

Exhibit Rules & Regulations - EDspaces 2021, November 3-5, 2021
David L. Lawrence Convention Center – Pittsburgh, PA

1. **Management:** The Education Market Association (Association or EDmarket) will conduct its annual EDspaces event in 2021 (EDspaces or the “Event”) at the David L. Lawrence Convention Center (“Event Facility”) and appoints an official service contractor to provide all show services to exhibitors.
2. **Exceptions to Rules and Regulations:** Exceptions to certain provisions of these Rules and Regulations may be granted at EDmarket’s sole discretion where requested in writing and received by EDmarket before October 1, 2021.
 - A. The request must include certificates of insurance from all agent representatives indemnifying the Association for liability resulting from such exception in limits satisfactory to EDmarket.
 - B. EDmarket reserves the right to deny exceptions at its sole discretion.
3. **Third Party Obligations:** EDmarket shall have no responsibility of any kind for the following:
 - A. performance or failure to perform by any contractor including the official Service Contractor;
 - B. performance or failure to perform services to the exhibitors, by the Event Facility.
4. **Agreement to Comply:** The application for booth space at EDspaces will become a contract upon mutual acceptance and is based upon these Exhibit Space Rules and Regulations, the plan of exhibits, the booth assignment policy, general information in the EDspaces Exhibitor Service Manual and event facility rules and regulations. Please read the Exhibit Space Regulations carefully before signing. All exhibiting companies agree that their employees will abide by these rules and regulations and any additions and/or amendments that EDmarket shall put into effect, and they shall remain as exhibitors from day to day, solely on their strict compliance with these rules. They have been formulated in the best interest and for the protection of the exhibitors as well as EDmarket and its representatives. In any interpretations of the rules, the judgment of EDmarket shall be final, and any matters not covered are subject to the decision of EDmarket. Acceptance as an exhibitor at EDspaces in no way means or implies endorsement of the exhibitors’ products and/or services by EDmarket.
5. **Event Cancellation/Postponement of Event/Force Majeure:** In case of cancellation of the exhibition, change in place or date, postponement or unavailability of the exhibit space for the specified uses due to war, governmental action or order, act of God, fire, strike, labor disputes, pandemic/epidemic or any other causes beyond the Association’s control, the agreement shall terminate, and EDmarket management will determine an equitable basis for the refund of a portion or all of the exhibit fees, after due consideration of expenditures and commitments already made. Refund of the rental fees shall be the exclusive remedy of the exhibitor against EDmarket in the event the exhibition is cancelled or rescheduled, or the exhibit space is unavailable for use.
6. **Exhibitor Cancellation or Decrease of Exhibit Space:** The association reserves the right to cancel any reservation not paid in full, to lease such space to another exhibitor, and to retain as liquidated damages any amounts already paid. EDmarket also reserves the right to reject any application or cancel any contract for space for any reason. If any Exhibitor changes management or is purchased by another company/organization, this Contract becomes binding on such company/organization. Exhibitor agrees that payments or deposits made by exhibitor may be used toward satisfying any cancellation fees due to Association under this Contract.

In the event that an exhibitor cancels this Contract fully, or decreases any amount of contracted space, the Association shall retain as liquidated damages the amounts paid by such exhibitor according to the below schedule. This includes company “no-shows,” that do not occupy contracted on-site booth space. Upon receipt of cancellation notice from exhibitor, Association shall have no further obligations to the exhibitor under this Contract. The cancellation or decrease of any amount of exhibit space by the Exhibitor must be in writing to Association. The fee for cancellation or decrease of exhibit space is based on a percentage of the total rental fee as follows:

- 25% ► after January 15 through April 9, 2021
- 50% ► April 10 – July 30, 2021
- 100% ► after July 30, 2021

The above fees will apply whether or not the space is resold. Refunds will be due and payable 30 days after the close of the show. If the Exhibitor does not occupy the exhibit space by 5:00 pm the day prior to the show, then Show Management shall have the right to use such space as it may deem in the show’s best interest with no refund of the rental fee or other liability to the Exhibitor.

