

# AALL Exhibit Guidelines & Regulations

## Standard Booth

**DEFINITION:** Exhibit consisting of one or more standard units in a straight line.

### 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 that booth regardless of how the rear of the offending exhibit is finished.

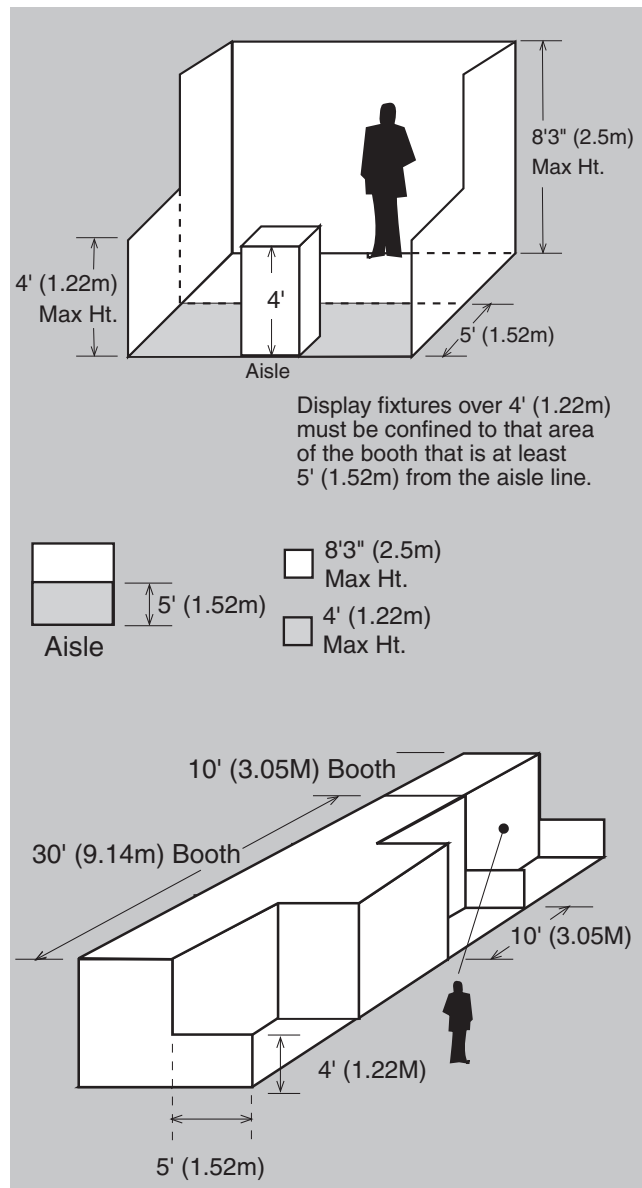
### DEPTH

All display fixtures over 4'0" (1.22m) in height and placed within 10 lineal 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 for those exhibits with 10'0" (3.05m) depth or more.

**INTENT**—Each exhibitor is entitled to a reasonable sight line from the aisle regardless of the size of exhibit. Exhibitors with larger space—30 lineal 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 lineal feet (3.05m) of a neighboring exhibit is intended to accomplish both of these aims.

### 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 at rear of booth.



# Perimeter Wall Booth

**DEFINITION:** Standard booth located on the outer perimeter wall of the exhibits floor.

## HEIGHT

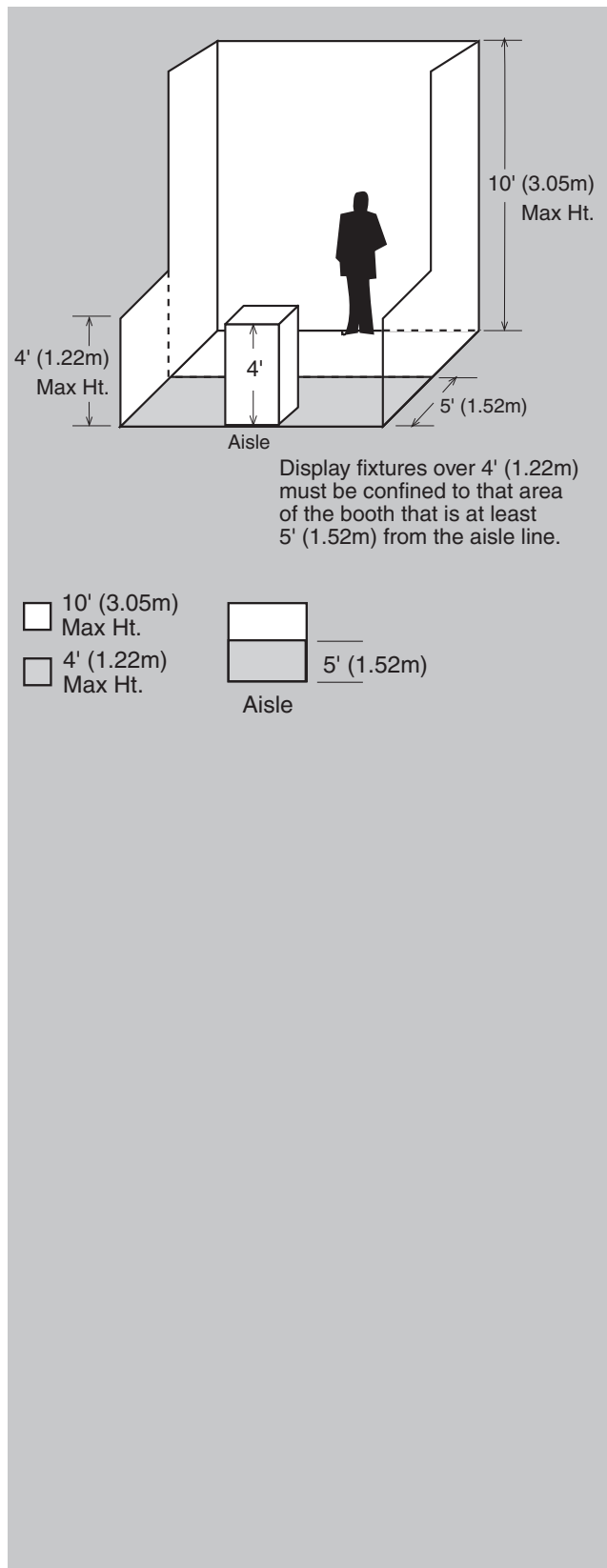
Exhibit fixtures, components and identification signs will be permitted to a maximum height of 10' (3.05m) in perimeter wall booths.

