

Upon acceptance of the contract, the Exhibitor shall be bound by the rules and regulations set forth herein and by such amendments or additional rules and regulations, which may be established by EXHIBITOR2009. References to EXHIBITOR2009 herein shall be deemed to include the producer, the advisory committees, and the managing directors of the trade show and any duly authorized representative, agent or employee of the foregoing.

**A. Eligibility to Exhibit** – All manufacturers or suppliers of a product or service used in the planning or production of a corporate exhibit program and/or corporate events. All Exhibitors must be legal entities and in good standing with EXHIBITOR shows and EXHIBITOR Magazine Group. Contracted exhibitors only are permitted to rent meeting rooms on a space-available basis.

**B. Products and Services to be Exhibited** – No Exhibitor shall exhibit, or permit to be exhibited in the space allotted to him any goods or services other than those specified on the application when approved by EXHIBITOR2009, nor shall the Exhibitor permit to be exhibited therein, displays, literature or advertising of any sort bearing any name or form of advertisement other than his own. Retail sales are not permitted except by separate contractual agreement.

**C. Space Usage and Allocation** – The space applied for is to be used solely for the Exhibitor whose name appears on the application, and it is agreed that the applicant will not assign, sublet, or apportion the whole or any part of the space or meeting room allotted. Exhibitor may not exhibit, offer for sale, give as premium, or advertise articles not manufactured or sold in their name, except where such articles are required for the proper demonstration or operation of exhibitor's display, in which case identification of such articles shall be limited to the regular nameplate, imprint, or other identification which in standard practice appears normally on them. Exhibitor may not permit these non-exhibiting companies' representatives in their booth. Rulings of the Managing Directors shall in all instances be final with regard to use of any exhibit space. Furthermore, the Exhibitor agrees that the Managing Director has sole authority over the assignment of exhibit space and may be required to change the exhibitors confirmed exhibit space in order to accommodate the needs of the show. In the event the exhibitor's booth number is changed, the Managing Director will notify the exhibitor.

**D. Payment and Cancellation of Exhibit Space** – Applicant agrees to pay \$37.00 per sq.ft. rental fee for the exhibit space payable in U.S. funds. Applications received before August 22, 2008 must include a 25% non-refundable deposit. Applications received after August 22, 2008 must include a 50% deposit. Final payments are due December 19, 2008. Applications received after December 19, 2008 must include full payment. Your check must accompany the contract and be made payable to: EXHIBITOR2009. Upon acceptance of this application by EXHIBITOR2009, it shall be a legally binding contract between the Exhibitor and EXHIBITOR2009. Refunds will not be issued under any circumstances, regardless of the date of cancellation, unless EXHIBITOR2009 cancels the contract for reasons other than non-payment by the exhibitor. EXHIBITOR2009 will be entitled to retain or collect 100% of the Exhibitor's total contract obligation. The acceptance by EXHIBITOR2009 or the Managing Director of a deposit with an application does not in any way constitute acceptance of the application or a grant of permission to exhibit. If an application is denied, a full refund of the deposit will be made promptly. The

applicant agrees that in the event space of greater square footage is selected, assigned or allotted to it at its request or with its consent, it will pay the additional amount required promptly upon receipt of notice to that effect; and, if space of less square footage is assigned, it will accept a refund based upon the reduced square footage, provided show management is advised of the request to reduce space prior to December 19, 2008. Exhibitors requesting an increase or reduction in square footage are subject to booth relocation. Failure to make payments when due or pay the balance due on or before December 19, 2008 can result in the reassignment of your booth location or cancellation of the contract.

**E. Standard Booth Equipment** – Includes a drape 8' high along the back line with side rails 33" high and 9" x 44" I.D. sign showing firm name. Width of all spaces shown on the official floor plan is from center of side rails and depth is overall measurement from face of the front post to back of rear post. All contracted exhibit space is required to have carpeting or other flooring supplied by the exhibitor.