7. **Local Requirements:** All federal, state, and local laws, codes, fire safety requirements, convention center requirements, and union jurisdictions must be complied with and are the sole responsibility of the Exhibitor. Nothing may be stored behind linear exhibit booths. EDmarket reserves the right to evict any exhibit and impose sanctions on an Exhibitor that fails to or refuses to comply with local requirements. *The Exhibitor is required to and agrees to obtain adequate insurance to insure against claims resulting from its exhibit.*
8. **Location of Space:** All exhibits will be located in the Convention Center's designated exhibit areas. No exhibits or promotion of any type may be located outside of the space contracted, including but not limited to surrounding parking areas of the Convention Center unless approved by Show Management. Dimensions of all booths shown on the diagram are believed to be accurate but are only warranted to be approximate. EDmarket reserves the right to make such modifications as may be necessary to adjust the floor plan to meet the needs of the EDmarket show and exhibitors. Exhibit space will be allocated to exhibitors on a fair and equitable basis, according to the assignment policies.
9. **Advertising:** Exhibitor shall not, without the written consent of show management, distribute or permit to be distributed any advertising matter, literature, souvenir items or promotional materials outside of the space contracted or official, approved promotional areas. Exhibitor shall not post or exhibit any signs, advertisements, show bills, lithograph posters or cards of any description on any part of the premises of the facility, except within the exhibitor's exhibit space and upon such space as is made available for such purposes by the facility. Mobile advertisements along the roads and parking areas immediately surrounding the perimeter of the convention center, and event hotels are prohibited during event hours regardless of permits. Exhibitors found to be in noncompliance with advertising guidelines will be subject to loss of priority points and show management fines.
10. **Hospitality & Networking Events by Exhibitors:** Show management encourages exhibitors to host hospitality events for customers *before or after official event hours*. Exhibitors are prohibited from holding events in conflict with official EDspaces events and during exhibit hours. No exhibitor, or any affiliate thereof, shall conduct any off-site activity during official event hours that would encourage attendees to leave the officially scheduled event activities. Hospitality suites shall not be open during event hours. Meeting and hospitality rooms – only exhibiting companies or companies approved by Show Management will be permitted to have meeting rooms or hospitality/business suites at the exhibit facilities or any of the official event hotels. Exhibitors must inform show management of any hospitality suites, functions, classes, seminars or exhibits being held at venues other than the exhibition floor and must receive express written consent from show management for said activities prior to the show. Such activity must be for internal business or staff meetings. Exhibitors who are found to be in violation of outside activities rules and regulations will be subject to the loss of priority points.
11. **Assignment, Subletting, Sharing of Space:** No exhibitor shall assign, sublet, or share the space allotted without the knowledge and consent of Show Management. No products, parts, accessories, or other goods, souvenirs, catalogs, etc., bearing names or other forms of advertising other than that of the exhibitor may be displayed. No firm or organization not assigned space will be permitted to solicit business within the EDspaces facilities. All exhibitors will utilize qualified sales representatives to work in the booth. Only the exhibitor's products may be displayed and/or promoted in booth space contracted for.
12. **Care of Building Equipment and Exhibits:** Exhibitors, or their agents or employees, are responsible for any damage done by them to the facility or any EDspaces hotel. Exhibitors must not injure or deface the walls or floors of the building, the booths, or the equipment of the booths. No nails, bolts, screws or tacks can be driven in building walls, floors, or columns, and equipment must be self-supporting. Any item not approved by EDmarket and applied to the facility in any form by exhibitor, will be the responsibility of the exhibitor. The exhibitor shall indemnify EDmarket and EDspaces from all claims for damage to exhibit space and exhibit premises caused or contributed to by its employees, representatives, and guests. When such damage to the building appears, the exhibitor is liable to the owner of the property damaged.
13. **Food/Beverage Dispensing:** Food and beverage is exclusive to the convention center. Exhibitors may not dispense food and/or beverages without the written permission from the exclusive provider of this service at the Convention Center. The serving of alcoholic beverages in the exhibit hall is allowed only during times as specified by Show Management.
14. **Exhibitor Registration:** Two complimentary full-conference badges are included per 10'x10' booth *for personnel working the exhibit booth (not any attendee)*, and if exhibitor personnel are registered by 8 pm et on October 29, 2021. **After October 29, there are no complimentary badges and on-site registration rates apply.** Registration for exhibitors is in the Convention Center. Badges must be worn to gain admission to the display area. Only authorized exhibitor personnel, registered attendees, and service personnel will be allowed in the exhibit area. Registration fees are set according to the policy of EDmarket outlined in the Exhibitor Registration Information. Use of an exhibitor badge by anyone other than the person named thereon is expressly prohibited. Any violations will result in the automatic confiscation of the exhibitor badge and removal of the person. Exhibitors witnessing such a violation are urged to report the violation to EDmarket. Since the show is restricted to EDmarket registered attendees and exhibit personnel only, outside guests are not permitted to attend unless registered by EDmarket at published registration fees.
15. **Booth Services:** The booth fee includes aisle carpeting and the maintenance thereof, and for linear booths only, standard drape backgrounds, side railings, and a 7" x 44" I.D. sign containing company name and booth number. All other services such as electricity, telephone, furniture, carpeting, etc., should be arranged through the Official Service Supplier of that service. Exhibitor Service Manuals will be available to each exhibiting company approximately 90 days prior to move-in.

