

RULES & REGULATIONS FOR EXHIBITING

CONSTRUCTION AND DISMANTLING OF BOOTHS:

- I. **Booth Presentation**

The Exhibitor is responsible for maintaining a professional and clean booth presentation throughout the show.
- II. **Designing of Booths and Planning**

Special Permission must be obtained from the authorities through Show Management for any of the following: bridging aisles, catwalk or raised area (upon which the public may walk) more than 3 feet above the floor, booths incorporating heavy or unusual structures or exhibits. Approval has to be given by the appropriate authorities for the design and for the structure. Approval of one does not imply approval of the other. Approval for the structure is conditional upon satisfactory inspection on site. In either case, four copies of plans with structural calculations must be submitted to Show Management, for distribution to the Authorities. Exhibitors are reminded that they must satisfy Show Management that the erection and demolition of the booths can be safely carried out within the allotted time. Any Exhibitor or his contractor wishing to use scaffolding, mobile cranes, or hoists, which would encroach, on aisles or other sites, must first obtain permission from Show Management. Scaffolding and/or other equipment must not block adjacent aisles nor prevent nor hold up work on other booths. Show Management reserves the right to restrict the area of scaffolding or plant and limit the times during which it shall remain in the Hall. No part of any booth or exhibit, including fascia, signs, lighting, corner posts or other fittings shall project into any aisle or obscure any fire or exit signs. For additional clarification refer to the EXHIBIT CONSTRUCTION & DESIGN SPECIFICATIONS within this section of the Manual.
- III. **STANDARD BOOTH**

One or more (10x10) standard units in a straight line. Exhibit fixtures, components, and identification signs will be permitted to a maximum height of 10', if both sides of the booth are finished out and not obtrusive in nature. Product may extend to the 10' height limit only if the portions of the booth above the 8'3" drupe line is finished out. Absolutely no product may extend above the 10' limit. No graphics may be applied to the back of an exhibit, which is higher than the 8'3" drupe line. The General Services Contractor will set the back wall drupe no higher than 8'3"; side rails may extend 5' from the back wall. The remainder of the side rail must be only 48" high. (For 8'x10" booths, side walls may extend 4' from the back wall.) No graphics may be applied to the back of an exhibit that is higher than the 8'3" drupe line.
- IV. **PERIMETER WALL BOOTH**

One or more (10x10) standard units in a straight line located on the outer-perimeter wall of the exhibit floor. Exhibit fixtures, components, and identification signs will be permitted to a maximum height of 12' in perimeter wall booths. Side rails may extend 5' from the back wall. The remainder of the side rail must be only 48" high. (For 8'x10" booths, side walls may extend 4' from the back wall.)
- V. **PENINSULA BOOTH**

Four (10x10) standard units back to back with an aisle on three sides. Exhibit fixtures, components, and identification signs will be permitted to a maximum height of 16' in peninsula booths. Exhibitors who have an island (defined as booths with aisles on all sides and no other Exhibitor with connecting booths) have a 16' height restriction.
- VI. **ISLAND BOOTHS**

Four or more (10x10) standard units back to back with an aisle on four sides. Exhibit fixtures, components, and identification signs will be permitted to a maximum height of 16' in islands booths.
- VII. **Contractors**

To ensure orderly and efficient installation, operations, and removal of the displays, and to eliminate confusion by the presence of unknown or unqualified firms, Show Management has designated certain firms as the Official Service Contractors. As such, Show Management holds these firms responsible for quality service, fair prices, and is prepared to intercede on behalf of an exhibitor in the event of faulty work or unfair charges. We urge you to place your orders with these firms unless you have a permanent arrangement with a display house to handle your exhibit. If you are planning to use an outside contractor

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to set and dismantle your exhibit, you must submit the request in writing to Show Management and list the names of all company representatives working in the exhibit area at least 14 days in advance. Only full-time exhibit house personnel will be allowed on the floor of the exhibit. Upon arrival at the Show, exhibit house personnel will check in with Show Management or their selected agents to present their credentials and receive permission to work on the floor. Exhibitors, their agents, or contractors must satisfy themselves on the first set-up day that the site conforms to the dimensions shown on their accepted Reservation for Space, and bears the number officially notified.