**F. Rules & Regulations and Display Construction Guidelines** – Exhibitors agree to abide by and conform to the Display Construction Guidelines and Rules and Regulations set forth by EXHIBITOR2009. The Exhibitor acknowledges these rules and guidelines are hereby made part of this exhibit space contract.

**G. Multi-Story Exhibit Regulations** – Exhibitors agree to abide by and conform to the Multi-Story Exhibit Construction Guidelines.

**H. Contests, Promotions, Models and Literature Distribution** – Exhibitors agree to abide by and conform to the applicable Rules & Regulations outlined.

**I. Fire Regulations** – Exhibitors agree to adhere to the Fire Regulations outlined in the Rules & Regulations.

**J. Installation of Exhibits** – Installation of exhibits may begin on Friday, March 20, 2009. Crates must be removed and installation complete by 6:00 PM Sunday, March 22, 2009. No freight will be accepted after 12 Noon Sunday, March 22, 2009. All shipments must be prepaid.

**K. Dismantling of Exhibits** – Dismantling of exhibits may begin at 3:30 PM, Wed., March 26, 2009 and must be completed by 12 Noon, Fri., March 28, 2009. No Exhibitor shall have the right prior to the closing of the Show to pack or remove articles on exhibit without the permission and approval in writing of EXHIBITOR2009. The Exhibitor agrees that EXHIBITOR2009 and the Managing Director shall, without incurring any liability for damage or loss, have the right to dismantle and pack any property of any Exhibitor who has failed to do so in the time allotted, or to order such work done at the sole expense of the Exhibitor. The Exhibitor further agrees that the Managing Director, at its sole discretion, shall have the right and authority to clear from the premises any exhibit material or other property of the Exhibitor for which sufficient shipping arrangements have not been made, to designate carriers for its return, to send it to public or private storage, or to otherwise dispose of it,

without incurring any liability therefore, and all costs of such removal, return, storage and other disposition shall be charged to and promptly paid by the Exhibitor.

**L. Badges and Exhibit Personnel** – Admission will be by Exhibitor badge only. Identification badges are not transferable. The Exhibitor shall have an authorized representative present at the Show throughout all exhibit periods and during the installation and dismantling of his exhibit. The name of the authorized representative shall be furnished to EXHIBITOR2009 not less than (60) sixty days before the opening date of the Show. Exhibitors may forfeit participation in future EXHIBITOR2009s if Exhibitor badges are transferred or ordered for attendees or customers not scheduled to work in the exhibitor's booth.

**M. Union Labor and Work Agreements** – The Exhibitor hereby agrees to abide by all agreements made between the unions, EXHIBITOR2009, its agents and Mandalay Bay pertaining to the use of union labor while in Mandalay Bay.

**N. Use of an Exhibitor Appointed Contractor (EAC)** – The Exhibitor hereby agrees not to contract for, nor to use, any services in connection with its exhibit within Mandalay Bay except such as shall be made available or approved by EXHIBITOR2009 not less than thirty (30) days before the opening date of the Show. The Exhibitor shall supply to EXHIBITOR2009 the names of any persons or organizations other than those designated as official contractors in the Exhibitor Guide & Service Manual, who are proposed for the performance of any services for the exhibitor, and EXHIBITOR2009 will promptly notify Exhibitor of its approval or disapproval of such selections. All non-official contractors, referred to as Exhibitor appointed contractors (EAC), must submit their Certificate of Insurance to The Managing Directors thirty (30) days prior to the event and agree to abide by the Rules and Regulations of the Exposition. Admission to the Show floor will be denied if a Certificate of Insurance is not on file. All EAC personnel must wear badges provided by The Managing Directors.

**O. Direct Sales** – EXHIBITOR2009 is for educational and informational purposes. No retail sales are allowed within the exhibit area at any time, except by separate contractual agreement, but orders may be taken for future delivery.

