVENT. AN ISLAND OR SPLIT-ISLAND EXHIBIT CAN BE ARRANGED BASED ON THE "CUBIC CONTENT" CONCEPT, WHICH ALLOWS UTILIZATION OF THE TOTAL CONTRACTED EXHIBIT SPACE. HOWEVER, A SOLID WALL BETWEEN AN ISLAND OR SPLIT-ISLAND BOOTH AND A ROW OF IN-LINE BOOTHS MAY NOT BE ALLOWED AT THE DISCRETION OF ISSA MANAGEMENT. THE EXHIBITOR

SHOULD TAKE CAUTION IN SELECTING THE BOOTH SPACE. EXHIBITS HAVING ENCLOSED CEILINGS OR "DOUBLE-DECKERS" MUST COMPLY WITH FIRE AND SAFETY REGULATIONS OF THE EXHIBIT FACILITY. CONTACT ISSA FOR COMPLETE INFORMATION PRIOR TO THE DESIGN OR CONSTRUCTION OF YOUR BOOTH. CROSS-AISLE BOOTHS MUST BE EQUIVALENT IN SIZE AND REQUIRES A MINIMUM OF TWO SETS OF 4 OR MORE STANDARD IN-LINE (10' x 10') BOOTHS; OR TWO ISLAND BOOTHS 20' x 30' OR LARGER AND WILL BE CHARGED AT 50% OF SPACE FEES FOR AISLE SPACE. EXHIBITS AND RELATED STRUCTURES MUST BE DESIGNED AND CONSTRUCTED IN COMPLIANCE WITH THE PUBLIC ACCOMMODATION PROVISIONS OF THE AMERICANS WITH DISABILITIES ACT OF 1991 (ADA). PLEASE CONTACT ISSA IF YOU REQUIRE ASSISTANCE IN THIS REGARD.

15. HANGING SIGNS.

HANGING IDENTIFICATION SIGNS AND/OR GRAPHICS WILL BE PERMITTED UP TO THE SAME HEIGHT LEVEL AS AN EXHIBIT STRUCTURE NOTED ABOVE (FACILITY HEIGHT RESTRICTIONS APPLY; CONTACT ISSA). SIGNS MUST BE 10' FROM THE BACK-WALL IN A PENINSULA OR SPLIT-ISLAND CONFIGURATION. ALL HANGING SIGNS/GRAPHICS CANNOT EXCEED 50% OF THE CORRESPONDING DIMENSION OF THE BOOTH. A HANGING SIGN MUST BE REVIEWED AND APPROVED BY ISSA AND THE EXHIBIT FACILITY AT LEAST 60 DAYS PRIOR TO THE EXHIBITION. AN ARCHITECTURAL STAMPED DRAWING MAY BE REQUIRED. HANGING SIGNS ARE NOT PERMISSIBLE WITH STANDARD IN-LINE BOOTHS.

16. CONTRACTORS.

WHERE ISSA HAS DESIGNATED ONE OR MORE OFFICIAL SERVICE CONTRACTOR(S) TO PERFORM SERVICES SUCH AS DRYVAGE, FURNITURE OR EQUIPMENT RENTAL, EXHIBIT INSTALLATION/ DISMANTLING, ELECTRICAL OR PLUMBING, OR OTHER SERVICES, EXHIBITORS MAY NOT CONTRACT WITH OTHER THAN THE OFFICIAL CONTRACTOR(S) UNLESS NOTICE IS RECEIVED BY ISSA AT LEAST 60 DAYS PRIOR TO THE SHOW. AN EXHIBITOR SERVICE MANUAL CONTAINING INSTRUCTIONS FOR SHIPPING AND ORDERING SERVICES FOR YOUR EXHIBIT WILL BE PROVIDED 90 DAYS IN ADVANCE OF THE SHOW TO EACH EXHIBITOR. WHERE UNION LABOR IS USED OR REQUIRED, IT IS THE RESPONSIBILITY OF THE EXHIBITOR TO COMPLY WITH LOCAL RULES AND REGULATIONS.

17. MUSIC, PHOTOGRAPHS AND OTHER COPYRIGHTED MATERIAL.

THE EXHIBITOR IS RESPONSIBLE FOR OBTAINING NECESSARY LICENSES AND PERMITS TO USE MUSIC, PHOTOGRAPHS, OR OTHER COPYRIGHTED MATERIAL. THE EXHIBITOR SHALL REMAIN LIABLE FOR AND SHALL INDEMNIFY AND HOLD THE ISSA, THEIR AGENTS, AND EMPLOYEES HARMLESS FROM ALL LOSS, COST, CLAIMS, CAUSES OF ACTION, SUITS, DAMAGES, LIABILITY, EXPENSES, AND COSTS, INCLUDING REASONABLE ATTORNEYS' FEES, ARISING FROM OR OUT OF ANY VIOLATION OR INFRINGEMENT (OR CLAIMED VIOLATION OR INFRINGEMENT) BY EXHIBITOR, EXHIBITOR'S AGENTS, OR EMPLOYEES OF ANY PATENT, COPYRIGHT OR TRADE SECRET RIGHTS OR PRIVILEGES.

18. SMOKING.

IN COMPLIANCE WITH STATE LAW, SMOKING IS NOT PERMITTED IN THE EXHIBIT FACILITY.

19. LIABILITY AND INDEMNIFICATION.

AT THE CONCLUSION OF THE EXHIBITION, THE EXHIBITING FIRM MUST SURRENDER SPACE OCCUPIED BY IT IN THE SAME CONDITION AS IT WAS AT THE TIME THE SPACE WAS INITIALLY OCCUPIED. THE EXHIBITOR IS RESPONSIBLE FOR ALL DAMAGE TO THE EXHIBIT HALL, AND FOR THE DEFENSE AND PAYMENT OF ANY AND ALL CLAIMS, DEMANDS, AND SUITS ON ACCOUNT OF ANY ALLEGED INJURY OR DEATH TO INDIVIDUALS, OR DAMAGE TO PROPERTY, OCCURRING IN THE EXHIBITOR'S BOOTH SPACE OR ELSEWHERE BECAUSE OF THE ACTS OR OMISSIONS OF THE EXHIBITOR, ITS OFFICERS, EMPLOYEES, AGENTS, LICENSEES, INVITEES OR CONTRACTORS.