**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 lineal 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 for those exhibits with 10' 0" (3.05m) depth or more.

**INTENT**—Each exhibitor is entitled to a reasonable sight line from the aisle regardless of the size of exhibit. Exhibitors with larger space—30 lineal 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 lineal feet (3.05m) of a neighboring exhibit is intended to accomplish both of these aims.



# Peninsula Booth

**DEFINITION:** Exhibit which occupies both corners at the end of a row of standard booths with an aisle on three sides.

## HEIGHT

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

**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 16'0" (4.88m) 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 others' efforts. Also, the 16'0" (4.88m) high exhibit will fit into almost any exposition center, thus permitting each exhibitor to get maximum use of his or her exhibit.

## DEPTH

All display fixtures over 4'0" (1.22m) in height and placed within 10 lineal feet (3.05m) of a neighboring exhibit, must be confined to that area of the booth that is at least 5'0" (1.52m) from the aisle line to avoid blocking the sight line from the aisle to the adjoining booth.

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

## STRUCTURAL INTEGRITY

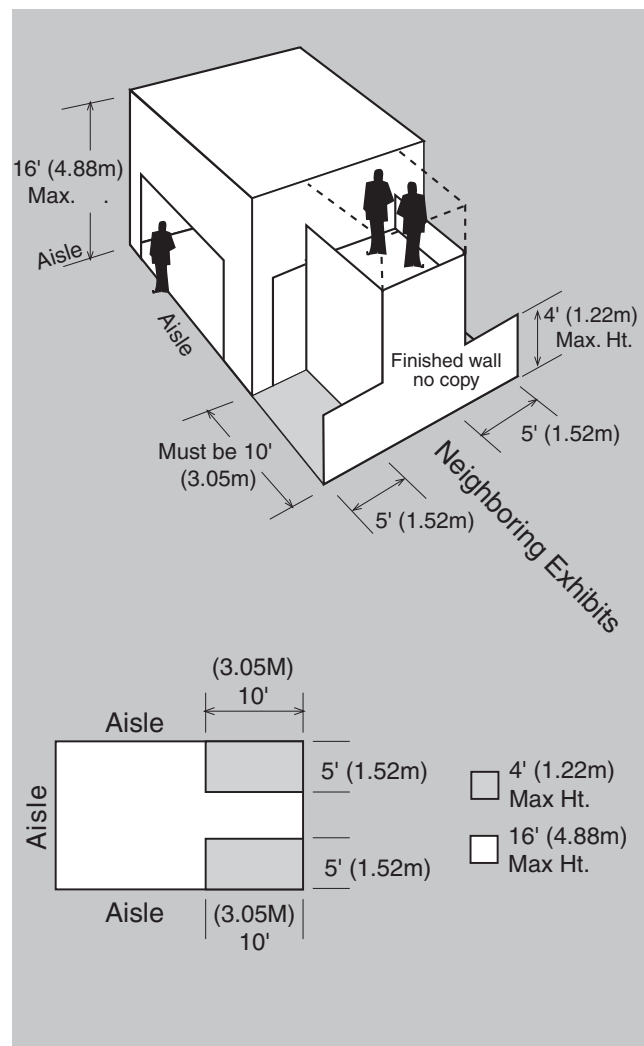
All multi-story exhibits, regardless of whether people will occupy the upper area or not, and all exhibit fixtures and components exceeding 12'0" (3.66m) in height must have drawings available for inspection by exposition management, the installation and dismantling contractor, the exhibitor and governmental 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 peninsula exhibits are entitled to the same reasonable safety precautions they would expect if they were adjacent to a standard booth.

## IMPORTANT

Peninsula booths are "faced" towards the cross aisle. Any portion of the exhibit bordering another 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 a ceiling or second level to check with the local fire department to insure that their display meets with the necessary fire safety precautions involving smoke alarms, fire extinguishers, sprinkler systems, etc.



# Island Booth

**DEFINITION:** Exhibit with aisles on all four sides.

## **HEIGHT**

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

**INTENT**—When an island booth exceeds 8'3" (2.5m), it does not interfere with other exhibitors because it obviously does not back up against another exhibitor's back wall. The extra height is often required in an island booth exhibit to permit the open walk-through approach normally used in this type of location. The 16'0" (4.88m) maximum 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. Also, the 16'0" (4.88m) high exhibit will fit into most exposition centers, thus permitting each exhibitor to get the maximum use of his or her exhibit.