**P. Social Functions/Suitcasing/Outboarding** – Contracted exhibitors may conduct social functions in public areas of Mandalay Bay, which do not conflict with scheduled programs or activities of EXHIBITOR2009. No exhibitor shall conduct or sponsor during published Show or Seminar hours any banquet, breakfast, luncheon, party or other function for attendees, or for those who have been invited to attend EXHIBITOR2009, without the written approval of EXHIBITOR2009. EXHIBITOR2009 has a suitcasing and outboarding policy whereby exhibitors and non-exhibitors who solicit in the aisles, or anywhere else on the property outside the exhibit hall, or support any event within the venue that is hosted by a non-exhibiting supplier, may be subject to penalties that include cancellation/closure of their exhibit space from EXHIBITOR2009 without refund, loss of space selection priority points and may have their application for space denied for two (2)

years from the year of the infraction. Non-exhibitors will be asked to leave EXHIBITOR2009, without refund of any monies paid, and will not be allowed to attend the event for two (2) years from the year of the infraction.

**Q. Age Limitation** – Due to insurance liabilities no child 17 years of age or under will be permitted on the Show floor at any time regardless of affiliation or circumstances. This rule applies to exhibitors as well as attendees.

**R. Liability and Security** – Exhibitor assumes responsibility and agrees to indemnify and defend EXHIBITOR2009, the Managing Directors, Mandalay Bay Resort & Casino, Mandalay Resort Group, and their respective subsidiaries and affiliates, owners, shareholders, directors, officers, employees, agents, representatives and successors from any claims or expenses arising out of the use of the exhibition premises. EXHIBITOR2009, the Managing Directors and the Mandalay Bay Resort & Casino shall not be liable for, and are hereby released from, any claims, liabilities, losses, damages, costs or expenses relating to or arising out of any injury to any personnel of Exhibitor or to any other person or any loss of or damage to any property of Exhibitor or any other property where such injury, loss or damage is incident to, arises out of, or is in any way connected with exhibitor's participation in EXHIBITOR2009, and the Exhibitor shall be responsible for any such injury, loss or damage, or any expenses relating thereto, and the Exhibitor hereby agrees to protect, indemnify, hold harmless and defend EXHIBITOR2009, the Managing Directors, Mandalay Bay Resort & Casino and their respective owners, shareholders, directors, officers, employees, agents, representatives and successors, subsidiaries, affiliates, against all such claims, liabilities, losses, damages, costs and expenses, including reasonable attorney's fees and costs of litigation; provided that the foregoing shall not apply to injury, loss or damage caused by or resulting from the sole negligence of EXHIBITOR2009, the Managing Directors, Mandalay Bay Resort & Casino, and their respective subsidiaries, affiliates, shareholders owners, directors, officers, employees, agents or representatives. In addition to the foregoing, the Exhibitor agrees that it will make no claim of any kind against EXHIBITOR2009, the Managing Directors, Mandalay Bay Resort & Casino and their respective owners, subsidiaries, affiliates, shareholders, directors, officers, employees, agents, representatives or successors for any injury, loss, cost or damage of any nature or character whatsoever, including, without limiting the foregoing, any claim for damage to the exhibitor's business by reason of the failure to hold the Show or to provide space for any exhibit or the removal of the exhibit, or for any action of EXHIBITOR2009, the Managing Directors, Mandalay Bay Resort & Casino and their respective subsidiaries, affiliates, shareholders, owners, directors, officers, employees, agents or representatives in relation to the exhibit, the Exhibitor or the Show.