VIII. Erection of Booths

Days will be allowed for the erection of booths and exhibits. However, in the interests of the Show, Show Management may in exceptional cases request the erection of particular booths on days and at times to be specified by them. Exhibitors should hire approved labor through the General Contractors, but never hire casual labor on site as this may lead to a serious dispute. In the interests of the Show, Show Management will take all necessary steps to secure observation of these Arrangements. It is, however, the responsibility of Exhibitors to observe this Regulation by their own Contractors, and they are reminded that any breach of this Regulation may have extremely serious consequences in claims for damages. Show Management will specify special times and entry gates, but immediate access may not be possible. Unless otherwise informed, the Exhibitor, agents, employees and contractors may enter the Show premises for the purpose of erecting his booth and preparing his exhibits during the build up period of the Show. No exhibitors will be allowed in the hall after 6:00 p.m. on the day prior to the show opening. All ladders, trestles, toolboxes, packaging, or other material must be removed from the hall and the booths finished with set by 8:00 pm prior to the day of the show. This is to allow all aisles to be swept and, where necessary, carpets laid, prior to the show opening. The Exhibitor undertakes that his site or booth will be ready, occupied, and all exhibits (other than those that are small and have special value) installed and arranged thereon for display and all arrangements, in connection therewith completed by 8:00 pm on the day prior to the show. It is the responsibility of each Exhibitor to see that all general trash is taken away from his booth by 10:30 am on the day of the show opening. It should be made clear the responsibility of all contractors to remove their own materials, equipment and rubbish from the facility and outside areas, and the Exhibitor should ensure that they fulfill these obligations. General trash must be cleared daily and not allowed to accumulate.

IX. Obstruction of Booth and Aisles

Exhibitors, their agents, or contractors must not erect or place any scaffolding, trestles, cranes, hoists, or other equipment or materials which will impede, delay, or stop work on any other site. It is also the responsibility of the Exhibitor and his agents and employees to keep all such aisles clear of materials, packing cases, rubbish, and equipment. Show Management reserves the right to remove or have removed anything causing an obstruction in contravention of this Regulation and to charge the person responsible for the cost of so doing without prejudice to any claim for damages, which Show Management or any other persons may have by reason of such obstruction. Traps and other service openings in floors must be left accessible to the Center at all times, and where sited under booths, provision must be made for free access. Fire alarms, hydrants, exit signs, etc. must not be masked or obstructed.

X. Floor Loading

The attention of Exhibitors is very specially drawn to the facts that under no circumstances are the permissible floor loadings as indicated on the loading diagrams to be exceeded. In order to meet these conditions, loads must be distributed where necessary, and this is the sole responsibility of individual Exhibitors. Any consequential damage resulting from failure to comply with this condition is also the sole responsibility of the Exhibitor. The Organizer reserves the right to refuse accommodation for any exhibit the weight or character of that, in the opinion of the Organizer and/or the Center, is unsuitable for the site allocated to the Exhibitor.

XI. Electrical Installations

All electric current whether for light or power, must be obtained from the Electrical Service Contractor. An official electrical contractor will be appointed for the Show and this Contractor will install all normal show fittings at agreed standard prices and submit estimates to Exhibitors for any power installations and

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special items not covered by the Schedule of Agreed Prices. Each Exhibitor will be advised of the name of the Contractor responsible for the section wherein his booth is situated, and will be supplied with an order form. The installation shall be carried out in accordance with the Regulations of the Authorities. No person other than an electrical contractor or a member of his staff shall be allowed to add to, alter, or in any way interfere with the installations on a booth, and no person other than a member of the Authority's staff shall make any connection to or interfere with the main distribution systems and service boxes. The Authorities reserve the right, through their engineer, to refuse to connect any booth, which does not comply with the Regulations of the competent Authorities and their engineers, or representatives, who shall have the right to examine all the electric wiring, lamps, motors, and accessories on any booth.

XII. Piped Services and Compressed Gases

The installation of water, waste, and compressed air to booths and the installation of the appliances connected thereto shall conform to the regulations and bylaws of the relevant authorities. Discharge of Noxious Waste, No paints, oils, spirits, chemicals, or other noxious substances shall be discharged into the drainage system. The cost of clearing or repairing the drainage system or making good any other damage, however caused, by such unauthorized discharges shall be met by the exhibitor as dilapidation.