## **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.

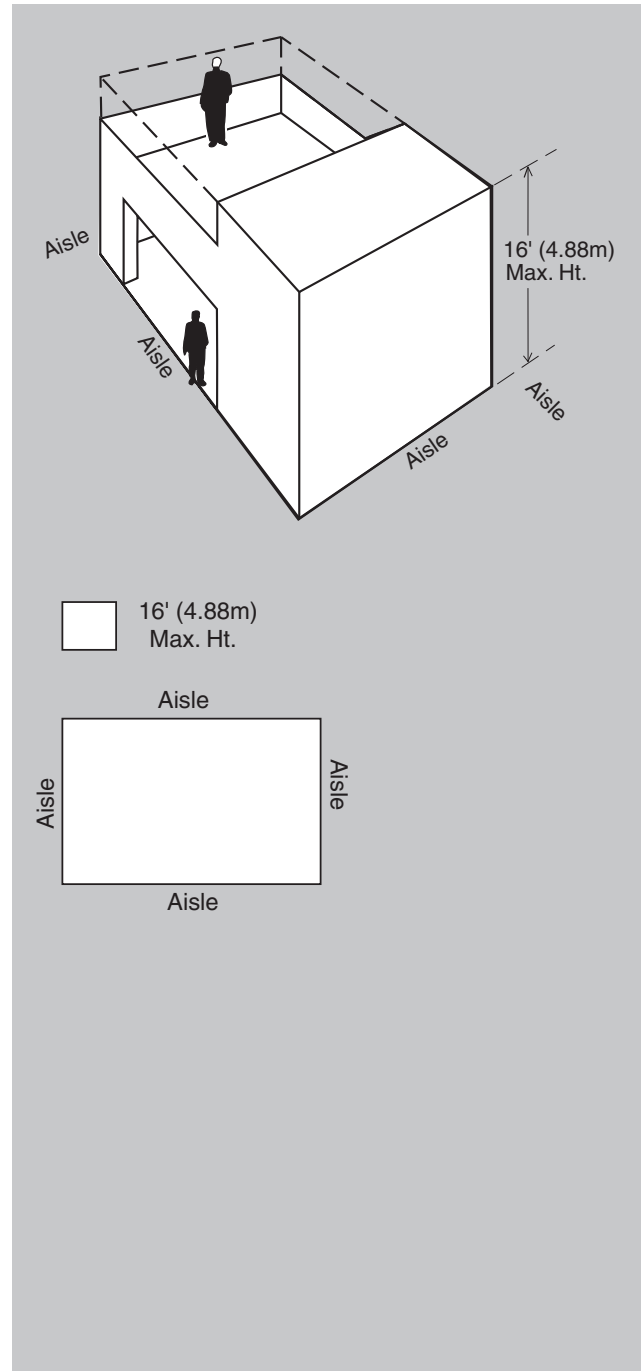
## **STRUCTURAL INTEGRITY**

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 to insure that their display meets with the necessary fire safety precautions involving smoke alarms, fire extinguishers, sprinkler systems, etc.



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# Cross-Aisle Booth Signage

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**DEFINITION:** A cross-aisle header is a structure spanning the aisle between exhibit booths to display a graphic identity.

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## **HEIGHT/DEPTH**

Exhibitors utilizing a minimum of 30 linear feet (9.14 meters) of space, which could be in-line, peninsula or island, facing 30' (9.14m) of exhibit space across the aisle can install a cross-aisle header with a maximum height of 12'0" (3.66m), and a minimum height of 8'0" (2.44m). The maximum width of the header from front to back is not to exceed 3'0" (.91m).

Structures must be organized within the display so as not to interfere with any aisle traffic and must be placed a minimum of 2'0" (.61m) from the front line. They must be a minimum of 10'0" (3.05m) from any adjoining exhibit.

Overhead cross-aisle headers are for the purpose of displaying the corporate name, identification or logo only. Graphics are permitted on the two sides of the sign (front/back) facing the

main aisle. No graphics are allowed on any other portion of the header structure.

**INTENT**—*To allow exhibitors utilizing more than 600 square feet (55.74 square meters) of exhibit space across a main aisle to add graphic identity to their display. Exhibitors adjoining this type of exhibit are entitled to the same reasonable sight line from the aisle as they would expect if they were adjacent to an exhibitor with a standard booth. The aisle itself is designated for public use, and must be left open with the exception of the structures approved within these regulations.*

## **IMPORTANT**

All exhibitors who qualify and wish to use a cross-aisle header in the design of their display must submit a plan to the AALL Exposition Management at least 60 days prior to the move-in date of the event.