EXHIBITOR AGREES TO INDEMNIFY AND HOLD HARMLESS THE ISSA AND THE EXHIBIT FACILITY FROM AND AGAINST ANY AND ALL CLAIMS, DEMANDS, ACTIONS, CAUSES OF ACTIONS, PENALTIES, JUDGMENTS, AND LIABILITIES OF EVERY KIND AND DESCRIPTION (INCLUDING COURT COSTS AND REASONABLE ATTORNEYS' FEES) WHICH MAY ARISE FROM OR BE ASSERTED IN CONNECTION WITH THE FOREGOING UNDERTAKINGS AND RESPONSIBILITIES OF THE EXHIBITOR, INCLUDING BUT NOT LIMITED TO THE INSTALLATION, MAINTENANCE, AND/OR REMOVAL OF THE EXHIBITOR'S EXHIBIT DISPLAY; FAILURE TO CONDUCT THE EXHIBITION AS SCHEDULED; FAILURE TO PROVIDE EXHIBIT SPACE; OR BY ANY OTHER ACT OF ISSA OR THE EXHIBIT FACILITY EXCEPT FOR ACTS OF NEGLIGENCE.

NEITHER THE ISSA, ITS SERVICE CONTRACTORS, NOR THE OWNERS OF THE EXHIBIT FACILITY, THEIR AGENTS, CONTRACTORS, OR EMPLOYEES ARE LIABLE FOR INJURIES TO ANY PERSON OR FOR DAMAGE TO PROPERTY OWNED OR CONTROLLED BY THE EXHIBITOR, WHICH DAMAGES OR INJURIES MAY BE CLAIMED TO BE INCIDENT TO OR ARISING FROM OR IN ANY WAY BE

CONNECTED WITH THE EXHIBITOR'S OCCUPATION OF DISPLAY SPACE OR THE ACTS OR OMISSIONS OF EXHIBITOR'S OFFICERS, EMPLOYEES, AGENTS, CONTRACTORS, LICENSEES, OR INVITEES, EXCEPT FOR CLAIMS FOR DAMAGES OR INJURIES CAUSED BY OR RESULTING FROM THE WILLFUL OR WANTON MISCONDUCT OF THE ISSA OR THE OWNERS OF THE EXHIBIT FACILITY AND THEIR RESPECTIVE OFFICERS, AGENTS, AND EMPLOYEES.

THE EXHIBIT FACILITY, ISSA OR THE SERVICE CONTRACTORS WILL NOT BE RESPONSIBLE FOR THE LOSS OF OR DAMAGE TO ANY PROPERTY IN STORAGE, WHILE IN TRANSIT TO OR FROM THE EXHIBIT BUILDING OR WHILE IN THE EXHIBIT BUILDING. ALL PROPERTY OF THE EXHIBITOR SHALL BE DEEMED TO REMAIN UNDER THE EXHIBITOR'S CUSTODY AND CONTROL IN STORAGE, IN TRANSIT TO AND FROM AND WITHIN THE CONFINES OF THE EXHIBIT HALL EVEN THOUGH IT MAY AT ANY TIME BE UNDER THE TEMPORARY CONTROL OR DIRECTION OF ISSA OR ITS SERVICE CONTRACTORS.

20. INSURANCE.

EXHIBITOR AGREES TO MAINTAIN COMPREHENSIVE GENERAL LIABILITY INSURANCE, INCLUDING CONTRACTUAL LIABILITY INSURANCE, AGAINST CLAIMS FOR PERSONAL AND BODILY INJURY, DEATH, OR PROPERTY DAMAGE INCIDENT TO, ARISING OUT OF OR IN ANY WAY CONNECTED WITH THE EXHIBITOR'S PARTICIPATION IN THE EXHIBITION, IN AN AMOUNT NOT LESS THAN ONE MILLION DOLLARS (\$1,000,000) PER OCCURRENCE, THREE MILLION DOLLARS (\$3,000,000) AGGREGATE FOR PERSONAL INJURY, DEATH, OR PROPERTY DAMAGE IN ANY ONE OCCURRENCE AND BE PREPARED TO FURNISH A CERTIFICATE OF INSURANCE TO THE ISSA IF REQUESTED. SUCH INSURANCE SHALL INCLUDE COVERAGE OF THE EXHIBITOR'S INDEMNIFICATION OBLIGATIONS UNDER SECTION 19 OF THIS AGREEMENT AND SHALL NAME ISSA AS AN ADDITIONAL INSURED UNDER SUCH POLICIES. EACH EXHIBITOR IS RESPONSIBLE FOR OBTAINING ITS INSURANCE COVERAGE AT ITS OWN EXPENSE, SUCH INSURANCE FOR ITS EXHIBIT AND DISPLAY MATERIALS. SUCH INSURANCE SHOULD COVER ALL RISKS (LIABILITY, FIRE, THEFT, DAMAGE, ETC.), FROM PLACE OF SHIPMENT TO EXHIBIT FACILITY AND RETURN, INCLUDING THE PERIOD IN WHICH THE EXHIBIT/MATERIALS REMAIN IN THE EXHIBITION. ALL POLICIES SHALL CONTAIN AN EXPRESS WAIVER BY THE EXHIBITOR'S INSURANCE COMPANY OF ANY RIGHT TO SUBROGATION AS TO ANY CLAIMS AGAINST ISSA, ITS OFFICERS, DIRECTORS, AGENTS, OR EMPLOYEES. IN THE EVENT EXHIBITOR OPTS TO SERVE ALCOHOLIC BEVERAGES AT ITS EXHIBIT SPACE, EXHIBITOR SHALL ALSO COMPLY WITH THE INSURANCE REQUIREMENTS, INCLUDING HOST LIQUOR LIABILITY COVERAGE, AS SET FORTH IN PARAGRAPH 10.

