

Alzheimer's Association International Conference®

Exhibit Rules & Regulations

These rules and regulations are a bona fide part of the contract for exhibit Booth with the Alzheimer's Association®, hereinafter referred to as the "Association", for the Alzheimer's Association International Conference® 2024, hereinafter referred to as the "Event." which is managed by Hall Erickson, Inc., hereinafter referred to as "Show Management", on behalf of the Association, the event's owner and sponsor. Show Management reserves the sole right to render all interpretations, amend and enforce these regulations and to establish any and all further regulations not specifically covered below to assure the general success and wellbeing of the Event. Each exhibitor, for themselves, their employees, and their contractors agrees to abide by these regulations and by any amendments or additions hereafter made by Show Management. Show Management reserves the right to decline, prohibit, deny access or remove any exhibitor which in its sole judgment is contrary to the character, objectives, and best interests of the Event or suitable for its attendee audience. This reservation includes, but is not limited to, any violation of any public policy or these rules and regulations and extends to persons, things, printed matter, products, and conduct.

Eligibility: Eligibility to exhibit is subject to review and approval by the Association. Products and services must adhere to the Association guidelines and be of interest to Event participants. The Association will not accept exhibitors it believes, in its sole opinion, to be making false or misleading statements. Acceptance of an exhibitor does not imply endorsement of the company or its products by the Association. Exhibitors may not use the Association logo or advertise in any media that the Association has endorsed its company or products. Market research firms or other "non product, non service" exhibitors that monopolize attendees' time at one Booth are not permitted at the Event.

FDA Compliance (U.S. only): Products that require approval by the Food and Drug Administration (FDA) for marketing must be approved before the Event. Exhibitors may be required to show evidence of FDA approval. Exhibitors are also responsible for adhering to all established FDA guidelines for exhibiting products that are FDA approved and those that may be pending FDA approval. The Association assumes no responsibility to obtain FDA approval. The Association reserves the right to refuse applications of concerns not meeting standards required or expected, as well as the right to curtail exhibits or parts of exhibits that reflect against the character of the Event. Association's decision and interpretation shall be accepted as final in all cases.

1. PAYMENT INFORMATION. Booth applications submitted prior to May 1, 2024 must be accompanied by a 50% deposit (**payable in U.S. funds and drawn on a U.S. bank**). Applications received without such payment will not be processed, nor will Booth assignment be made. The balance of the Booth rental charge will become due and payable on May 1, 2024. Applications submitted after May 1, 2024 must be accompanied by payment **IN FULL** of the Booth rental charge. Applications received without such payment will not be processed nor will Booth assignment be made.

2. CANCELLATION AND REFUNDS. All cancellations of Booths must be received in writing by Show Management. If Show Management receives a written request for cancellation of the Booth on or before December 1, 2023, the exhibitor will be eligible for a full refund minus a \$100 processing fee. For cancellations received between December 1, 2023 and May 1, 2024, fifty percent of the total cost of the Booth will be retained by the Association. No refunds will be made after May 1, 2024. Failure to appear at the Event does not release exhibitor from responsibility for payment of the full cost of the Booth rented. In the event of cancellation, the Booth reverts back to Show Management for use at its sole discretion. Show Management's ability to resell the

Booth shall not affect the refund schedule.

3. BOOTH RENTAL AND ASSIGNMENT OF LOCATION.

Whenever possible, Booth assignments will be made by Show Management in keeping with the preferences as to location requested by the exhibitor. **SHOW MANAGEMENT, HOWEVER, RESERVES THE RIGHT TO MAKE THE FINAL DETERMINATION OF ALL BOOTH ASSIGNMENTS IN THE BEST INTERESTS OF THE EVENT.**

4. USE OF BOOTH, SUBLETTING OF BOOTH. No exhibitor shall assign, sublet or share the Booth allotted with another business or company unless approval has been obtained in writing from Show Management. 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 a non-exhibiting company 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 company or organization not assigned a Booth will be permitted to solicit business within the Event.

5. EXHIBITORS AUTHORIZED REPRESENTATIVE. Each exhibitor must name one person to be their representative in connection with installation, operation and removal of the company'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 the Event; and this representative shall be responsible for keeping the exhibit neat, staffed, and orderly at all times.

6. INSTALLATION AND REMOVAL. Show Management reserves the right to enforce a deadline for the installation of a Booth prior to the Event opening and for its removal after the conclusion of the Event. Any Booth not claimed and occupied prior to the installation deadline may be resold or reassigned without refund. Installation of all exhibits must be fully completed by the opening time of the Event. Exhibits must be staffed during all Event hours and may not, to any extent, be dismantled before the Event closing. Any early dismantling or packing shall be considered a breach of this agreement and may affect future applications.