# Canopies and Ceilings

**DEFINITION:** Exhibit component supported over an exhibitor's space for decorative purposes.

## 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.

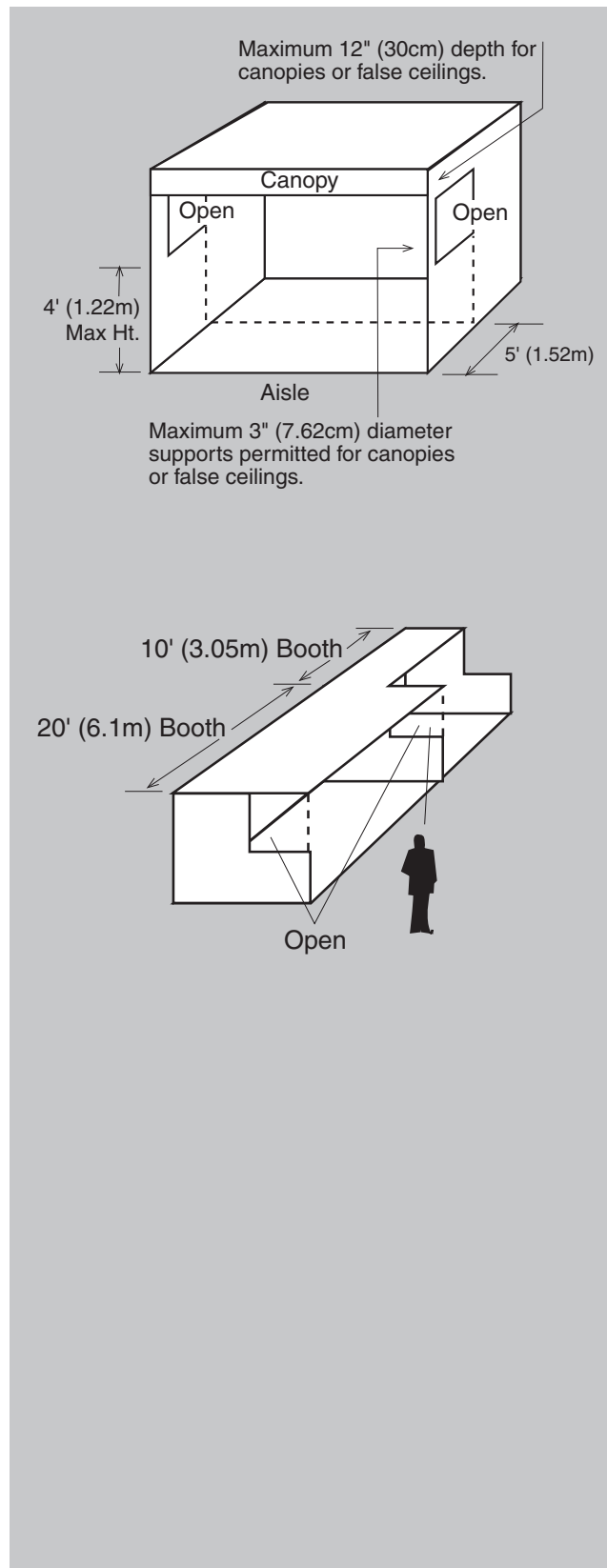
## DEPTH

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 lineal feet (3.05m) of an adjoining exhibit and not confined to the 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 sight line 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 to insure that their display meets with the necessary fire safety precautions involving smoke alarms, fire extinguishers, sprinkler systems, etc.



# Towers

**DEFINITION:** A free standing exhibit component separate from the main exhibit fixture that is used for identification and display purposes only.

## HEIGHT/DEPTH

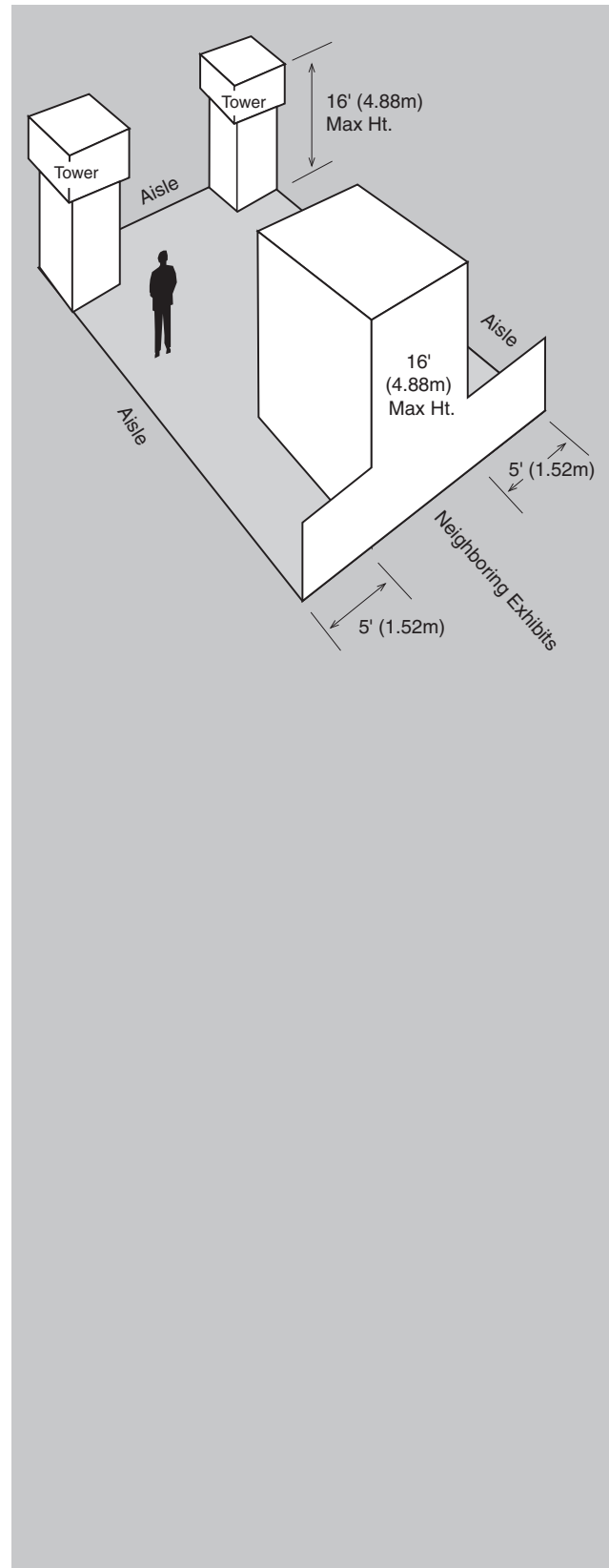
Towers will be permitted to a height and depth that correspond to the height and depth regulations for the appropriate exhibit configuration of which they are a part. For example, towers that are part of a peninsula exhibit will not exceed 16'0" (4.88m) in height, and will not be placed within 10 lineal 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 sight line 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 sight line 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.





# Hanging Signs

**DEFINITION:** An exhibit component suspended above or displayed on an exhibit for the purpose of displaying graphics or identification.

## HEIGHT

Hanging identification signs and graphics will be permitted to a maximum height of 16'0" (4.88m), provided written approval is received from exposition management. Peninsula and Island Booth Configurations are the only booths that are permitted to display a hanging sign.