21. SECURITY.

EACH EXHIBITOR IS RESPONSIBLE FOR SAFEGUARDING ITS GOODS, MATERIALS, AND EXHIBIT AT ALL TIMES. SECURITY SERVICE WILL BE PROVIDED BY ISSA ON A 24-HOUR BASIS BEGINNING WITH MOVE-IN THROUGH MOVE-OUT. ALTHOUGH REASONABLE PRECAUTIONS ARE TAKEN TO PROTECT PROPERTY, NEITHER ISSA NOR THE GUARD SERVICE IS RESPONSIBLE FOR ANY LOSS OR DAMAGE TO PROPERTY OR PERSONS.

22. UNOCCUPIED SPACE.

ANY SPACE NOT CLAIMED OR OCCUPIED BY NOON, THE DAY BEFORE THE EXHIBITION OPENS, AND FOR WHICH NO SPECIAL ARRANGEMENTS HAVE BEEN MADE WITH ISSA, MAY BE RESOLD OR REASSIGNED BY ISSA WITHOUT ANY OBLIGATION FOR REFUND OF AMOUNT PAID.

23. UNFORESEEN RELOCATION

IN THE EVENT THAT THE EXHIBITION IS UNABLE TO OPEN AT ITS PLANNED SITE BECAUSE OF CIRCUMSTANCES BEYOND THE CONTROL OF ISSA, OTHER THAN FOR FORCE MAJEURE EVENTS AS DESCRIBED IN PARAGRAPH 24 HEREIN, EXHIBITOR HEREBY GIVES ISSA FULL AUTHORITY TO RELOCATE THE SITE OF THE EXHIBITION AND, IF DISPLAYS, GOODS AND MATERIALS ARE ALREADY ON HAND AT THE ORIGINAL SITE, TO MOVE THOSE ITEMS TO THE NEW SITE. IN SUCH EVENT, ISSA RESERVES THE RIGHT TO CANCEL THE EXHIBITION IF ISSA CANNOT SO RELOCATE THE EXHIBITION. IF ISSA CANCELS THE EXHIBITION, ALL AMOUNTS PAID BY EXHIBITOR SHALL BE REFUNDED LESS ANY AMOUNT NECESSARY TO COVER EXPENSES INCURRED BY ISSA IN CONNECTION WITH THE EXHIBITION. EXHIBITOR AGREES THAT ISSA SHALL NOT BE RESPONSIBLE FOR DAMAGES OR LOSSES TO THE EXHIBITOR ARISING FROM ACTS PERFORMED BY ISSA IN GOOD FAITH.

24. FORCE MAJEURE.

THE EXHIBITION IS SUBJECT TO ACTS OF GOD, ACTS OF WAR, TERRORISM, GOVERNMENT REGULATION, DISASTER, FIRE, STRIKES, CIVIL DISORDER, CURTAILMENT OF TRANSPORTATION FACILITIES PREVENTING OR UNREASONABLY DELAYING ATTENDEES AND GUESTS FROM APPEARING AT ISSA/INTERCLEAN®, OR OTHER SIMILAR CAUSE BEYOND THE CONTROL OF ISSA MAKING IT INADVISABLE, ILLEGAL, OR IMPOSSIBLE TO HOLD THE EXHIBITION. THIS CONTRACT MAY BE TERMINATED WITHOUT PENALTY FOR ANY ONE OR MORE OF SUCH REASONS BY WRITTEN

NOTICE FROM ISSA TO THE EXHIBITOR. IF THE CONTRACT IS SO TERMINATED BY ISSA, ALL AMOUNTS PAID BY EXHIBITOR SHALL BE REFUNDED LESS ANY AMOUNT NECESSARY TO COVER EXPENSES INCURRED BY ISSA IN CONNECTION WITH THE EXHIBITION.

25. COMPLIANCE WITH LAWS, REGULATIONS, AND TERMS & CONDITIONS.

EXHIBITOR IS CHARGED WITH KNOWLEDGE OF AND AGREES TO ACT IN CONFORMANCE WITH ALL STATUTES, ORDINANCES, RULES, ORDERS, REGULATIONS AND DIRECTIONS WHICH ARE IN FORCE OR APPLICABLE DURING THE EXHIBITION, ISSUED, ADOPTED, OR ENHANCED BY THE FEDERAL OR STATE GOVERNMENTS OR ANY DEPARTMENT, BUREAU, OR OFFICE THEREOF. EXHIBITOR UNDERSTANDS AND ACCEPTS THAT THE TERMS AND CONDITIONS, DISPLAY GUIDELINES, AND OTHER SUCH RULES AND REGULATIONS ARE INTEGRAL AND BINDING PARTS OF THIS CONTRACT, AND THAT ISSA RESERVES THE RIGHT TO MODIFY SUCH TERMS AND CONDITIONS AT ITS SOLE DISCRETION. EXHIBITOR AGREES TO ABIDE BY THE POLICIES AND RULES AND REGULATIONS OF THE EXHIBIT FACILITY.