7. ARRANGEMENT OF EXHIBITS. Each exhibitor is provided an Exhibitor Manual. The Exhibitor Manual describes the type and arrangement of the Booth and the standard equipment provided by Show Management for Booth construction. All Booths must be arranged and constructed in accordance with the guidelines, provisions and limitations contained in the Exhibitor Manual. If, in the sole opinion of Show Management, any exhibit fails to conform to the Exhibitor Manual guidelines or the provisions set forth herein, such exhibit will be prohibited from functioning at any time during the Event. Exhibits not conforming may be dismantled or modified, at cost to the exhibitor, at the sole judgment and discretion of Show Management. Exhibitors are required to and are responsible for carpeting their entire Booth. Booths not fully carpeted by two hours prior to the Event opening will be carpeted at the exhibitor's expense.

Exhibitor Plan Review. Booth construction plans and layout arrangements for first time exhibitors, island Booths, double deck displays or involving other unusual construction features, must be submitted for approval at least sixty (60) days prior to the opening of the exposition.

Independent Contractors: Exhibitors who plan to use the services of anyone other than the official service contractor must complete the "Non-Official I&D Contractor" form found in the Exhibitor Manual. Independent contractors must: 1) perform services in accordance with exhibitor rules and regulations; 2) not solicit business on the exhibit floor; 3) provide Show Management with an original Certificate of Insurance of not less than US \$1,000,000 by May 1, 2024, naming the Alzheimer's Association as additional insured.

8. EXHIBITS & PUBLIC POLICY. Each exhibitor is charged with knowledge of all City laws, ordinances and regulations pertaining to health, fire prevention and public safety, while participating in this Event. Compliance with such laws is mandatory for all exhibitors and the sole responsibility is that of the exhibitor and includes all applicable rules and regulations set forth by the City. No part of the building shall be defaced in any manner, nor shall signs or other articles be posted, nailed, taped or otherwise affixed to any pillars, doors, walls or other parts of the building. Any and all damages, losses, expenses, and/or costs resulting from failure to observe this notice shall be payable by the exhibitor. Show Management and service contractors have no responsibility pertaining to the compliance with laws as to public policy as far as individual exhibitor's Booth, materials and operation is concerned. Should an exhibitor have any questions as to the application of such laws, ordinances and regulations to the exhibit or display, Show Management will endeavor to answer them. Exhibitors must comply with City fire regulations. All Booth decorations including carpeting must be flame proofed and all hangings must clear the floor. All exits, hallways, aisles and fire control apparatus must remain clear and unobstructed at all times. Use of butane or bottled gas is not permitted. Use of propane and helium balloons is prohibited. Electrical equipment and wiring must conform with the local City electrical code safety rules. If inspection indicates any exhibitor has neglected to comply with these regulations, or otherwise incurs fire hazard, Show Management reserves the right to cancel all or such part of the exhibit as may be irregular, and effect the removal of same at exhibitor's expense. If unusual equipment or machinery is to be installed, or if appliances that might come under fire codes are to be used, the exhibitor should communicate with Show Management for information concerning facilities or regulations. Independent contractors must conform to IAEE, ESCA and ED&PA guidelines and must be signatory to a current local collective bargaining agreement, if applicable. An exhibitor who makes any claim or advertises at the Event in any way which, in the sole opinion of Show Management, is false, misleading or otherwise against public policy, may, at the sole discretion of Show Management, be required to discontinue such claim or advertising.

9. STORAGE OF PACKING CRATES AND BOXES. Unattended freight in any Booth as of one hour prior to Event opening will be removed and stored at the exhibitor's sole risk and expense. Exhibitors will not be permitted to store packing crates and boxes in their Booths during the Event; but these, when properly marked, will be stored and returned to the Booth by service contractors. It is the exhibitor's responsibility to mark and identify their crates and boxes. Crates and boxes not properly marked or identified may be destroyed. Show Management assumes no responsibility for the contents of crates or boxes improperly labeled as "empty." Because of the lack of storage facilities, it may be necessary to store empty crates, boxes and exhibit material outside the building. Every effort will be made to protect the crates from the elements, but neither Show Management nor its service contractors will assume any responsibility for damage to them. The removal and return of large crates that cannot be handled by hand trucks will be charged for at prevailing rates. Crates, boxes or other exhibit materials unclaimed by the exhibitor after the Event will be removed at the exhibitor's expense. Exhibitors will be billed by the service contractor for removal time and materials at prevailing rates. Show Management, the service contractor, nor the exhibit facility shall assume any liability whatsoever for loss or damage.