16. **Installation:** Installation may begin at 8:00 am on Sunday, October 31. All crates are to be removed by 1:00 pm on Tuesday, November 2, with installation complete by 5:00 pm. EDspaces will not allow any move-in of exhibits during show hours. Only exhibitors and independent manufacturer representatives will be allowed in the exhibit area prior to the daily exhibit opening (minimum 30 minutes prior to opening). Move in prior to 8:00 am on Sunday, October 31, if available, is by request only.
17. **Freight Holds:** Show management and the General Service Contractor reserve the right to hold freight for ANY outstanding balance owed including, but not limited to: booth, electrical, freight, storage fees, etc. Freight will be released when the outstanding balance is paid or a mutually agreed upon solution is determined.
18. **Dismantle:** Exhibitors are prohibited from the dismantling and packing of displays prior to the official closing of exhibits on Friday, November 5. Any company that dismantles its booth early will lose its priority points for the next year's show and be subject to possible financial repercussions. Any loose items (non-crated or boxed) or items not labelled/not labelled for trash remaining on the exhibit floor after Noon Saturday, November 6 will be considered trash.
19. **Booth and/or Material Abandonment:** Exhibitors that leave excessive literature and/or display materials in their booth at the end of the published move-out time will be deemed to be guilty of "material abandonment". Any charges incurred on behalf of show management to remove the abandoned materials to ensure that show management can comply with the published move-out schedule of the facility as stated in their license agreement for the event will be billed to the exhibitor directly. Show Management & the facility will NOT be responsible for the recovery of abandoned materials that are left in an exhibitor's booth past the move-out dates/times as published in the Exhibitor Manual.
20. **Exhibit Construction/ Arrangement:** Exhibit backgrounds in all areas except island and peninsula spaces cannot exceed 8' in height, including company names or other advertising, and must be contained in the rear half of the booth area within 10 lineal feet from an adjacent exhibitor. With an adjacent exhibitor, the exhibit height in the front half of the booth measured in from the aisle cannot exceed 4' along the side dividers. In island and peninsula spaces, exhibit height construction is limited to 20' in height. Island spaces may utilize the entire cubic content of the space. End-cap booths (exposed to aisles on three sides and comprised of two booths) are not allowed. Plans for island type exhibits and exhibits not conforming to the above must be approved by Show Management at least two months prior to the opening of the exhibits. Height limitations do not apply to the equipment manufactured in the normal course of business by the exhibitor and displayed in its normal operating position; however, such equipment must remain completely within the confines of the exhibit space.

Aisles must not be obstructed at any time. No portion of an exhibitor's display, product, or demonstration may extend into any aisle. All features, signs and/or walls that are facing the aisle need to be covered or finished. Any part of the exhibit that does not lend itself to an attractive appearance, such as unfinished side or end panels, must be finished at the exhibitor's expense. Show Management reserves the right to have such finishing done and to bill the exhibitor for charges incurred. Interference with the light and space of other exhibitors is prohibited. Bridging floor surfaces or roof structures across aisles is prohibited. If there are any questions, contact Show Management.

21. **Exhibitor Appointed Contractor:** If exhibitors wish to use an Exhibitor Appointed Contractor (EAC), the rules and regulations as shown on the EAC policy document must be adhered to by the exhibitor and the EAC. THESE RULES WILL BE STRICTLY ENFORCED. The exhibitor must complete the online exhibitor appointed contractor form. Completion of this form qualifies as acceptance that the EAC will abide by all rules and regulations, especially those as contained herein for EAC.
22. **Hanging Signs:** Hanging signs are allowed in island booths only, with a height limit of 20' from the exhibit floor to the top of the sign. Hanging signs are not allowed in peninsula or linear booths.
23. **Floor Covering:** The exhibit hall portion of the facility is not carpeted. Floor covering is required in all booths, with at least 90% of the exhibit space covered. For linear booths, this is measured from the front of the booth to the back. Floor covering may be supplied by either the Exhibitor or ordered from the General Service Contractor. Exhibitors that do not properly cover their exhibit area will be required to have carpet supplied by the General Service Contractor at the exhibitor's expense.
24. **Use of Space:** All booths must be open and properly staffed during the scheduled exhibit hours. The display area will be open to exhibitor personnel a minimum of 30 minutes before exhibits open and up to one hour after the exhibits close each day. EDspaces reserves the right to restrict exhibits which, because of noise, methods of operation, materials, or for any reason become objectionable, and to prohibit or evict any exhibit which, in the opinion of EDspaces, may detract from the general character of the Event as a whole. All demonstrations or other promotional activities must be confined within the limits of the exhibit booth. Furthermore, this discretionary right of EDmarket applies to any demonstration or activity by any exhibitor that results in obstruction of booth line-of-sight and/or access to a nearby exhibitor's booth by either attendee/buyers or exhibitors. Demonstrations or activities that cause annoyance to neighboring exhibitors such as flashing lights, noise, or result in obstruction of aisles or prevent ready access to a nearby exhibitor's booth will not be allowed. Exhibitors must take every reasonable precaution to minimize the noise of demonstrations or of operating sound devices, sound film, cutaway models, etc. Exhibitors shall distribute printed matter, souvenirs, or other articles only within the confines of their exhibit space. Throwing of souvenirs, loud shouting, and making of any unnecessary noise to attract attention will not be permitted.

Musicians and singers are prohibited. Models or other entertainers will not be permitted to wear attire other than that which conforms to normal business or daytime social standard. EDspaces reserves the right of approval of said models and the attire of other booth personnel. If inflated, balloons must be displayed within limitations of the Regulations. Inflated balloons must be inflated only with air or heavier than air gas. Helium is not permitted.