XIII. Helium

NO helium-filled balloons, stationary or not, will be allowed in the hall.

DEMONSTRATIONS:

An Exhibitor wishing to carry out demonstrations in his booth must obtain prior written consent from Show Management, giving details of the intended demonstration. All efforts to advertise, promote sales, and operate exhibits must be conducted so as not to cause any annoyance or inconvenience to other exhibitors and visitors. The following are prohibited: solicitations (in person or by any sound process) above the ordinary speaking tone of voice; any practice resulting in complaint from an exhibitor or visitor which, in the opinion of Show Management, exposes them to annoyance or danger.

XIV. Fumes, Exhaust and Smoke

Any exhibit or process, which generates noxious or toxic fumes, exhausts or smoke of any kind, shall be so arranged as to have an effective exhaust system to the outside atmosphere. Booths containing such exhibits or processes shall erect the exhaust system with fans as necessary and external cowls or diffusers shall be to the satisfaction of the Center and the Authorities. The erection and support of such a system shall be independent of the building structure and fabric. The use of compressors, sprayers, auto trucks, and similar plant powered by internal combustion engines is prohibited during periods when the public is in the exhibit halls. Demonstrations by internal combustion engines fueled by LPG will be considered on receipt of full information as to the number of demonstrations and their duration. Such application will be submitted to the Authorities for approval and no such demonstrations will be permitted until this approval has been obtained in writing. During such demonstrations and during periods when any internal combustion engine is in use during the build-up or breakdown period, such vehicles and plant shall be fitted with a proper fire extinguisher.

XV. Boilers, Stoves and Furnaces, etc.

Where boilers, stoves, furnaces, and similar equipment are installed in working conditions in booths, the necessary precautions shall be taken against the transmission of heat to any combustible part of the booth including the downward transmission of heat to the floor of the Halls. A suitable non-combustible insulating material shall be inserted between the heat source and the surrounding booth fittings and other structure.

XVI. Protection to the Public

All running machinery and other working apparatus shall be efficiently guarded to the satisfaction of the Authorities to prevent injury to persons, and similar provisions shall be made in the vicinity of mechanical attractions of any sort.

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THE SHOW:

XVII. Photographic Rights

Photographic rights in the Show are reserved to Show Management who will appoint Official Photographers to carry out any photographic work required by the Exhibitor.

XVIII. Building Regulations

It is understood that Exhibitors shall neither injure, nor mar, nor in any manner deface the premises. Exhibitors will not be permitted to drive nails, hooks, tacks or screws into any part of the building, put up decorations or adhesives that would deface the premises. All curtains, draperies, and decorations made from textiles of combustible fibers or other flammable materials must be flame proofed in the manner approved by Federal, State and City Laws.

XIX. Care of the Facility

Exhibitor shall promptly pay for any and all damages to the Exhibit Facility or associated facilities, booth equipment or the property of others caused by the Exhibitor or any of its employees, agents, contractors or representatives.

XX. Display Dimensions

The Organizer has adopted the Nielsen Guidelines for Display Rules and Regulation. These Guidelines are included in this section. Additionally, any unfinished and exposed portion of an exhibit must be made presentable prior to show opening at the expense of the Exhibitor.

XXI. Booth Carpet and Drape

The exhibit hall booth is NOT carpeted. All exhibits must have carpet or floor covering. The organizer will establish the show colors and provide a service contractor who will provide carpet for a fee if the Exhibitor chooses to order carpet. Exhibitor may not order drape that is different from the original show colors without obtaining written permission from show management.

XXII. Dismantling of Exhibits

It is expressly forbidden for Exhibitors to dismantle or pack any portion of their exhibit booth prior to the official closing of the show. Violations may result in the loss of show points and participation in future shows.

XXIII. Sound Devices

The use of devices for mechanical reproduction of sound or music is permitted, but must be controlled. Sound of any kind must not be projected outside of the exhibit booth. Exhibitors are specifically prohibited from employing any carnival-type attraction, animal or human, or from operating such noise-creating devices as bells, horns or megaphones.