10. OPERATION OF EXHIBITS. Show Management reserves the right to restrict the operation of, or evict completely, any exhibit which, in its sole opinion, detracts from the general character of the Event as a whole, or threatens or is contrary to the character, reputation, and/or mission of the Association. This includes, but is not limited to, an exhibit which, because of activity, noise, flashing lights, method of operation, or display of unsuitable material, is determined by Show Management to be objectionable to the successful conduct of the Event as a whole. Use of so called "barkers" or "pitchmen" is strictly prohibited. All demonstrations or other promotional activities must be confined to the limits of the Booth. Sufficient space must be provided within the Booth for the comfort and safety of persons watching demonstrations and other promotional activities. Each exhibitor is responsible for keeping the aisles near its Booth free of congestion caused by demonstrations or other promotions.

Food & Alcohol. Exhibitors may not serve food and/or alcohol in their exhibit space. Only coffee and beverage service provided by the facility caterer is allowed.

Tobacco Policy. The use of tobacco products, including smokeless tobacco, is strictly prohibited within all areas of the Event (including during installation and dismantling of exhibits) and all Event hotels. Please inform all employees, agents, contractors, and guests accordingly.

Direct Sales. Selling and taking orders are permitted, provided all transactions are conducted in a professional manner. Products for sale must be the exhibitor's own marketed products and must be pertinent to the attendees' professional interests. The Association reserves the right to restrict sales activities that it deems inappropriate or unprofessional. It is the responsibility of each exhibiting company that sells items at the Event to obtain a business license from the City and to submit sales tax, if applicable. It is the exhibitor's responsibility to obtain the proper licensing.

Contests, Drawings and Lotteries. All promotional activities must be approved in writing by Show Management no later than 60 days prior to the Event opening.

Giveaways. All giveaways must be approved in writing by Show Management no later than 60 days prior to the Event. Giveaways are limited to items in the professional interests of the Event attendees. The Association has the option to withhold or withdraw permission to distribute giveaways. Any exhibitor distributing unapproved items will be asked to immediately cease distribution and may be barred from participation in future events.

Literature Distribution. All demonstrations or other activities must be confined to the limits of the exhibitor's Booth. Distribution of circulars may be made only within the Booth assigned to the exhibitor distributing such materials. No advertising circulars, catalogs, folders or devices shall be distributed by exhibitors in the aisles, meeting rooms, registration areas, lounges or grounds of the Event facility. Trade publishers are prohibited from soliciting advertising during the Event. Trade publications may be distributed from their Booth, but automatic distribution is prohibited.

Copyright Licensing. Exhibitor is solely responsible for obtaining any required licenses to broadcast, perform, or display any copyrighted materials including but not limited to music, video, and software. Exhibitor shall indemnify and hold harmless the Association, Show Management, and facility against cost, expense, or liability which may be incident to, arise out of or be caused by Exhibitor's failure to obtain requisite license.

Photography/Videotaping. No photography or videotaping is allowed at the Event, except by Association- approved photographer. If you would like to take pictures of your Booth, you can do so pre- or post-Event hours.

Sound. Exhibits which include the operation of musical instruments, radios, sound projection equipment, or any noise-making 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 Event opens. Show Management shall be the sole judge of what constitutes appropriate sound

levels.

Live Animals. Live animals are prohibited.

Booth Representatives. Booth representatives, including models or demonstrators, must be properly registered and wear badges, and be properly and modestly clothed. Excessively revealing attire is prohibited.

11. SOCIAL, PROMOTIONAL ACTIVITIES OR FOCUS GROUPS. Any exhibiting company planning to host a social function or special event during the Event dates must apply and be pre-approved by the Association. Failure to receive pre-approval may affect future applications.

12. LIABILITY AND INSURANCE. All property of the exhibitor remains under their custody and control in transit to and from the exhibit hall and while it is in the confines of the exhibit hall. Neither Show Management, its service contractors, the Association, 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 the exhibitor. It is recommended that exhibitors obtain adequate insurance coverage, at their own expense, for property loss or damage and liability for personal injury.

Security. Do not store anything of value in crates going into storage. Security for the exhibits will be provided, but the Association, Show Management, Event facility, and the General Service Contractor do not guarantee to protect the exhibitors against any loss or damage of any kind. Exhibitors may hire security for their Booth at their own expense. Exhibitors are advised to be in their Booth 30 minutes prior to Event opening each day.