25. **“Suitcasing”:** Suitcasing is defined as any activity designed to solicit or sell products or services to delegates attending a meeting, conference, or event without the proper authorization by show management or in ways that violate the rules of the event. Any attendee who is observed to be soliciting business in the aisles or other public spaces, in another company’s booth, or in violation of any portion of this policy, is subject to removal without refund and additional penalties. The selling or solicitation of product or services may only be conducted by companies in good standing, within their exhibit space, confirmed meeting or conference space or within the event as authorized by show management. Companies conducting business outside the confines of the exhibit hall, booth location or in unauthorized properties within [state restriction—include metrics if needed] of the exhibit facility without the permission of show management are in violation of this clause.
26. **“Outboarding”:** Outboarding is defined as marketing, sales and hospitality events conducted by exhibitors and others capitalizing on the presence of buyers and/or sellers attending the original show without previously notifying the original show organizer and finalizing an arrangement that benefits both parties. This practice is considered unethical. It includes practices such as “coat-tailing”, “piggy-backing”, co-location of events, and largescale hospitality events, particularly during show hours. EDmarket asks that both attendees and exhibitors report any violations they may observe to EDmarket.
27. **Exhibitor literature:** Exhibitor literature and printed materials, including trade publications, may only be distributed from within an exhibitor’s booth space and may not appear in any other public space of the Convention Center or that of the contracted EDspaces hotels. Certain sponsoring opportunities are exempt from this rule. Demonstrations, sales activities and giveaways must take place within the exhibitor’s booth space. Distribution of materials and sales efforts may not take place in the aisles or any other location outside the contracted booth space. This policy is strictly enforced! Companies found breaking these rules may have their booth at the Event shut down, may forfeit accumulated priority points, and could be suspended from future exhibiting.
28. **IP Enforcement:** An Exhibitor shall not display products or offer products in its literature or other media displayed at the show that have been declared by a U.S. governmental authority or court to infringe on another exhibitor’s U.S. intellectual property rights (patent, trademark, trade dress or copyright). In its sole discretion EDspaces may impose appropriate sanctions on an Exhibitor for violation of this provision, including but not limited to closing the Exhibitor’s booth. Each Exhibitor warrants that it owns the rights to use all U.S. intellectual property to be used by the Exhibitor for promotion and exhibition at the show. Exhibitors shall be responsible for securing all necessary licenses or consents for any use of copyrighted works (including music licenses) or other intellectual property in connection with their exhibit and hospitality events at the show.

Exhibitor warrants and represents that the Exhibit and all related materials, including but not limited to photographs, written materials, and display models (collectively, the “Exhibit”), does not violate any proprietary or personal rights of others (including, without limitation, any copyrights, patents or privacy rights); that the Exhibit constitutes the Exhibitor’s own original work or property, or that the Exhibitor has permission from the rightful owner to use such work or property. The Exhibitor agrees to indemnify and hold harmless EDmarket, its officers, directors, members, assignees, and agents, from and against any and all claims, actions, losses, demands, costs, attorneys’ fees and all other expenses relating or incidental to, or arising directly or indirectly from, the inaccuracy or breach of any of the warranties and representations contained in this document.
29. **Photography and Video:** No event participant shall not photograph or record the exhibit or products of any Exhibitor unless authorized by the Exhibitor. Violation may result in the confiscation of the attendee’s camera or other media and/or removal from the exhibit hall.
30. **General Consent and release of use of image:** Exhibiting at, or participation in, EDmarket meetings and other activities constitutes an agreement for EDmarket, or anyone authorized by EDmarket, to record and use, as EDmarket may desire in its sole and absolute discretion, all recordings and reproductions or depictions of such exhibitor or attendee’s name, likeness, voice, persona, words, actions, and/or biography, which EDmarket may make, including without limitation, the right for EDmarket, or anyone authorized by EDmarket, to use such recordings, reproductions, or depictions in or in connection with any legitimate purposes, including for advertising, publicity, trade and editorial purposes, at any time in the future in all media now known or hereafter developed, throughout the world
31. **Security:** EDspaces will provide necessary perimeter security at all times during the show, move-in and move-out. However, exhibitors are solely responsible for the care, custody, and control of their own exhibit space and material. Exhibitors should carry insurance for covering loss or damage to their exhibit material. Twenty-four-hour access control will be provided from the start of move-in to the end of move-out. Showmanagement shall not be held responsible for the loss of any material by any cause and urges the exhibitor to exercise normal precautions to discourage loss due to theft or any other cause. Show management assumes no responsibility for goods delivered to the exhibit areas, or for materials left in the exhibit areas at any time. Exhibitors are encouraged to insure exhibit property against loss or theft.
32. **Americans with Disabilities Act (ADA):** All exhibiting companies are required to be in compliance with the Americans with Disabilities Act (ADA) and are encouraged to be sensitive, and as reasonably accommodating as possible, to attendees with disabilities.

