

## DISPLAY RULES AND REGULATIONS

### Linear or Inline Booth

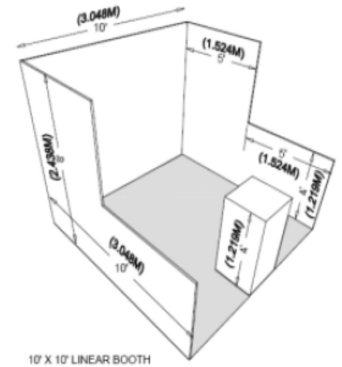
Linear Booths have only one side exposed to an aisle and are generally arranged in a series along a straight line. They have a back wall height limitation of eight feet (8'). Display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of eight feet (8') is allowed only in the rear half of the booth space, with a four-foot (4') height restriction imposed on all materials in the remaining space forward to the aisle.

### Maximum Height Limit:

8 feet

### Hanging Signs Allowed:

No



### Perimeter Booth

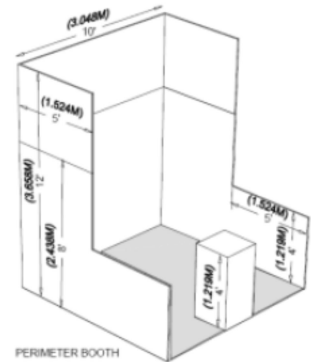
A Perimeter Booth is simply a Linear Booth that backs to a wall of the exhibit facility rather than to another exhibit. All guidelines for Linear Booths apply to Perimeter Booths except that the typical maximum back wall height is 12 ft. No hanging signs are allowed.

### Maximum Height Limit:

12 feet

### Hanging Signs Allowed:

No



### Island Booth

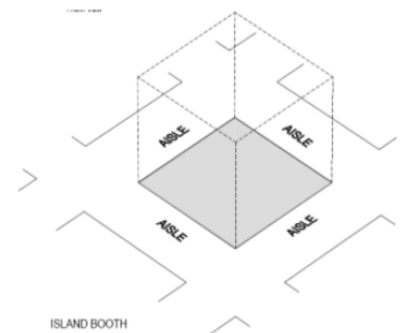
An Island Booth is any size booth exposed to aisles on all sides. The dimensions of an island booth is typically 20' x 20' or larger, although it may be configured differently. The entire cubic content of the space may be used up to the maximum allowable height, which is twenty feet (20'), including signage.

### Maximum Height Limit:

20 feet

### Hanging Signs Allowed:

Yes



## ONSITE RULES AND REGULATIONS

**Arrangements of Exhibits:** Exhibits shall be so arranged as not to obstruct the general view nor hide the exhibits of others. Plans for specially built displays not in accordance with these Exhibition Rules and the regulations set forth in the Exhibitor Service Kit must be submitted to Show Management before construction is ordered and/or begun. With or without prior inspection, Exhibitor understands that by signing the Exhibit Space Agreement form, Exhibitor agrees to be bound by the Exhibitor Service Kit, which shall form part of the Agreement.

- Any unsightly booth areas must be masked off by Exhibitor.
- Regular and specially built backwalls including signs may not exceed an overall height of eight (8) feet for inline/linear booths or twelve (12') for perimeter booths. If a high divider between booths is desired, it will not exceed eight (8) feet in height nor extend from the backwall more than one-half of the depth of the space to avoid blocking adjacent exhibits.
- All aisles must be clear of exhibits. Interviews, demonstrations, and distribution of literature must be made inside Exhibitor's booth
- Nothing shall be posted on, tacked on, mailed to, screwed into or otherwise attached to the columns, walls, floors or other parts of the building or furniture
- Signs, rails and etc. will not be permitted to intrude into or over aisles

**Soliciting:** Exhibitor is prohibited from distributing literature, souvenirs, or other items from outside the boundaries of Exhibitor's booth, unless Exhibitor has obtained Show Management's prior written approval. This prohibition includes canvassing other exhibits before, after, or during Show hours. Canvassing in exhibit halls or distribution of advertising matter, souvenirs, or any other items whatsoever by anyone who is not a paid exhibitor is strictly forbidden.

**Shared Space:** No two exhibitors of different ownership may share a single booth space. The exhibitor may not divide or sublet the whole or any portion of their rented space.

**Selling:** The booth is for display purposes only. Any selling of products is strictly prohibited unless arrangements have been made with Show Management 60 days in advance of the move-in.

**Exhibitor Personnel and Others:** Booths must be manned by technical specialists, qualified to discuss engineering details of their products. Show Management reserves the right to prohibit an exhibit or part of an exhibit which in Show Management's sole discretion may detract from the character or nature of the Exhibition.

- All booth personnel will be required to wear the official conference badge issued at registration
- Attendants, models, and other employees must confine their activities to the contracted exhibit space.
- Exhibitor personnel and representatives may not enter the exhibit space or loiter in the area of another Exhibitor without permission from that Exhibitor, and at no time may anyone enter an exhibit space that is not staffed. Violators may be ejected from the Show and Exhibitor is subject to a loss of priority points.
- Exhibitors shall not photograph or video an exhibit or product of another Exhibitor.
- Exhibitor may not harass or antagonize another party, remove anything from any Exhibitor's booth, register or give a badge to anyone not qualified to be in the Show or photograph or video another Exhibitor's booth or products.
- Booths must be staffed during all show hours. Booths not staffed could be subject to loss of seniority, loss of credentials for future shows and loss of other show privileges as determined by ORMC. No area of the Facility shall be used for any improper, immoral, illegal or objectionable purpose.