**INTENT**—*Hanging signs are part of the overall exhibit presentation and whether suspended or attached to the exhibit fixture, will be permitted to a maximum height that corresponds to the appropriate exhibit configuration.*

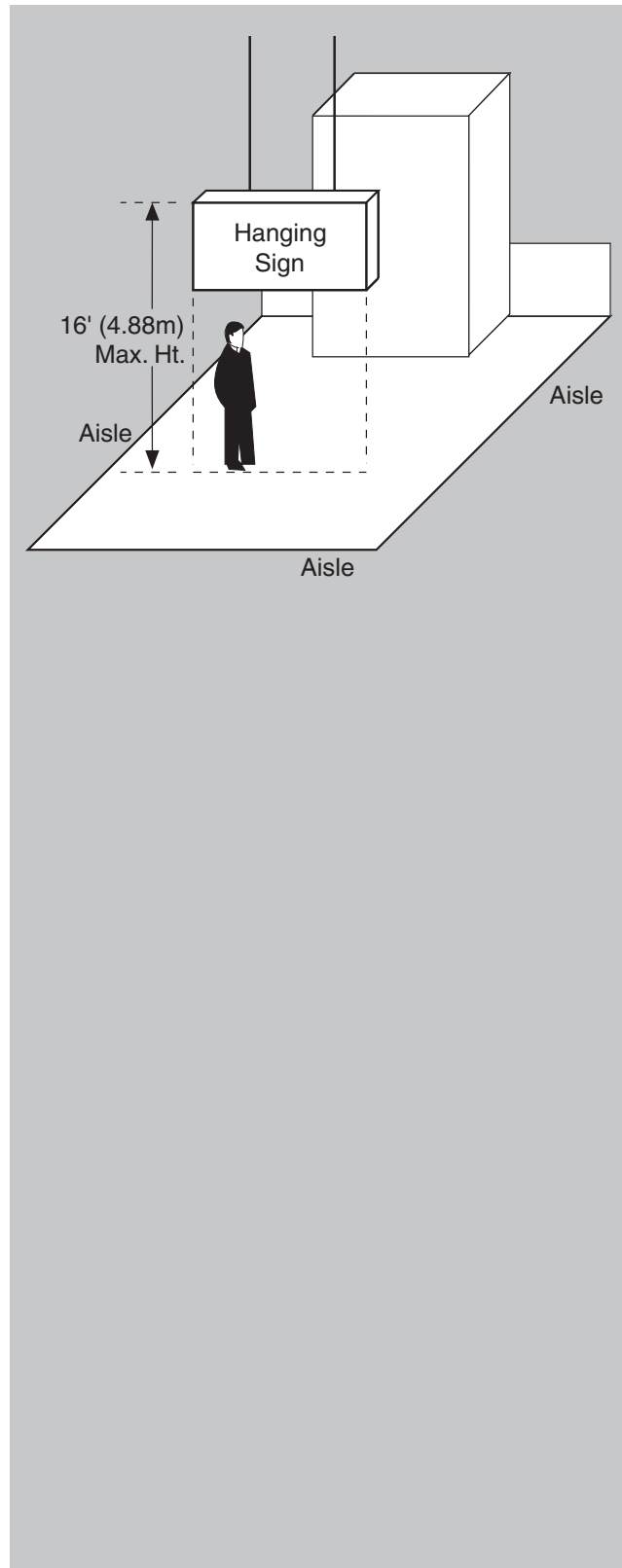
## STRUCTURAL INTEGRITY

All hanging signs must have drawings available for inspection by exposition management, the installation and dismantling contractor, the exhibitor and governmental authority during the time the 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 stress points for hanging the sign have been properly engineered, 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. (Note: Exhibitors are encouraged to use lightweight materials in the construction of a hanging sign to eliminate excessive 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.*

## APPROVAL

All sign requests must be submitted with floor plans or diagrams in writing to Paul Graller, AALL Exposition Manager, Hall-Erickson, Inc., 98 E. Chicago Avenue, Suite 201, Westmont, IL 60559-1559.





## American Association of Law Libraries Annual Meeting & Conference Exhibits

### AN OPTION FOR EMERGING COMPANIES

New publications and technologies often are introduced to the law library market by smaller start-up companies. In order to give these companies access to the vital market they seek, AALL has designated a special display option for these companies. If your organization is developing new products and services, this is a low-cost opportunity to introduce yourself to decision-makers in the law library market.

### Who's Welcome

Organizations new to the law market who have not exhibited at the AALL Annual Meeting in the past.

### Your Cost and What It Includes

For 50% off of the standard exhibit fee, these exhibitors are supplied many standard benefits as in other areas of the exhibition, but are limited in the method in which they may utilize their display space.

The fee includes:

- One six-foot skirted (in official show colors) display table.
- One side chair
- Carpet (show colors)
- Back drape with a standard booth identification sign
- Company name and website listed in the Conference Program and Mobile App.
- Exhibitor Badges for access to the exhibit floor
- Priority towards the selection of standard booth space in the next Annual Meeting & Conference Exhibits

Other furnishings (limited to signage, chairs, wastebaskets, electrical) may be ordered, at an additional charge, from the general contractor.

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### SMALL PRESS/PRODUCT TABLE DISPLAY RULES

**Definition:** Exhibit consisting of a table-top display of products.

#### HEIGHT/DEPTH

Table exhibitors may place a sign or vertical exhibit(s) on their table as long as they fit in the 6'0" x 2'0" (1.83m x .61m) table area and do not exceed 3'0" (.91m) from the table top.

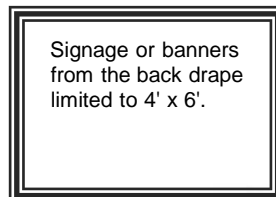
Table exhibitors may hang signage or banners from the back drape support to promote company identity or products. This area is limited to a space 6'0" wide x 4'0" high (1.83m x 1.22m), extending down from the top of the back drape line.

No exhibit or sign may interfere with, obscure, or block the view of another exhibit. No table exhibitor may construct a back wall or any equipment or display materials other than on the table provided. No product, video equipment or display materials may be placed on the floor.

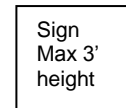
Exhibitors may only apply for and utilize one table display unit.

**Intent:** *Other table top exhibits are entitled to a reasonable sight line. Displays are limited to the table top due to the nature and intent of the Small Press/Product Area.*

Table provided. 2' wide, 6' long,  
2 1/2' high.



Signs & Products on tables:  
Maximum height of 3' permitted. Do not exceed length of table with signs/products.