33. **Liability and Insurance:** All property of the exhibitor remains under its care, custody and control in transit to and from the Convention Center, during installation and removal, and while it is within the confines of the Convention Center. Exhibitor agrees that neither EDmarket, EDspaces, Exposition Management, Inc., the Facility, nor their representatives shall be liable for any claims, losses, damages, death, injuries or liability which may be sustained by any person who may be on the premises leased by or assigned to the exhibitor, (including but not limited to) any agent, employee, representative or guest of the exhibitor, or any other person or entity. The exhibitor, on signing this contract, expressly releases the forgoing named association, corporations, and individuals from all claims for such loss, damage, or injury.

The exhibitor agrees that it will hold harmless and indemnify EDmarket, EDspaces, Exposition Management, Inc., and the Facility from any and all claims, including third party infringement claims, losses, damages, death, injuries or liability whatever (including without limitation, reasonable attorney's fees and costs) whether to property, person or otherwise, that arise in whole or in part from the omissions or willful misconduct or breach of this Contract by exhibitor, or its agents, employees, representatives, guests or invitees related to or arising in connection with exhibitor's performance under this Contract. In no event will EDmarket be liable to the exhibitor, whether in contract or tort, for any amount in excess of the exhibit space rental fee in relation to any damages, including lost profits, arising out of or relating to the EDspaces Event, the rental of exhibit space, the conduct of EDmarket, any breach of this Contract, or any other act, omission, or occurrence. In no event shall Association be liable, whether in contract or tort, for any indirect, consequential, exemplary, punitive or special damages or awards.

Exhibitor understands that neither Exhibit Management, the Convention Center, nor EDmarket carry business interruption and/or property damage insurance coverage for loss or damage of exhibitor's property. The exhibitor agrees to obtain the following insurance during the dates of the exposition, including move-in and move-out days, and shall be prepared to furnish a certificate of insurance to Exhibit Management if requested: (a) commercial general liability insurance coverage including protective and contractual liability for bodily injury and property damage, (b) employer's liability insurance, (c) worker's compensation/occupational disease coverage in full compliance with federal and state laws, (d) comprehensive general liability automobile insurance.

34. **Data Protection:**

- A. For the purposes of this Section, the following terms shall have the following meanings:
 - i. "Privacy Legislation" means all laws and regulations, including (without limitation) the laws and regulations of the European Union, the European Economic Area and their member states, which are applicable to the processing of Personal Data under this Contract, including (without limitation) the EU General Data Protection Regulation 2016/679 ("GDPR"); and
 - ii. "Data Controller", "Data Subject(s)" and "Personal Data" each have the meanings given to them in the GDPR.
- B. Both the Association and the Exhibitor acknowledge and agree that each party shall be a separate Data Controller in respect of the Personal Data received from the other party and processed in relation to this Contract and each party shall be responsible for its compliance with the Privacy Legislation. Both parties shall process the Personal Data received from the other party in accordance with its applicable privacy notice and the Privacy Legislation.
- C. Should Exhibitor transfer Personal Data to the Association, Exhibitor represents, warrants and guarantees that (i) the Personal Data has been collected in strict compliance with the Privacy Legislation; (ii) it has properly notified the Data Subjects concerned that their Personal Data may be transferred to third parties including the Association; and (iii) Exhibitor has all necessary rights to transfer the Personal Data to the Association and such transfer of the Personal Data is and shall be in compliance with the applicable Privacy Legislation.
- D. Exhibitor agrees and acknowledges that any data other than Personal Data, which the Association has obtained from Exhibitor, may be freely shared with and transferred to the Association and the Association's affiliates and any third party for commercial purposes unless Exhibitor has specified to the contrary in writing stating what data may not be so shared or transferred.
- E. Exhibitor acknowledges and agrees that its use of the Internet access and Wi-Fi service provided by the Event Facility shall be in compliance with the applicable terms and conditions of use and that it will abstain from sending or receiving any message, data, file, content or signal which is in breach of law and order, common morality, legislation on press infringements, applicable Privacy Legislation, Internet copyright protection law, laws on the protection of minors, trade secrets, private correspondence or private information on the Internet.
- F. Exhibitor understands and expressly acknowledges it has been informed that its rights, and those of any third party users who log on and use the Internet access and Wi-Fi service provided by the Event Facility, to access, modify, delete or object to the processing of Personal Data and to the transmission thereof to any third parties, shall be exercised in accordance with the applicable Privacy Legislation and the legislation applicable in the United States of America.