26. VIOLATIONS.

ISSA SHALL HAVE THE FULL POWER AND AUTHORITY TO INTERPRET AND ENFORCE ALL RULES AND REGULATIONS. ISSA RESERVES THE RIGHT TO AMEND, REVISE OR OTHERWISE MODIFY THESE RULES AND REGULATIONS AT ANY TIME IN THE EXERCISE OF ITS SOLE DISCRETION. EXHIBITOR AGREES TO OBSERVE ALL RULES AND REGULATIONS AS PROMULGATED AND REVISED FROM TIME TO TIME. FAILURE TO COMPLY WITH SUCH RULES AND REGULATIONS WILL RESULT IN ONE OR MORE SANCTIONS IMPOSED AT THE SOLE DISCRETION OF ISSA INCLUDING, BUT NOT LIMITED TO, PROHIBITION, EXPULSION, AND/OR REMOVAL OF ANY EXHIBIT AND/OR EXHIBITOR, ITS EMPLOYEES, OR BOOTH PERSONNEL; CLOSING OF AN EXHIBIT OR DISPLAY; FORFEITURE OF ALL FEES OF ANY KIND PAID IN CONNECTION WITH SUCH EXHIBIT; LOSS OF SENIORITY AS SET FORTH IN SECTION 5 HEREOF; SUSPENSION AND/OR EXPULSION FROM FUTURE SHOWS; AND LOSS OF MEMBERSHIP IN ISSA.

27. GOVERNING LAW.

THESE RULES AND REGULATIONS AND THE UNDERLYING CONTRACT FOR EXHIBIT SPACE SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE LAWS OF THE STATE OF ILLINOIS.

Exhibit Guidelines

Standard Booth

Height

Exhibit fixtures, components, and identification signs will be permitted to a maximum height of 8'3" (2.5m).

Intent

If a portion of an exhibit booth extends above 8'3" (2.5m) high, the exhibit booth background will detract from the overall impact of the exhibit directly behind the booth regardless of how the rear of the offending exhibit is finished.

Depth

All display fixtures over 4'0" (1.22m) in height and placed within 10 linear feet (3.05m) of an adjoining exhibit must be confined to that area of the exhibitor's space which is at least 5'0" (1.52m) from the aisle line.

Intent

Each exhibitor is entitled to reasonable sightline from the aisle regardless of the size of exhibit. Exhibitors with larger space - 30 linear feet (9.14m) or more - should also be able to effectively use as much of the total floor space as possible as long as they do not interfere with the rights of others. The limitation on display fixtures over 4'0" (1.22m) and within 10 linear feet (3.05m) of a neighboring exhibit is intended to accomplish both of these aims.

Structural Integrity

All exhibit fixtures, especially portable or "pop-up" booths must be erected in a manner to withstand normal contact or vibration due to outside forces such as wind, the movement of fork-lifts, heavy machinery, or equipment, and unintentional contact on the part of cleaners, laborers, or neighboring exhibitors. Exhibit fixtures should always be erected on a concrete floor (where possible) and the use of shelves and racks for product or literature display should only be attempted with fixtures designed to support such loading.

Intent

Exhibitors adjoining portable or "pop-up" booths are entitled to reasonable safety precautions.

Storage

Exhibitors are reminded that the storage of excess literature, product, or packing materials and cases behind the exhibit back drape is strictly prohibited in every major exhibit facility in the U.S. In most cases, a limited supply of literature and/or product may be stored within the booth area, as well as fire retardant shipping cases, as long as these materials do not block access to the utility service or appear unsightly from the aisle.

Intent

Exhibitors with small exhibit presentations who have purchased portable or "pop-up" displays and who do not require the services of the labor or drayage contractor should be allowed to keep their materials within the confines of their rented booth space, as long as they do not create a safety problem or appear unsightly to neighboring exhibits.

Island / Split Island (minimum size is 20'x 20')

Booth Design Approval Needed

Height*

Exhibit fixtures, components and identification signs will be permitted to a maximum height of 22' feet for exhibits 1,199 square feet or smaller; 30' for exhibits 1,200 square feet or larger, provided written approval is received from exposition management at least 60 days prior to the show.

Intent

When an island booth exceeds 8'3" (2.5m), it does not interfere with other exhibitors because it obviously does not backup against another exhibitor's back wall. The extra height is often required in an island booth exhibit to permit the openwalk-through-through approach normally used in this type of location. The height limitation has been set to avoid undue competition between exhibitors to see who can go the highest or be seen the farthest with each negating the other's efforts.

Depth

Because an island booth is automatically separated by the width of an aisle from all neighboring exhibits, full use of the floor plan is permitted.

Structural Integrity

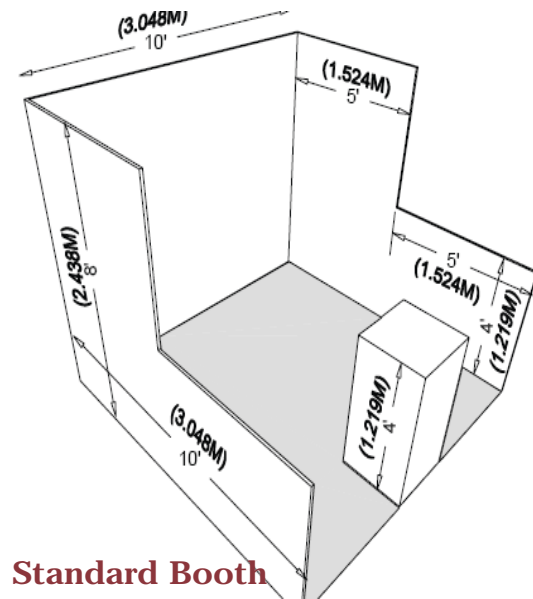
All multi-story exhibits regardless of whether people will occupy the upper area or not, and all exhibit fixtures and components exceeding 12'0" (3.66m) in height must have drawings available for inspection by exposition management, the installation and dismantling contractor, the exhibitor, and governmental 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.