**Endorsement:** Any oral or written communication indicating or suggesting that ORMC endorses or approves of the exhibitors' products or services is prohibited.

**Attire:** All exhibitor personnel and their contractors must wear appropriate apparel at all times. Business or business casual attire is recommended. Exhibitors who are uncertain with regard to compliance with the appropriate apparel and entertainment regulations are encouraged to consult with Show Management.

**Unoccupied Space:** If any of Exhibitor's space remains unoccupied by 2 p.m. on Monday, October 2 it shall be deemed to be abandon space. Thereafter, Show Management shall have the right to rent such space to any other exhibitor, or use such space in

another manner as Show Management deems necessary, in its sole discretion, without any obligation to Exhibitor. This Section shall not be construed as affecting the obligation of Exhibitor to pay the full amount specified in the Agreement for space rental.

**Insurance:** Exhibitor shall at all times maintain insurance sufficient to cover the liabilities of Exhibitor under the Agreement. The amount and scope of such insurance shall be reasonably satisfactory to Show Management. Such insurance shall also provide coverage for Exhibitor's contractual obligations to defend, indemnify, and hold harmless, as stated in the Agreement. Show Management shall be added as an additional insured to such insurance. Exhibitor's insurer shall confirm to Show Management that such insurance cannot be canceled or changed without thirty (30) days prior written notice to Show Management. Exhibitor agrees to provide Show Management a suitable certificate verifying that the required insurance is and will remain in force for the duration of the Show.

**Liability:** Neither Show Management nor its agents or representatives will be responsible for any injury, loss, or damage that may occur to Exhibitor or to Exhibitor's employees, invitees, licensees, or guests, or Exhibitor's property from any cause whatsoever. Under no circumstances shall Show Management or its agents or representatives be liable for (i) any special, indirect, incidental, or consequential loss or damage whatsoever, or (ii) any loss of profit, loss of use, loss of opportunity, or any cost or damage resulting from any such loss. Exhibitor acknowledges that the risk allocations of this Section are reasonable based on the understanding that Exhibitor shall obtain, at its own expense, adequate insurance against any such injury, loss or damage. Show Management shall not be liable for failure to perform its obligations under the Agreement as a result of strikes, riots, acts of God, or any other cause beyond its control. Anyone visiting, viewing, or otherwise participating in Exhibitor's booth or exhibit is deemed to be the invitee, licensee, or guest of Exhibitor, and not the invitee, licensee, or guest of Show Management. Exhibitor assumes full responsibility and liability for the actions of its agents, employees, independent contractors, or representatives, whether acting within or without the scope of their authority, and agrees to defend, indemnify, and hold AI, the exhibit hall, and their respective privies, harmless from and against claims resulting directly or indirectly from the actions or omissions of Exhibitor and/or Exhibitor's agents, employees, independent contractors, or representatives whether within or without the scope of authority. There is no other agreement or warranty between Exhibitor and Show Management except as set forth in this document. This agreement represents the entire agreement between the parties into which all prior understandings are merged. The rights of Show Management under the Agreement shall not be deemed waived except through a writing signed by an authorized officer of AI.

**Outside Activities:** Exhibitor shall not conduct outside activities that are to take attendees away from the conference sessions and/or exhibit functions.

**Fire, Safety and Health:** The exhibitor assumes all responsibility for compliance with local, city and state ordinances and regulations covering fire, safety and health. Only fireproof materials should be used in displays and the necessary fire precautions will be taken by the exhibitor.

**Labor:** Rules and regulations for union labor are made by the local unions and these regulations may be changed at any time. Where union labor is required because of building or contractor requirements, it will be necessary for the exhibitor to comply with the regulations. Companies using international installation & dismantling personnel must have proper paper work, visas and documentation in order to operate as valid contract labor.

**Moving Pictures, Sound Devices, Music and Lighting:** If moving pictures are used, the exhibitor agrees to comply with union requirements for the operation of the equipment. Sound movies will be permitted if tuned to conversational level and if not objectionable to neighboring exhibitors. If loud speakers or sound devices are used, they should be tuned to conversational level and if not objectionable to neighboring exhibitors. It shall be the responsibility of any exhibitor wishing to play music in their booth to secure any necessary music licensing agreements and fee payments with the appropriate agencies. Access Intelligence bears no responsibility for any legal action, fines, litigation, etc., incurred by exhibitors who have not obtained said agreements and/or made said fee payments. The Management reserves the right to restrict the use of glaring lights or objectionable lighting effects.

**Delivery and Removal During Show:** Under no circumstances will the delivery or removal of any portion of an exhibit be permitted during the show hours without permission first being secured in writing from Show Management.

**Food and Beverages:** Exhibitor distribution of food and beverages for consumption in the building may only be made with the permission of the building management. Any food or refreshment distributed or consumed by the exhibitor shall, at the exhibitor's risk and expense, comply with all applicable federal, state, and local sanitary and safety laws and regulations. No food or beverages may be sold by an exhibitor.