XXIV. Music Performances

Sound or music within a booth is permitted, but must be controlled to a reasonable level, and sound of any kind must not be projected outside the confines of the exhibit booth. Show Management may, in its sole and absolute discretion, withdraw its consent at any time, if sound is in violation of this rule, in which event Exhibitor shall terminate such activity forthwith. If applicable, all live musical performances and all uses of recorded music (such as records, tapes, compact disks or video tapes with either features or background music) must be licensed by the American Society of Composers, Authors & Publishers (ASCAP), Broadcast Music, Inc. (BMI), SESAC and any other agency responsible for licensing the music so performed. Exhibitors must obtain licenses and pay appropriate fees to ASCAP and BMI before broadcasting music in conjunction with this event. Costumed personnel must be appropriately clad and must remain within the Exhibitor's booth space except when necessarily arriving and leaving the booth or exhibit area.

XXV. Rejected Displays

The Exhibitor agrees that their exhibit shall be admitted and shall remain from day to day solely on strict compliance with the rules herein laid down. The Organizer reserves the right to reject, eject or prohibit any exhibit in whole or in part, or any Exhibitor or his representatives, with or without giving cause. If cause is not given, liability shall not exceed the return to the Exhibitor of the amount of rental unearned at

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the time of ejection. If an exhibit or Exhibitor is ejected for violation of these rules or for any other stated reason, no return of rental shall be made.

XXVI. Character of Displays

Distribution of samples and printed matter of any kind, and any promotional material, is restricted to the confines of the exhibit booth. No noisemakers or anything not in keeping with the character and high standards of the Organizer may be distributed or utilized by any Exhibitor in the exhibit area.

XXVII. Contractor Services / Exhibitor Appointed Contractors

In the interest of making available qualified craftsmen in numbers sufficient to handle all of the services necessary for the operation of the Event, Nielsen Business Media has contracted on an exclusive basis official contractors to provide certain services. Service companies other than the official contractors will not be allowed to perform any of these exclusive services. Exhibitor Appointed Contractors (EAC) may perform non-exclusive services within certain guidelines. A complete listing of exclusive services and EAC guidelines is provided in this Exhibitor Service Manual. The Organizer shall require written notification from any Exhibitor using services of a company other than the official contractor. This notification should include the name and address of the contractor, name of the supervisor to be in attendance, a certificate of insurance and a statement that the contractor will comply with all rules and regulations of the exhibition including observance of local labor rules. This information must be provided to the Organizer at least 14 days in advance of the first day of move-in.

XXVIII. Labor

Exhibitors must comply with union work rules. Trade show union labor may be ordered through the official show service contractors.

XXIX. Exhibitor Service Manual

Nielsen Business Media will place an Exhibitor Service Manual on the official Training 2010 Conference & Expo website at www.trainingconference.com. The Exhibitor Service Manual will include information integral to participation at the Event, including but not limited to: additional Exhibitor rules and regulations, official contractor order forms, registration, shipping and drayage, utilities and building services, Exhibitor display rules, and move-in, move-out schedules.

XXX. Fire and Safety Laws

Federal, State and City Laws must be strictly observed. Cloth decorations must be flameproof. Wiring must comply with fire department's and underwriters rules. Smoking in exhibits is forbidden. Crowding will be restricted. Exhibits cannot block aisles and fire exits. No decorations of paper, pine boughs, leafy decorations or tree branches are allowed. Storage of flammable materials in the Exhibitor's booth or behind the Exhibitor back wall is strictly forbidden. A full listing of these fire and safety regulations will be found in the Exhibitor Service Manual.

XXXI. Exhibit Space Occupancy

Hours and dates for installing, occupying and dismantling exhibits shall be those specified by Organizer. If Exhibitor fails to install its display in its assigned space by 10:30 am on the day of the exhibit opening or leaves its space unattended during the Event hours, Organizer shall have the right to take possession of the space and no refund will be due to the Exhibitor. All exhibits must be open for business during the Event hours. Exhibitor may not dismantle the display until the Organizer officially closes the Event.

XXXII. Multiple-Story Exhibits

Any Exhibitor contemplating a multiple-story exhibit must notify the Organizer prior to booth assignment to discuss legalities and they must adhere to federal, state, city and facility and fire and safety laws.