Intent

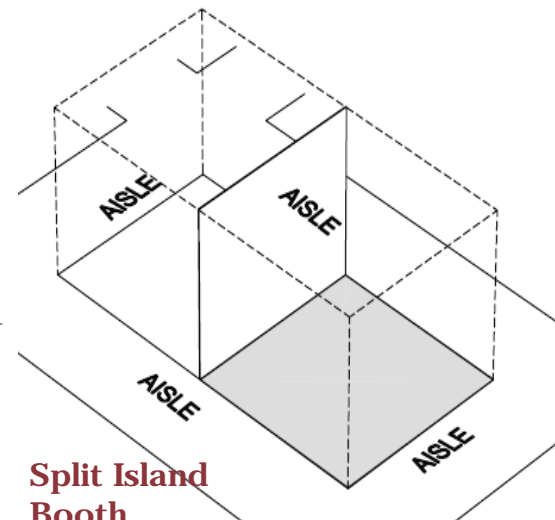
Exhibitors in the vicinity of island exhibits are entitled to the same reasonable safety precautions they would expect if they were adjacent to a standard booth.

IMPORTANT: Exhibitors are cautioned when installing a display with a ceiling or second level to check with the local fire department and Exhibit Facility to insure that their display meets with the necessary fire safety precautions involving smoke alarms, fire extinguishers, sprinkler systems, etc.

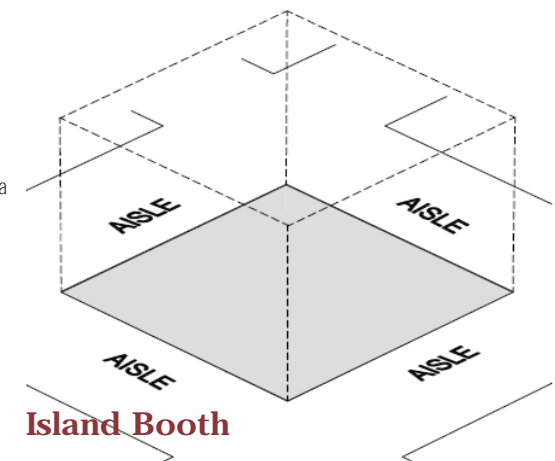
IMPORTANT: Space dimensions shown on floor plan are from center line of booth equipment, such as side rails and / or back drape. Exhibit structures must be constructed to allow sufficient tolerance on each side for this equipment and for utility service to rear of booth. Exhibitors using hard walls on the rear of their booth must arrange for power supplies to be dropped inside of the booth in a location which is readily accessible.



Standard Booth



Split Island Booth



Island Booth

Exhibit Guidelines

Peninsula Booth (minimum size 20' x 20')

Booth Design Approval Needed

Height*

Exhibit fixtures, components and identification signs will be permitted to a maximum height of 22' feet provided written approval is received from exposition management at least 60 days prior to the show.

Intent

When an exhibit in a peninsula booth configuration exceeds 8'3" (2.5m), it does not interfere with other exhibitors because it does not back up against another exhibitor's back wall. The extra height is often needed to permit the open walk-through approach normally used in this type of location. The height limitation has been set to avoid undue competition between exhibitors to see who can go the highest and be seen the arthest with each negating the other's efforts.

Depth

All display fixtures over 4'0" (1.22m) in height and placed within 10 linear feet (3.05m) of an adjoining exhibit in a standard booth, must be confined to that area of the exhibitor's space which is at least 5'0" (1.52m) from the aisle line. In the event that the adjoining exhibit is a peninsula booth, display fixtures will be permitted to the maximum height allowed within the entire booth area since peninsula booths are normally "faxes" towards the cross aisle and, in a back-to-back configuration, do not block the sightline into the adjoining peninsula booth.

Intent

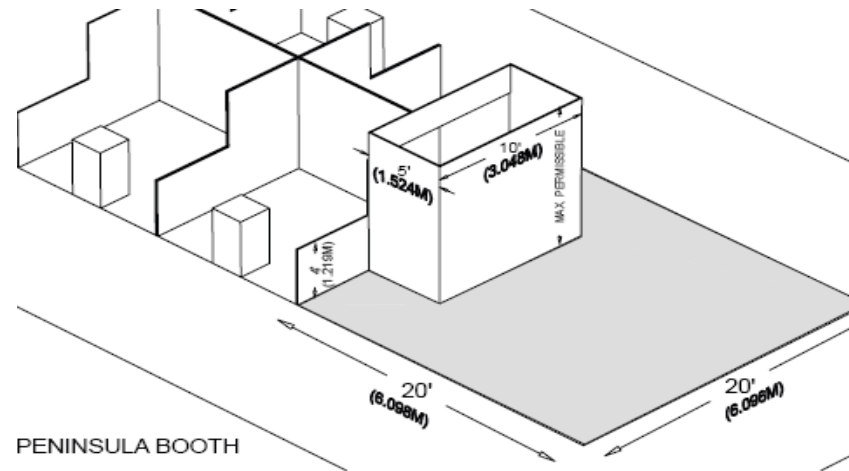
Exhibitors adjoining peninsula exhibits are entitled to the same reasonable sightline from the aisle as they would expect if they were adjacent to an exhibitor with a standard booth.

Structural Integrity

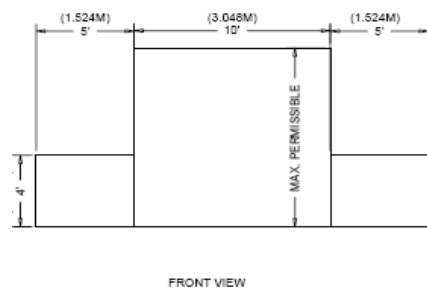
All multi-story exhibits, regardless of whether people will occupy the upper area or not, and all exhibit fixtures and components exceeding 12'0" (3.66m) in height must have drawings available for inspection by exposition management, the installation and dismantle contractor, the exhibitor, and governmental authority during the time the exhibit is being erected, exhibited, and dismantled at the show site that include a signature or stamp of 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 inciating 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.

Intent

Exhibitors in the vicinity of peninsula exhibits are entitled to the same reasonable safety precautions they would expect if they were adjacent to a standard booth.