# AALL ANNUAL MEETING & CONFERENCE • RULES AND REGULATIONS

The American Association of Law Libraries (AALL) and its authorized representatives are hereinafter individually and collectively referred to as "Show Management" and the organization listed in this Application shall be referred to as "Exhibitor". The AALL Annual Meeting & Conference shall be referred to as "Exposition" and the facility housing the exhibits shall be referred to as "Facility".

**1. PAYMENT AND REFUNDS:** To be included in the first round of exhibit space assignments, this application must be received by September 28, 2018 with the appropriate payment. Applications without such payment will not be processed nor will space assignment be made. Assignment of space shall be made by Show Management in accordance with the priority of dates of receipt of application on a first received basis. Acceptance of an applicant does not imply endorsement by the Show Management of Exhibitor's products or services, nor does rejection imply lack of merit of same. Cancellation: In the event an exhibitor desires to cancel his reservation of exhibit space, a written request for cancellation must be transmitted to Show Management in writing postmarked no later than March 9, 2019. If you cancel, you forfeit any other materials or benefits that comes with exhibiting. If the request is approved and accepted by the Show Management, the amount paid by the Exhibitor shall be refunded less a \$500 administrative fee. If Show Management should be prevented or materially affected from conducting the Exposition, cannot permit the Exhibitor to occupy this exhibit space due to circumstances beyond its control or determines not to offer the Exposition at its sole discretion, Show Management will refund the Exhibitor the amount of the rental fee paid with no further obligation or liability to the Exhibitor. In all circumstances, Show Management shall notify the Exhibitor at the earliest date possible.

**2. SPACE RENTAL AND ASSIGNMENT OF LOCATION:** The AALL Exhibits are designed to provide a showcase for goods and services either specifically designed for or customarily used by the library and information services segments of the industry.

The AALL reserves the right to refuse rental of display space to any company whose display of goods or services is not, in the opinion of the AALL, likely to be compatible with the general character and objectives of the exposition. Whenever possible, space assignments will be made by the AALL in keeping with the preferences as to location, requested by the Exhibitor. AALL, HOWEVER, RESERVES THE RIGHT TO MAKE THE FINAL DETERMINATION OF ALL SPACE ASSIGNMENTS IN THE BEST INTERESTS OF THE EXPOSITION.

**3. USE OF SPACE, SUBLETTING OF SPACE:** No exhibitor shall assign, sublet, or share the space allotted with another business or firm unless approval has been obtained in writing from the AALL. Exhibitors are not permitted to feature names or advertisements of non-exhibiting manufacturers, distributors or agents in the Exhibitor's display, parent or subsidiary companies excepted.

Exhibitors must show only goods manufactured or dealt in by them in the regular course of business. Should an article of non-exhibiting firm be required for operation or demonstration in an Exhibitor's display, identification of such article shall be limited to the usual and regular nameplate, imprint or trademark under which same is sold in the general course of business.

No firm or organization not assigned exhibit space will be permitted to solicit business within the Exhibits and the AALL Annual Meeting & Conference Areas.

**4. EXHIBITORS AUTHORIZED REPRESENTATIVE:** Each exhibitor must name one person to be his representative in connection with installation, operation and removal of the firm's exhibit. Such representative shall be authorized to enter into such service contracts as may be necessary and for which the Exhibitor shall be responsible. The Exhibitor shall assume responsibility for such representative being in attendance throughout all exposition periods; and this representative shall be responsible for keeping the exhibit neat, staffed and orderly at all times.

**5. FIRE, SAFETY AND HEALTH:** The Exhibitor assumes all responsibility for compliance with local, city and state ordinances and regulations covering fire, safety and health. No flammable decorations such as crepe paper, tissue paper, cardboard or corrugated paper shall be used at any time. All packing containers, excelsior and wrapping paper must be flame proof and are to be removed from the floor. This material is NOT to be stored under tables or behind displays. All muslin, velvet, silk or other cloth decorations must stand a flame proof test as prescribed by fire ordinances. All materials and fluids which are flammable are to be kept in safety containers.

**6. ARRANGEMENT OF EXHIBITS:** AALL will provide each booth exhibitor with an 8' high backwall of draperies supported by aluminum uprights and stanchions, 33" high draped division rails and one booth sign showing the exhibiting company name and booth number.

**7. DISPLAY RULES AND REGULATION:** Each Exhibitor will be given access to Exhibitors Kit. The Exhibitors Kit describes the type and arrangement of exhibit space and the standard equipment provided by the AALL. All booth space must be arranged and constructed in accordance with the guidelines, provisions and limitations contained in the Exhibitor Kit. If, in the sole opinion of Show Management, any exhibit fails to conform to the Exhibitors Kit guidelines, or the provisions set forth herein, such exhibit will be prohibited from functioning at any time during the Exposition.

**Standard Booth:** An exhibit consisting of one or more standard units in a straight line. Height: Exhibit fixtures, components and identification signs will be permitted to a maximum height of 8' (2.5m). Depth: All display fixtures over 4' (1.22m) in height and placed within 10 lineal feet (3.05m) 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 for those exhibits with 10' (3.05m) depth or more.

**Perimeter Wall Booth:** A standard booth located on the outer perimeter wall of the exhibit floor. Height: Exhibit fixtures, components and identification signs will be permitted to a maximum height of 10' (3.05m) in perimeter wall booths. Depth: All display fixtures over 4' (1.22m) in height and placed within 10 lineal feet (3.05m) 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 for those exhibits with 10' (3.05m) depth or more.

**Peninsula Booth:** An exhibit which occupies both corners at the end of a row of standard booths with an aisle on three sides. Height: Exhibit fixtures, components and identification signs will be permitted to a maximum height of 16' (4.88m). Depth: All display fixtures over 4' (1.22m) in height and placed within 10 lineal feet (3.05m) of a neighboring exhibit, must be confined to that area of the booth that is at least 5' (1.52m) from the aisle line to avoid blocking the sight line from the aisle to the adjoining booth. Any portion of the exhibit bordering another exhibitor's booth must have the back side of that portion finished and not carry identification signs or other copy that would detract from the adjoining exhibit.