XXXIII. Outside Exhibits/Hospitality Suites

Exhibitors are prohibited, without express written approval from Nielsen Business Media, from displaying products/services and/or other advertising material in areas outside their booth space such as, but not limited to, parking lots, hotel lobbies, lounges, corridors, sleeping rooms, etc., as well as unauthorized facility tours. Exhibitors also agree not to operate hospitality suites during hours in which the Event is

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open or when any Organizer-sponsored activities are being held. Exhibitors hosting hospitality functions are prohibited from holding those activities during official Event hours. Only Exhibitors paying the Event participation fee are permitted to host a hospitality function, in an official Event hotel. All requests for a hospitality suite or public function space must be made through Nielsen Business Media. If an Exhibitor cancels or fails to occupy the exhibit space during official Event hours, Nielsen Business Media reserves the right to notify the hotel to cancel any hospitality space and/or hotel guest rooms under that Exhibitor's name. Exhibitor shall remain liable for the payments made to the hotel.

DELIVERY AND REMOVAL OF GOODS:

XXXIV. Delivery of Exhibits

Wherever possible every facility will be given to trucks, vans, or other conveyances to unload at the site, but Show Management reserves the right to specify the times and places or require the moving of any vehicle at any time in the interests of the Show. Exhibitors should arrange with their Contractors for exhibits to be unloaded and conveyed to the site. As cartage and labor are not available on demand, Exhibitors should ensure that arrangements have been made in advance for unloading vehicles. Entry for heavy or otherwise awkward loads should be arranged with Show Management at least 30 days in advance. Drivers for Exhibitor and Contractor's trucks shall ascertain whether there is sufficient headroom and clearance before entering into any covered passageway, and the Exhibitor concerned shall instruct them to this effect. Where loading gauges are provided drivers shall ascertain that their load height is not excessive before proceeding. Drivers shall be instructed that on entering the Authorities' property they shall obey the instructions of the traffic superintendent.

XXXV. Dismantling

Once Organizers tenancy of the Show premises terminates, all exhibits and other property of the Exhibitor, his agents, employees, and contractors must be removed from the Show premises, and Show Management shall be entitled if, in their reasonable opinion, the Exhibitor will be unable for any reason to comply with this condition, to remove and dispatch such exhibits and property at the risk and expense of the Exhibitor to the address of the Exhibitor stated on the Contract. After the show closes on the last day, and the aisle carpeting has been removed, Exhibitors will be permitted to remove portable exhibits and personal effects from their booths under the supervision of authorized members of their staff and in accordance with Union rules. Exhibitors, their agents, or contractors, are responsible for the complete removal from the Center and outside areas of all goods and materials used by them, together with all rubbish. Wires, ropes, etc. used for suspension must be removed. Should any Exhibitor, agent or contractor, fail to remove any exhibit; booth wires; ropes; or any rubbish within the time stipulated, then the Exhibitor shall indemnify Show Management in respect of any claim thereby occasioned for failure to give possession of any part of the Center on the due date, and Show Management shall be entitled but not obliged to remove such materials as they consider best at the cost of the Exhibitor, who shall be liable for all loss and costs thereby occasioned. Show Management reserves the right to specify the time at which individual booths and exhibits shall be removed. Notwithstanding instructions issued specifically for the closing night of the Show, the security of exhibits, booths, furniture, etc. during the remaining days of the demolition period is wholly the responsibility of the Exhibitor, his agent, or contractor and Organizers will not be responsible for any losses that occur.

XXXVI. Dilapidations

Exhibitors are responsible for the cost of making good, restoring or renewing in all cases of serious damage or dilapidation to the Center or any part thereof, whether caused by themselves, their agents or contractors, or by any person or persons employed or engaged on their behalf by any such agent or contractor. Exhibitors occupying rental booths are also responsible for the cost of making good, restoring or renewing any damage or dilapidation to structures, floor covering, light fittings, or any part thereof, whether caused by themselves, their agents or contractors or by any person or persons employed or engaged on their behalf by any such agent or contractor. The cost of making good any damage will be assessed by the general contractor and charged to the Exhibitor. Show Management, in conjunction with the Center, will inspect every site before erection and after demolition of the booth. Dilapidations include (by way of example only) marks caused by paint, distemper, mortar, or any other adhesive substance,

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bolt, screw or nail holes; battens, boarding, or any other material or substance attached or adhered to the walls, floors, or any parts of the building; loose wire or other things left behind. The cost of making good will be assessed by the Center and charged to the Exhibitor by Show Management. In their own interests Exhibitors should satisfy themselves as to the condition of their site, both before erection and after clearance.