PENINSULA BOOTH



FRONT VIEW

IMPORTANT: Peninsula booths normally "face" towards the cross aisle. Any portion of the exhibitor's booth must have the back side of that portion finished and must not carry identification signs or other copy that would detract from the adjoining exhibit. Exhibitors are cautioned when installing a display with ceiling or second level to check with the local fire department and Exhibit Facility to insure that their display meets with the necessary fire safety precautions involving smoke alarms, fire extinguishers, sprinkler systems, etc.

Hanging Signs (Peninsula or Island only)

Design Approval Needed

Definition

An exhibit component suspended above an exhibit of four or more standard units back-to-back with an aisle on at least three sides for the purpose of displaying graphics of identification.

Height

Hanging identification signs and graphics will be permitted to the same height level as exhibit structure and must be 12'0" off the floor, provided written approval is received from exposition management at least 60 days prior to the show (facility height restrictions apply). Floor to ceiling banners will be permitted provided they are set back at least 50% of the booth's width dimension from the back line of the booth. Written approval must be received from show management at least 60 days prior to the show.

Intent

Hanging signs are part of the overall exhibit presentation and, therefore, must be treated as a component of the total exhibit configuration. All signs, whether suspended or attached to the exhibit fixture, will be permitted to a maximum height that corresponds to the appropriate exhibit configuration.

Depth

All hanging signs, including floor to ceiling hanging banners, must be set back at least 10' from the backwall of the booth.

Intent

Hanging signs, whether double-faced or not, should be set back within the exhibitor's space so as not to detract from the overall impact of the exhibit that is directly adjacent.

Size

Hanging signs and graphics will be permitted to a total length on each side of the exhibitor's space that does not exceed 50% of the corresponding dimension of the booth.

Intent

The size and number of hanging signs must be limited in order to minimize the stress to the facility ceiling structure on the part of any one exhibitor.

Structural Integrity

Hanging signs and graphics will be permitted to be hung from appropriate loadbearing points within the exhibit facility provided written approval is received from the exhibit facility 60 days prior to the show. All hanging signs must have drawings available for inspections by exposition management, the installation and dismantling contractor, the facility manager, the exhibitor, and governmental authority during the time of component is being hung, suspended and removed at the show site that include a signature or stamp of a reviewing structural engineer indicating that the structure is built in compliance with the details and specification set forth on the drawings. (Note: Exhibitors are encouraged to use lightweight materials in the construction of hanging sign to eliminate excess stress to the facility ceiling structure)

Intent

Exhibitors adjoining booths with hanging signs are entitled to the same reasonable safety precautions they would expect if they were adjacent to a standard booth.

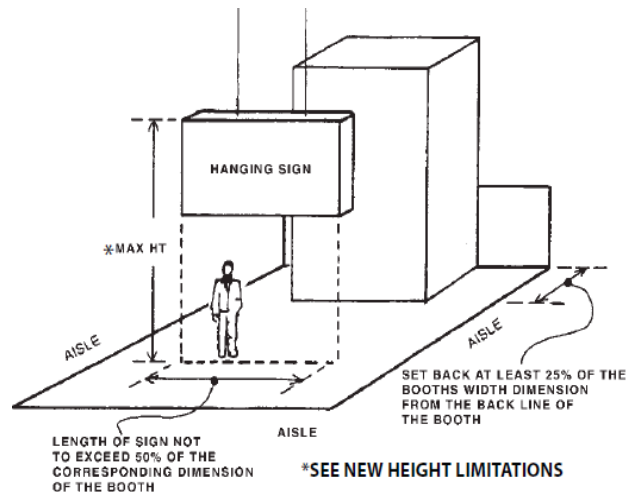


Exhibit Guidelines

Perimeter Wall Booth

Booth Design Approval Needed

Height

Exhibit fixtures, components, and identification signs will be permitted to a maximum height of 16'0" (4.88m) in perimeter-wall booths.

Intent

Because the outer perimeter booths are not backed up against another exhibitor's booth, display back walls and materials over 8'3" (2.5m) will not interfere with or distract from any other exhibit booth.

Depth

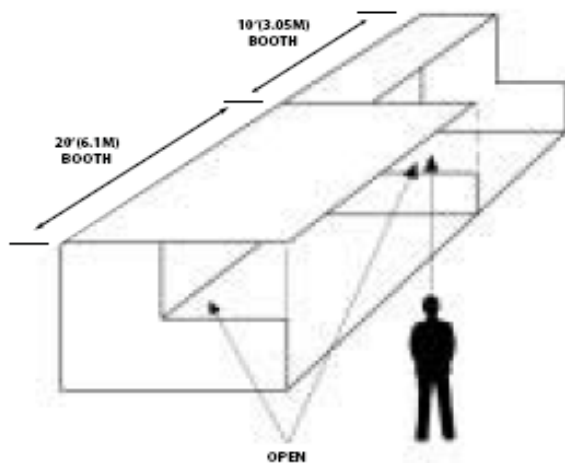
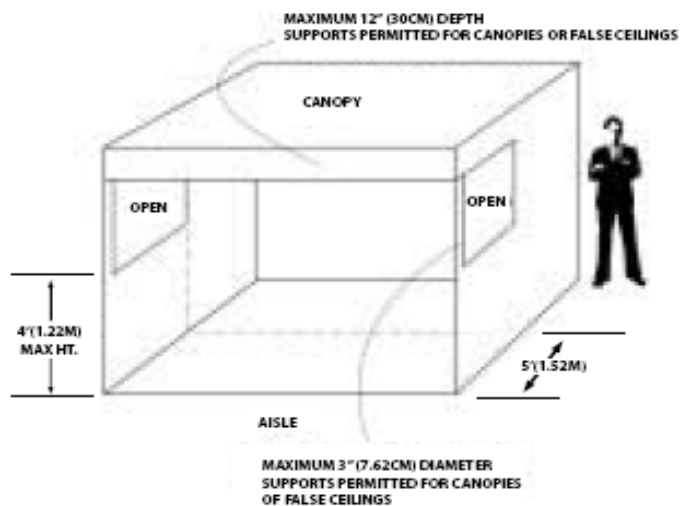
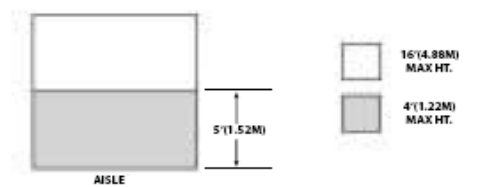
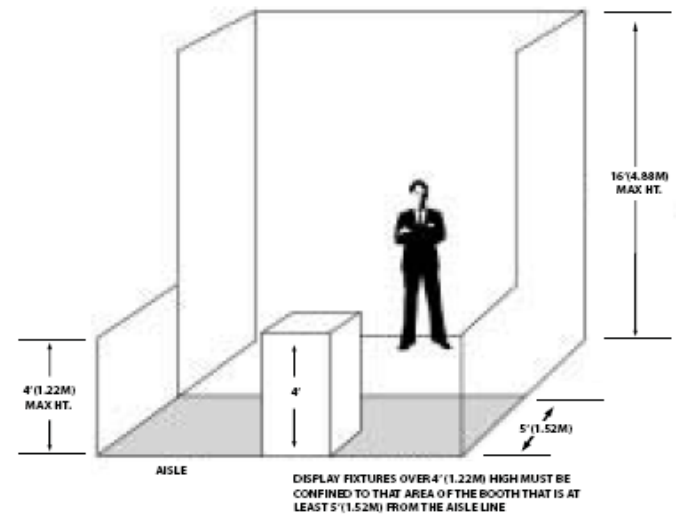
All display fixtures over 4'0" (1.22m) in height and placed within 10 linear feet (3.05m) of an adjoining exhibit must be confined to that area of the exhibitor's space which is at least 5'0" (1.52m) from the aisle line.