**Island Booth:** An exhibit with aisles on all four sides. Height: Exhibit fixtures, components and identification signs will be permitted to a maximum height of 16' (4.88m). 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.

**Reasonable Sightline Rule:** For a 10' x 10' booth, sidewalls or any other object or projection may not extend out from the backwall at the 8' height for more than 5' from the backwall.

First time exhibitors must submit booth construction plans and layout arrangements for peninsula or island booths, or for exhibits involving other unusual construction features, at least sixty (60) days prior to the opening of the Exposition.

The rules and regulations are based on the physical characteristics of the hall, the wish to be equally fair to all exhibitors, and the safety of all concerned. Exhibitors who have special needs which require variance from these guidelines must submit a written request to the Show Management Office for approval at least 60 days prior to the conference.

Any questions concerning these regulations should be directed to AALL Show Management, Hall-Erickson, Inc., 630-434-7779.

Show Management reserves the right to require an exhibitor to alter the exhibit before the show or on site. Necessary changes are to be made at the Exhibitor's expense and are subject to the approval of Show Management.

**8. OPERATION OF DISPLAYS:** Exhibits which include the operation of musical instruments, radios, sound projection equipment, public address systems or any noisemaking machines must be conducted or arranged so that the noise resulting from the demonstration will not annoy or disturb adjacent exhibitors and their patrons, nor cause the aisles to be blocked. Operators of noisemaking exhibits must secure approval of operating methods before the exhibit opens.

Any sound that exceeds 80 decibels measured at the edge of an exhibitor's booth is considered objectionable and will not be allowed. Sound should not be directed at the aisles or adjoining booths and should be directed into an exhibitor's booth. Show Management reserves the right to reposition speakers. Show Management will monitor sound levels at individual booths during show hours. If the Exhibitor does not comply with requests to adjust sound levels, Show Management reserves the right to disconnect power to the sound source.

All demonstrations or other activities must be confined to the limits of the Exhibitor's rented space. Distribution of circulars may be made only within the space assigned to the exhibitor presenting such materials. No advertising circulars, catalogs, folders, or devices shall be distributed by exhibitors in the aisles, meeting rooms, registration areas, lounges, grounds or other facilities. No firm or organization not assigned space in the exhibit will be permitted to solicit business within the exhibit area, nor in any public spaces controlled by the Association during the course of this conference. Exhibitors must cease the distribution of samples of any kind whenever such action blocks the aisles or in any way handicaps nearby exhibitors.

The distribution of promotional materials in the form of balloons, canes, games or other advertising material which tends to distract from the professional and educational purposes of the Exposition is prohibited. In addition, no promotional adhesive backed decals are permitted to be given out or used inside the hall. Distribution of unwrapped food or alcoholic beverages by exhibitors is strictly prohibited. Wrapped candy or other small items are exempt from this restriction. Items (popcorn, peanuts, etc.) which detract from the exhibitor's professional appearance will not be allowed. Booth representatives including models, demonstrators, or actors in costume, must be properly and modestly clothed. No excessively revealing attire will be permitted. Models, demonstrators, and actors in costume must remain in their own exhibit throughout the show. They are not permitted in other exhibitor's booths, in the aisles, or in public areas. Drawings, lotteries, or other contests where prizes or gratuities are rewarded on the basis of chance must be approved in advance by Show Management. Live animals are not permitted.

**9. INSTALLATION AND REMOVAL:** It is mutually agreed that it is the duty and responsibility of each exhibitor to install his/her exhibit before the opening of the Exposition and to dismantle his/her exhibit immediately after the Exposition's close. No exhibitor will be allowed to dismantle or unpack any part of his/her exhibit until after the closing of the Show. All display materials which are not removed from the exhibit floor prior to the dismantlement cutoff as announced by Show Management will be discarded.

**10. LIABILITY AND INSURANCE:** All property of the Exhibitor remains under his custody and control in transit to and from the exhibit hall and while it is in the confines of the exhibit hall. Neither the AALL, its service contractors, the management of the exhibit hall nor any of the officers, staff members, or directors of any of the same are responsible for the safety of the property of exhibitors from theft, damage by fire, accident, vandalism or other causes, and the Exhibitor expressly waives and releases any claim or demand he may have against any of them by reason of any damage to or loss of any property of Exhibitor.

The Exhibitor shall obtain and keep in force during the term of the installation and use of the exhibit premises, policies of Comprehensive General Liability Insurance and Contractual Liability Insurance insuring and specifically referring to contractual liability set forth in an amount no less than that \$250,000 Combined Single Limit for personal injury and property damage. Exhibitors shall provide Show Management with a copy of the insurance policy or rider which provides such coverage and which names the AALL as co-insured.

**11. INDEMNIFICATION:** Exhibitor agrees that it will indemnify, defend and hold and save AALL, Show Management, the Facility, their respective officers, directors, employees, agents, and each of them ("Indemnitees"), whole and harmless of, from and against all claims, demands, actions, damages, loss, cost, liabilities, expenses and judgements recovered from or asserted against any of the Indemnitees on account of injury or damage to person or property to the extent that any such damage or injury may be incident to, arise out of, or be caused, either proximately or remotely, wholly or in part, by an act, omission, negligence or misconduct on the part of Exhibitor or any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees or of any other person entering upon the Premises leased hereunder with the express or implied invitation or permission of Exhibitor, or when any such injury or damage is the result, proximate or remote, of the violation by Exhibitor, or any of its guests, servants, employees, contractors, patrons, guests, licensees or invitees of any law, ordinance or governmental order of any kind, or when any such injury or damage may in any other way arise from or out of the occupancy or use by Exhibitor, its agents, servants, employees, contractors, patrons, guests, licensees or invitees of the Premises leased hereunder. Such indemnification of the Indemnitees by the Exhibitor shall be effective unless such damage or injury results from the gross negligence or willful misconduct of any of the indemnitees. Exhibitor covenants and agrees that in case Show Management shall be made a party to any litigation commenced by or against Exhibitor or relating to this agreement or the Premises leased hereunder, then Exhibitor shall and will pay all costs and expenses, including reasonable attorney's fees and court costs, incurred by or imposed upon Show Management by virtue of any litigation. The terms of this provision shall survive the termination or expiration of this Agreement.