13. INDEMNIFICATION. Exhibitor agrees that it will indemnify and hold and save Show Management and the Association (hereinafter referred to as the "Indemnified Parties") whole and harmless of, from and against all claims, demands, actions, damages, loss, cost, liabilities, expenses and judgments recovered from or asserted against the Indemnified Parties 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 the Event facility 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 agents, 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 Event facility leased hereunder. Such indemnification of the Indemnified Parties by Exhibitor shall be effective unless such damage or injury may result from the sole negligence, gross negligence or willful misconduct of the Indemnified Parties. Exhibitor covenants and agrees that in case Indemnified Parties shall be made a party to any litigation commenced by or against Exhibitor or relating to this lease or the Premises leased hereunder, then Exhibitor shall and will pay all costs and expenses, including reasonable attorneys' fees and court costs, incurred by or imposed upon the Indemnified Parties by virtue of any such litigation.

Property Damage. Neither the Association, Show Management nor Exhibitor shall be responsible for any loss of or damage to property of the other party hereto, 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 Show Management and Exhibitor expressly waive any claim for liability against the other party hereto with respect to any such loss or

damage. In the event that such occurrence results in cancellation of the Event, each party hereby releases the other from obligations under this contract. Accordingly, it shall be the responsibility of Show Management and Exhibitor to secure its own insurance or otherwise protect itself and its property against such loss or damage.

Use of Certain Property. Exhibitor will assume all costs arising from the use of patented, trademarked, or franchised materials, devices, processes or dramatic rights used on or incorporated in the Exhibitor's Booth. Exhibitor shall indemnify, defend and hold harmless the Association, Show Management, the City and their officers, directors, members, agents, and employees from and against all claims, demands, suits, liability, damages, losses, costs, attorneys' fees, and expenses of whatever kind or nature, which might result from or arise out of use of any such material(s) described above.

14. WAIVER. Show Management shall not be deemed to waive any of its rights hereunder unless such waiver is explicitly stated as a waiver in writing and signed by Show Management. No delay or omission by Show Management in exercising any of its rights shall operate as a waiver of such rights and a waiver of such rights in writing on one occasion shall not be construed as consent to or a waiver of any right or remedy on any future occasion.

15. ATTORNEYS' FEES. Should Show Management find it necessary to employ an attorney or attorneys to enforce any of the provisions, of this agreement or to protect in any manner its interest or interests under this agreement, Show Management, if it is the prevailing party, shall be entitled to recover from the other party all reasonable costs, charges, and expenses including attorneys' fees.

16. SPECIAL ASSISTANCE. Exhibitors acknowledge their responsibilities to make their Booths accessible to handicapped persons. Exhibitor shall also indemnify and hold harmless the Association, Show Management, and Event facility against cost, expense, liability or damage which may be incident to, arise out of or be caused by Exhibitor's failure to comply with this responsibility.

17. RELOCATION, CANCELLATION, OR POSTPONEMENT. Should any contingency or Force Majeure condition interrupt or prevent the holding of the Event, the Association will return such portion of the amount paid for the Booth as may be determined to be equitable in the Association's sole discretion after deduction of such amounts as may be necessary to cover expenses incurred by the Association in connection with the Event. If for any reason the Association determines that the location of the Event should be changed or the dates of the Event should be postponed, no refund will be made to the exhibitor, but the Association shall assign to the exhibitor, in lieu of the original Booth space, such other space as the Association deems appropriate at the postponed or relocated Event and the exhibitor agrees to use such Booth space under the same rules and regulations. The Association shall not be financially liable or otherwise obligated if the Event is canceled, postponed or relocated except as provided herein.

18. OTHER REGULATIONS. Any and all matters not specifically covered by the preceding rules and regulations shall be subject solely to the decision of Show Management.

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 THEMSELVES AND THEIR EMPLOYEES, AGREES TO ABIDE BY THE FOREGOING RULES AND REGULATIONS AND BY ANY AMENDMENTS OR ADDITIONS THERETO IN CONFORMANCE WITH THE PRECEDING SENTENCE. EXHIBITORS OR THEIR REPRESENTATIVES WHO FAIL TO OBSERVE THESE CONDITIONS OF CONTRACT OR WHO, IN THE OPINION OF SHOW MANAGEMENT, CONDUCT THEMSELVES UNETHICALLY MAY IMMEDIATELY BE DISMISSED FROM THE EVENT WITHOUT REFUND OR OTHER APPEAL.