Intent

Each exhibitor is entitled to a reasonable sightline from the aisle regardless of the size of exhibit. Exhibitors with larger space - 30 linear feet (9.14m) or more - should also be able to effectively use as much of the total floor space as possible as long as they do not interfere with the rights of others. The limitation on display fixtures over 4'0" (1.22m) and within 10 linear feet (3.05m) of a neighboring exhibit is intended to accomplish both of these aims.

Note:

If requesting a perimeter wall location to take advantage of the 16' height allowance, please be certain the exhibit floor plan does not indicate any obstructions such as an "overhang" ceiling.



IMPORTANT: Space dimensions shown on the floor plan are from the center line of booth equipment, such as side rails and/or back drape. Exhibit structures must be constructed to allow sufficient tolerance on each side for this equipment and for utility service at rear of booth. Exhibitors using hard walls on the rear of their booth must arrange for power supplies to be dropped inside of the booth in a location which is readily accessible.

Exhibitors considering a perimeter-wall booth in order to take advantage of the extra height permitted should design their exhibit so that it can be used either at the 8'0" (2.44m) height or the 16'0" (4.88m) height, so that it can be used in all future shows even if a perimeter-wall space is not available.

Canopies & Ceilings

Height

Canopies, false ceilings, and umbrellas will be permitted to a height that corresponds to the height regulation for the appropriate exhibit configuration of which they are a part. For example, canopies will not exceed 8'3" (2.5m) in height in a standard booth configuration. Furthermore, the canopy or false ceiling will not exceed 1'0" (30cm) in depth and cannot be used for identification or display purposes.

Intent

Exhibitors requiring canopies or false ceilings to create the desired exhibit environment within their booth space should be allowed to do so as long as the canopy and its support structure does not violate the intent of the height or depth regulation.

Depth

Canopies may extend out to the aisle line and up to the booth line on either side of an exhibitor's space providing that the support structure will not exceed 3" (7.62cm) in width when placed within 10 linear feet (3.05m) of an adjoining exhibit and not confined to that area of the exhibitor's space which is at least 5'0" (1.52m) from the aisle line. Furthermore, canopies, false ceilings, or umbrellas will not be used for identification or display purposes except as would normally be allowed for any exhibit component within the regulations set forth for the exhibit configuration.

Intent

Exhibitors adjoining exhibits with canopies are entitled to the same reasonable sightline from the aisle as they would expect if they were adjacent to an exhibitor with a standard booth.

IMPORTANT: Exhibitors are cautioned when installing a display with a ceiling or second level to check with the local fire department and Exhibit Facility to insure that their display meets with the necessary fire safety precautions involving smoke alarms, fire extinguishers, sprinkler systems, etc.

Exhibit Guidelines

Towers

Height/Depth

Towers will be permitted to a height and depth that correspond to the height and depth regulations for the appropriate exhibit configuration of which they are a part. For example, towers that are part of a peninsula exhibit will not exceed 18'0" (5.49m) in height, and will not be placed within 10 linear feet (3.05m) of a neighboring exhibit unless they are confined to that area of the exhibitor's space which is at least 5'0" (1.52m) from the aisle line to avoid blocking the sightline from the aisle to the adjoining booth.