**Property Damage:** Show Management shall not be responsible for any loss of or damage to any property of the Exhibitor, including, but not limited to, loss or damage occasioned by theft, fire, smoke, acts of God, public enemy, riot, civil commotion or other insurable casualty, and Exhibitor expressly waives any claim for liability against the other party with respect to any such loss or damage. Accordingly, it shall be the responsibility of Exhibitor to secure its own insurance or otherwise protect itself and its property against such loss or damage.

**12. LABOR:** Exhibitors are required to observe all contracts in effect between Show Management, service contractors, hall and the labor organizations involved.

**13. CARE OF BUILDING AND EQUIPMENT:** Exhibitors or their agents shall not injure or deface any part of the exhibit building, the booths, or booth contents or show equipment and décor. When such damage appears, the exhibitor is liable to the owner of the property so damaged.

**14. VIDEOS AND PHOTOGRAPHS:** Show Management occasionally uses videos and/or photographs of exhibitors, their booths and their booth personnel in promotional materials. By virtue of Exhibitor's participation in the Exposition, Exhibitor, on behalf of its booth personnel, automatically agrees to Show Management's use of such photographs and/or videos with no remuneration to Exhibitor its booth personnel.

**15. INTERPRETATION, AMENDMENTS, ENFORCEMENT:** Failure to comply with The Rules and Regulations or Exhibitor Information, or any amendment thereto, will be sufficient cause for Show Management to require the immediate removal of the exhibit of the offending exhibitor, who will forfeit all further right to exhibit during the Exposition, together with all fees and rentals paid by him, and Show Management may lease any space so forfeited to another exhibitor. Exhibitor shall be liable for damages caused by his failure to comply, with the Rules and Regulations Exhibitor Information, or any amendment thereto, and repairs of damage to property may be made at the Exhibitors sole cost and expense. The failure of Sponsor to insist upon a strict performance of any of these Rules and Regulations or Information shall not be deemed a waiver of any rights Show Management may have.

**16. OTHER REGULATIONS:** Show Management reserves the right to make such additional conditions, rules and regulations as it deems necessary to insure the success of the Exposition. Any and all matters not specifically covered by the preceding rules and regulations shall be subject solely to the decision of Show Management. THE SHOW MANAGEMENT SHALL HAVE FULL POWER TO INTERPRET, AMEND, AND ENFORCE THESE RULES AND REGULATIONS, PROVIDED ANY AMENDMENTS, WHEN MADE, ARE BROUGHT TO THE NOTICE OF EXHIBITORS. EACH EXHIBITOR, FOR HIMSELF/HERSELF AND HIS/HER EMPLOYEES, AGENTS OR CONTRACTORS AGREES TO ABIDE BY THE FOREGOING RULES AND REGULATIONS AND BY ANY AMENDMENTS OR ADDITIONS THERETO IN CONFORMANCE WITH THE PRECEDING SENTENCE.

**17. LIMITATION OF LIABILITY:** IN NO EVENT SHALL AALL, SHOW MANAGEMENT, FACILITY, AND THEIR RESPECTIVE OWNERS, MANAGERS, OFFICERS OR DIRECTORS, AGENTS, EMPLOYEES, INDEPENDENT CONTRACTORS, SUBSIDIARIES AND AFFILIATES (COLLECTIVELY "SHOW MANAGEMENT PARTIES") BE LIABLE TO THE EXHIBITOR OR ANY THIRD PARTY HIRED BY OR OTHERWISE ENGAGED BY THE EXHIBITOR FOR ANY LOST PROFITS OR ANY OTHER INDIRECT, SPECIAL, PUNITIVE, EXEMPLARY, INCIDENTAL OR CONSEQUENTIAL DAMAGES, INCLUDING ATTORNEYS' FEES AND COSTS, ARISING OUT OF THIS APPLICATION AND CONTRACT OR CONNECTED IN ANY WAY WITH USE OF OR INABILITY TO USE THE SERVICES OUTLINED IN THIS APPLICATION OR FOR ANY CLAIM BY EXHIBITOR, EVEN IF ANY OF THE SHOW MANAGEMENT PARTIES HAVE BEEN ADVISED, ARE ON NOTICE, AND/OR SHOULD HAVE BEEN AWARE OF THE POSSIBILITY OF SUCH DAMAGES. EXHIBITOR AGREES THAT SHOW MANAGEMENT PARTIES' SOLE AND MAXIMUM LIABILITY TO EXHIBITOR REGARDLESS OF THE CIRCUMSTANCES SHALL BE THE REFUND OF THE EXHIBIT BOOTH FEE. EXHIBITOR AGREES TO INDEMNIFY AND DEFEND THE SHOW MANAGEMENT PARTIES FROM ANY CLAIMS BROUGHT BY A THIRD PARTY HIRED BY OR ENGAGED BY THE EXHIBITOR FOR ANY AMOUNT BEYOND THE EXHIBIT BOOTH FEE. FURTHER, EXHIBITOR AGREES TO PAY ALL ATTORNEYS' FEES AND COSTS INCURRED BY COMMODITY CLASSIC PARTIES ARISING OUT OF OR IN ANY WAY RELATED TO THIS APPLICATION AND EXHIBIT. EXHIBITOR SHALL BE SOLELY RESPONSIBLE FOR ITS ATTORNEYS' FEES AND COSTS.