35. **Children:** Children under the age of 13 are not permitted in the exhibit hall and/or workshops at any time. Infants and toddlers are permitted on the exhibit floor during exhibit hours but must be carried or in strollers at all times. A waiver, available at the EDspaces Registration Desk, must be signed by parents of infants and toddlers attending the show
36. **Sales from Exhibitor's Booth:** Retail sales are NOY permitted on the expo floor at any time. No cash and carry sale of goods, as in a retail setting, is permitted from an exhibit booth or in the Event Facility. Exhibitors who are found to be in violation will be subject to loss of priority points and could be excluded from future events.
37. **Successors in Interest:** This agreement shall bind the respective parties and their successors in interest.
38. **Non-Waiver:** No waiver of any breach of this contract shall be held to be a waiver of any other or subsequent breach.
39. **Governing Law:** This agreement shall in all respects be governed by the laws of the State of IL.
40. **Registration:** Registration at EDspaces is a license granted by EDmarket and may be revoked at any time. For exhibitor badges, exhibitors may only register their company personnel under their company name. If an exhibitor is found to have registered attendees for the event under their company name, the attendee will be reclassified to the appropriate registration category and exhibitor will be responsible for any registration fees association with this change.

POLICY REGARDING OFFICIAL SERVICE CONTRACTORS AND REGULATIONS FOR EXHIBITOR-APPOINTED INDEPENDENT CONTRACTORS TO INSTALL AND DISMANTLE DISPLAYS

Show Management, acting on behalf of all Exhibitors and in the best interest of EDmarket and EDspaces, has appointed an Official Service Contractor to perform and provide necessary services and equipment.

The Official Service Contractor is appointed to:

- a. Insure the orderly and efficient installation and removal of the overall Tradeshow,
- b. Assure the distribution of labor to all Exhibitors according to the need,
- c. Provide sufficient labor to satisfy the requirements of Exhibitors, and for the Tradeshow itself,
- d. See that the proper type and limits of insurance are in force, and
- e. Avoid any conflict with local union and/or exhibit hall regulations and requirements.

The Official Service Contractor will provide all usual Tradeshow services, including labor. Exceptions are:

- a. Supervision may be provided by the Exhibitor,
- b. The Exhibitor may appoint an outside independent contractor for installation and dismantle only of the Exhibitor's display.

Exhibitors may employ the service of independent contractors to only install and dismantle their displays, providing the Exhibitor and the installation and dismantling contractor comply with the following requirements:

1. The Exhibitor, in writing, must notify EDmarket's Exhibit Services Department of their intention to utilize an independent contractor no later than 21 days prior to the first move-in day, furnishing the name, address and telephone number of the firm. Letters as such from independent contractors are neither valid nor acceptable.
2. Only the Exhibitor-named independent contractor's employees will be authorized on the show floor. Employees of third parties named or subcontracted by the Exhibitor-named independent contractor will not be authorized admittance on the show floor unless those employees are named and badged as specified in the following article.
3. The independent contractor must have all on-site employees wear, at all times, identification badges supplied by the independent contractor containing the independent contractor name, employee name and Exhibitor Company name, plus wear a second EDspaces badge, if required.
4. The independent contractor must have all business licenses, permits and Workman's Compensation insurance required by the State and City governments, and if need, the convention Center, prior to commencing work and shall provide EDmarket with evidence of compliance.
5. The independent contractor must carry a minimum of \$1,000,000 in Public Liability Insurance and shall provide EDmarket with an original certificate of insurance showing the coverages and amounts, and naming EDmarket, EDspaces and the David L. Lawrence Convention center as co-insured.



6. The independent contractor must follow the scheduled work time or pay any additional costs incurred because of extended work hours.
7. The independent contractor may not solicit business on the exhibit floor.
8. The independent contractors must confine their operations to the exhibit area of their clients. No service desks, storage areas or other work facilities will be located anywhere else in the building. The show aisles and public space are not part of the Exhibitor's booth space.
9. The independent contractor must comply with all labor agreements and practices and must not commit or allow to be committed by persons in their employment any acts that could lead to work stoppages, strikes or labor problems.
10. The exhibit floor, aisles, loading docks, service and storage areas will be under the control of the Official Service Contractor. The independent contractors must coordinate all of their activities with EDmarket's Exhibit Services Department.
11. For services such as electrical, plumbing, telephone, floral, booth cleaning, and drayage, no contractor or supplier other than the Official Service Contractor/Suppliers will be approved. This regulation is necessary because of licensing, insurance, and work done on equipment and facilities owned by parties other than the Exhibitor. Exhibitors shall provide only the material and equipment they own and is to be used in their exhibit space.

PLEASE NOTE: NO INDEPENDENT CONTRACTOR WILL BE ALLOWED ON THE EXHIBIT FLOOR AT ANY TIME WITHOUT A CERTIFICATE OF INSURANCE ON FILE WITH EDMARKET. THERE ARE NO EXCEPTIONS.

Questions? Contact exhibits@ed-spaces.com

DISPLAY RULES AND REGULATIONS

Display Rules and Regulations have been with us since trade shows first began. Most individuals recognize the need for some limitations but have never taken the time to determine the intent of each rule, when they were written, what they are expected to accomplish and, most important, how an exhibitor can use them effectively.

The tenet on which all management is based can be summed up as follows:

All exhibitors are equal, regardless of size, and should be given an equal opportunity, within reason, to present their product to the audience in the most effective manner.

Show management must establish rules or guidelines to make this possible while allowing the greatest flexibility within each exhibit. Remember you are our customers. We want you to be successful.