Intent

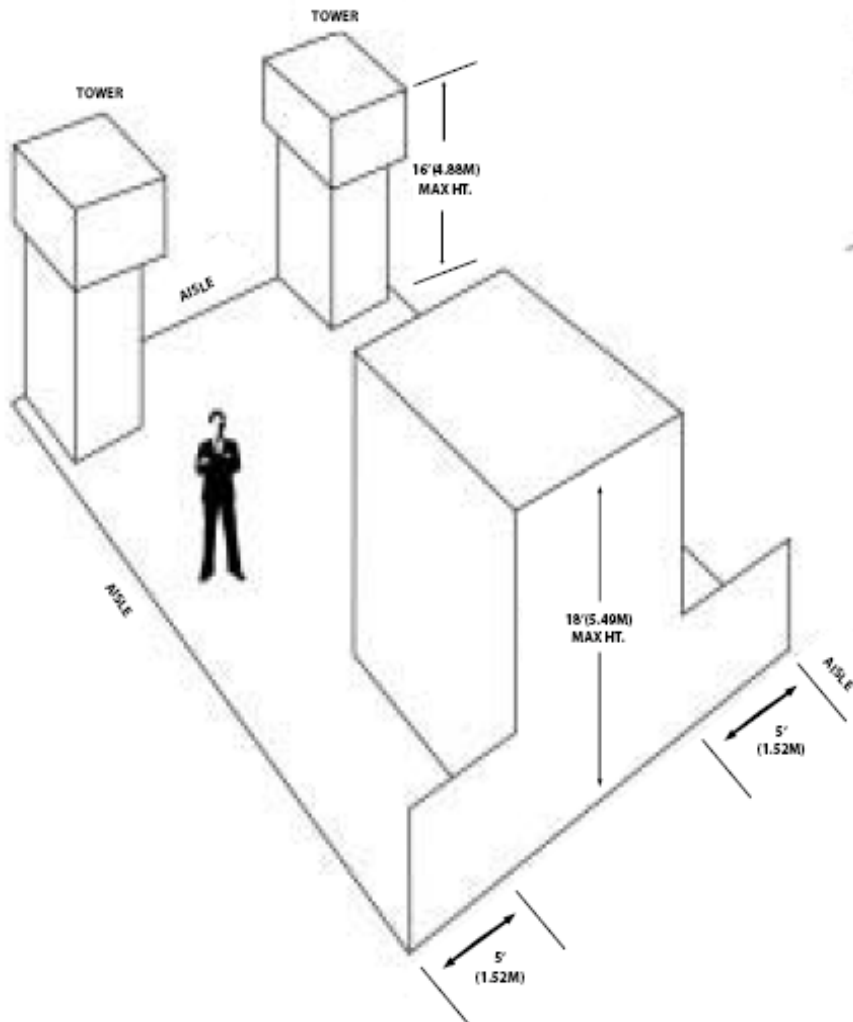
Towers are part of the overall exhibit presentation and, therefore, must be treated as a component of the total exhibit configuration. The maximum height and depth regulations have been set to avoid undue competition between exhibitors to see who can go the highest or be seen the farthest, while also assuring exhibitors who are adjoining exhibits with towers of the same reasonable sightline from the aisle as they would expect if they were adjacent to an exhibitor with a standard booth.

Structural Integrity

All towers in excess of 12'0" (3.66m) must have drawings available for inspection by exposition management, the installation and dismantling contractor, the exhibitor, and governmental authority during the time the tower 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 designed 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.

Intent

Exhibitors adjoining exhibits with towers are entitled to the same reasonable safety precautions they would expect if they were adjacent to a standard booth.



Demonstrations

Regulation

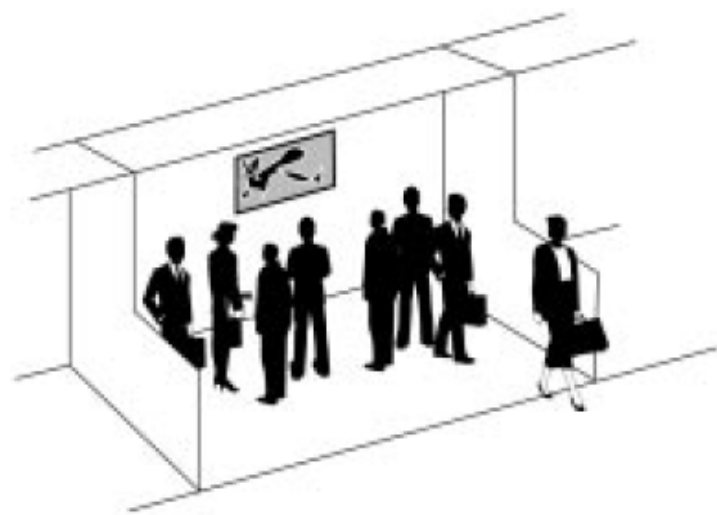
Demonstration areas must be organized within the exhibitor's space so as not to interfere with any traffic aisle, and sampling or demonstration tables must be placed a minimum of 2'0" (60cm) from the aisle line. Should spectators or samplers interfere with the normal traffic flow in the aisle or overflow into neighboring exhibits, exposition management will have no alternative but to request that the presentation or sampling be eliminated.

Sound

Exhibitors must police their own booths to be sure the noise levels from demonstrations or sound systems is kept to a minimum and does not interfere with others. Remember the use of sound systems or equipment producing sound is an exception to the rule, not a right. Exposition management reserves the right to determine at what point sound constitutes interference with others and must be discontinued.

Safety Precautions

All product demonstrations involving any moving and potentially hazardous machines, displays, or parts must have hazard barriers to prevent accidental injury to spectators. Demonstrations must always be supervised by exhibitor personnel who can stop the demonstration in the event of an emergency, and all demonstrations involving potentially hazardous by-products, such as dust, fumes, sparks, or flames, must be approved in writing by exposition management 60 days prior to the show.



Cross-Aisle Booth

Booth Design Approval Needed

Booth Design

All booth design regulations for Standard, Peninsula, or Island will apply for this type of space. The exhibitor is not permitted to carpet the aisle. The aisle is not booth space and must be kept clear of all display material, exhibitor personnel, canopies, and may not be used for product demonstrations. Exhibitors with cross-aisle island space may "arch" or "bridge" their display with signage. Such signage must be 12' off the floor and must conform to the 18' height restriction and structural integrity. Exhibitors with cross-aisle linear space may not arch or bridge their display with signage.

Intent

Each exhibitor is entitled to a reasonable sightline from the aisle regardless of the size of the exhibit. Exhibitors adjoining this type of exhibit are entitled to the same reasonable sightline from the aisle as they would expect if they were adjacent to an exhibitor with a standard booth.