The exhibitor's responsibility can be summed up far more simply:

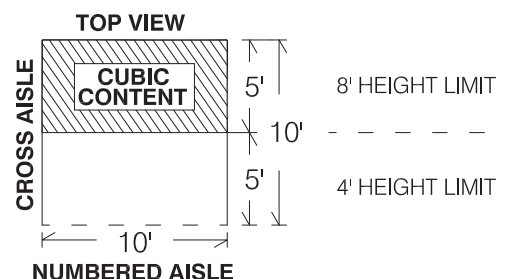
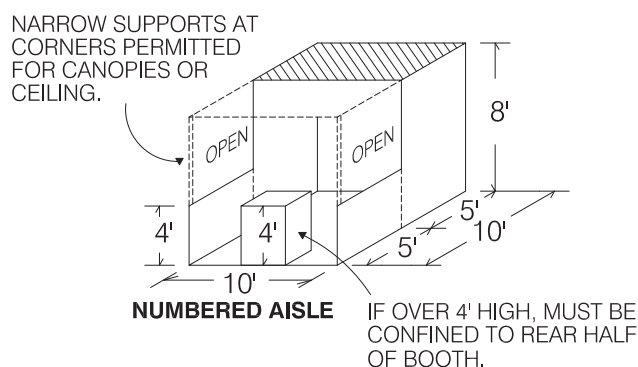
"Be a good neighbor."

With these thoughts in mind, please review the rules and regulations outlined on the following pages. Each section begins with the actual rule or guideline and is followed by the intent, which is of major importance. By recognizing the intent, you can be reasonably sure you will always be "a good neighbor."

EDspaces

IMPORTANT: Space dimensions shown on floorplan 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.

Standard Back to Back (Linear) and Perimeter Booths:



DEFINITION:

One or more 10' x 10' booths in a straight line.

BOOTH DESIGN:

Standard linear booths may not exceed allowable 8' height shown. Perimeter linear wall booths may not exceed allowable 12' height. All display fixtures over 4' in height and within 10 lineal feet of an adjoining booth must be confined to the back half of the booth.

Height limitations do not apply to the equipment manufactured in the normal course of business by the exhibitor and displayed in its normal operating position; however, such equipment must remain completely within the confines of the exhibit space.

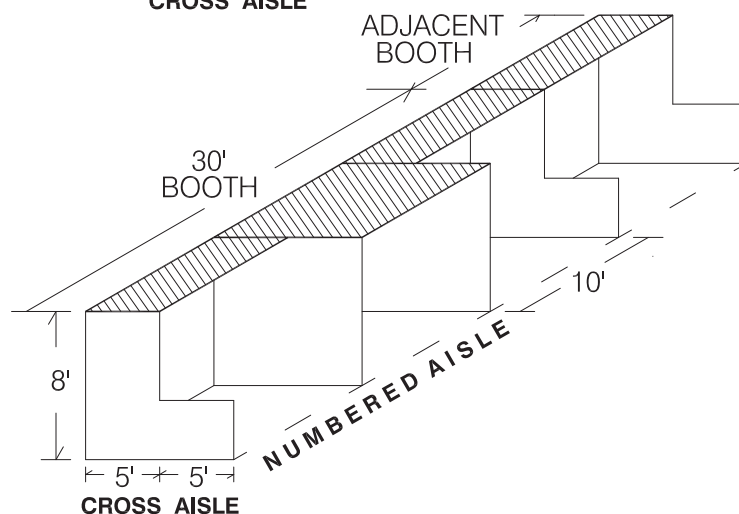
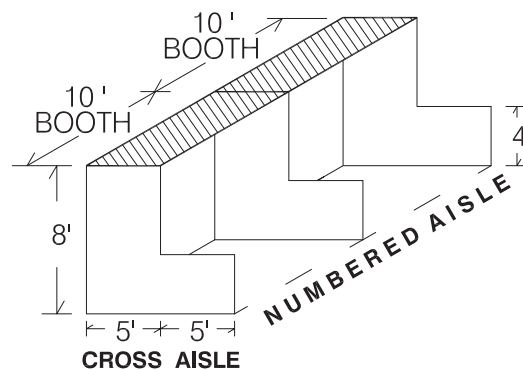
Exhibitors using ceilings over their exhibit may use a single narrow vertical support in the corners of their space.

Vertical supports that are strictly decorative will not be permitted.

INTENT:

Each exhibitor is entitled to a reasonable sight line from the aisle, regardless of the exhibit size.

Exhibitors with 30 lineal feet or more of space should be able to use as much of the total floor space as possible if they do not interfere with the rights of others. The limitation on display fixtures over 4' and within 10 lineal feet of a neighboring exhibit is intended to accomplish both of these aims.



Island Booths:

DEFINITION:

An island booth is 20' x 20' or larger and exposed to aisles on all four sides.

HEIGHT:

Exhibit fixtures, components and identification signs will be permitted to a maximum height of 20' (6.1m), provided written approval is received from Show Management at least 60 days prior to show.

INTENT:

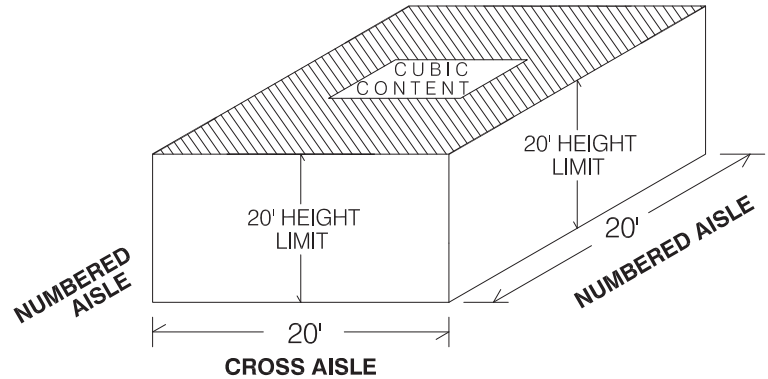
When an island booth exceeds 8' (2.5m), it does not interfere with other exhibitors because it obviously does not back up against another exhibitor's back wall. The extra height is often required in an island booth exhibit to permit the open walk-through approach normally used in this type of location. The 20' (6.1m) maximum height limitation has been set to avoid undue competition between exhibitors to see who can go the highest or be seen the farthest away with each negating the other's efforts. Also, the 20' (6.1m) high exhibit will fit into most exposition centers, thus permitting each exhibitor to get the maximum use of the exhibit.

DEPTH:

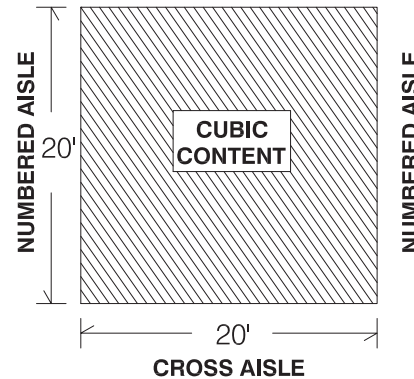
Because an island booth is automatically separated by the width of an aisle from all neighboring exhibits, full use of the floor plan is permitted.

STRUCTURAL INTEGRITY:

All multi-story exhibits, regardless of whether people will occupy the upper area or not, and all exhibits and components exceeding 12'0" (3.66m) in height must have drawings available for inspection by Show Management, the installation and dismantling contractor, and the exhibitor and governmental authority during the time the exhibit is being erected, exhibited, and dismantled at the show site. They must 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.



TOP VIEW



PERIMETER OPENINGS:

Large islands with long high walls can create a "tunnel-like" effect. Exhibitors may be required to install a minimum 6ft (1.83m) opening every 30ft (9.14m)

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.

DEMONSTRATIONS OR ENTERTAINMENT

REGULATION:

Do not place your demonstration areas on the aisle line of your exhibit if you expect many people to congregate at one time. Leave space within your own exhibit area to absorb the majority of the crowd. Should spectators interfere with the normal traffic flow in the aisle or overflow into the exhibits of your neighbors on each side or across the aisle, Show Management will have no alternative but to request that you limit or eliminate the presentation.

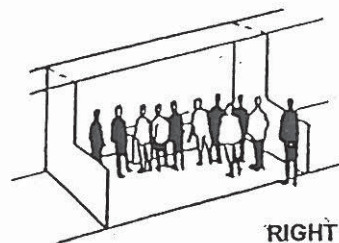
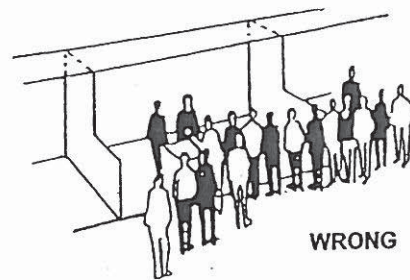
SOUND:

Management encourages exhibitors to enhance the show for their company and their buyers by in-booth product demonstrations, videos, etc. However, Show Management feels that Sound Control Regulations are in the best interest of all exhibitors and buyers.

1. Exhibitors shall not be permitted to operate audio amplification systems at levels that are greater than **6db Sound Pressure Level (SPL)** above the ambient noise level measure at any neighboring area.
2. Sound Pressure Levels will be measured with a calibrated Sound Level Meter (calibrated to ANSI Standards) set for C-weighting response and "slow" meter characteristics. Measurements may be made in any nearby or adjacent exhibit area at any height or incidence angle relative to the booth using the amplification system.

INTENT:

The aisles are the property of all exhibitors, and therefore, each exhibitor has the responsibility to assure proper flow of traffic through the entire show. When large crowds gather to watch a demonstration or entertainment and interfere with the flow of traffic down aisles or create excessive crowds in neighboring booths, this is an infringement on the other exhibitors' rights. Aisles must not be obstructed at any time.



IMPORTANT: Space dimensions shown on floorplan 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.