**S. Cancellation of the Exposition** – Should any contingency interrupt or prevent the holding of EXHIBITOR2009, EXHIBITOR2009 will return such portion of the amount paid for space as may be determined to be equitable by EXHIBITOR2009 after deduction of such amounts as may be necessary to cover expenses incurred by EXHIBITOR2009 in connection with the Show. If for any reason, EXHIBITOR2009 determines that the location of the Show should be changed or the dates of the Show postponed, no refund will be made

but EXHIBITOR2009 shall assign to the exhibitor, in lieu of the original space, such other space as EXHIBITOR2009 deems appropriate and the Exhibitor agrees to use such space under the same rules and regulations. EXHIBITOR2009 shall not be financially liable or otherwise obligated in the event the Show is canceled, postponed or relocated except as provided herein.

**T. Authority of EXHIBITOR2009 and the Managing Directors** – EXHIBITOR2009 shall have power to adopt and enforce all show attendance rules and regulations with respect to the kind, nature and eligibility of exhibitors adopted by it or set forth herein. EXHIBITOR2009 has appointed the Managing Directors to act as their duly authorized agent and to enforce all rules and regulations. Their decision on such matters as may be referred to them shall be final.

**U. Live Music, Photographs, Intellectual Property Rights and Other Copyrighted Material** – Each Exhibitor is responsible for obtaining all necessary licenses and permits to use live music, photographs or other copyrighted material in exhibitor's booth or display. No Exhibitor will be permitted to play, broadcast or have performed any live music or use any other copyrighted material, such as photographs or other artistic works, without first presenting to EXHIBITOR2009 proof satisfactory that the Exhibitor has, or does not need, a license to use such live music or copyrighted material. EXHIBITOR2009 reserves the right to remove from the exhibit hall all or any part of any booth or display which incorporates live music, photographs or other copyrighted or trademarked material and for which the Exhibitor fails to produce proof that the Exhibitor holds all required licenses. The Exhibitor shall remain liable for and shall indemnify and hold EXHIBITOR2009, their agents and employees, harmless from all loss, cost, claims, causes of action, suits, damages, liability, expenses and costs, including reasonable attorney's fees, arising from or out of any violation or infringement (or claimed violation or infringement) by exhibitor, exhibitor's agents or employees of any patent, copyright or trade secret rights or privileges.

**V. Defaults** – If the Exhibitor is in default of payment, access to the Exhibitor Guide & Services Manual, Exhibitor registration, Exhibitor listings, etc., will be denied until the account is brought current. If the Exhibitor is a party to other contracts with the Producer, including but not limited to contracts for exhibit space, advertising space or direct marketing services, and the Exhibitor fails to make any payment when due under this or any other contract (hereinafter the "Defaulted Contract"), the Producer may, in its sole discretion and without prior notice to the exhibitor, reapply any or all funds paid by the Exhibitor under any contract with the Producer to the payment due on the Defaulted Contract and, in such event, the Producer shall promptly notify the Exhibitor of such application. In the event that such reapplication shall create default under a contract other than the Defaulted Contract, which default is not cured within 10 days after notice to the exhibitor, then the Producer may terminate that contract. In such event, all of the provisions set forth under the heading "Cancellation" shall apply. In the event that it shall be necessary for Producer to bring suit to enforce any of its rights hereunder, Producer shall be entitled to recover all costs of such suits, including reasonable attorney's fees.

**W. Insurance** – EXHIBITOR2009 requires that each Exhibitor maintain general public liability insurance against claims for personal injury, death or property damage incident to, arising out of or in any way connected with the exhibitor's participation in the exhibition, in an amount of not less than one million dollars (\$1,000,000) for personal injury, death or property damage in any one occurrence. Such insurance maintained by the Exhibitor must be issued by an insurance company reasonably acceptable with an A.M. Best rating A–or higher to the Managing Director, and should include coverage of the indemnification obligations of the Exhibitor under these rules and regulations, and shall name EXHIBITOR2009 and the Managing Directors and Mandalay Bay Resort & Casino as additional insureds on the general liability policy. Each Exhibitor is required to carry workers compensation coverage protecting employees in accordance with the laws of the State of Nevada. Each Exhibitor acknowledges that it is responsible for obtaining, for its protection and entirely at its expense, such property insurance for its exhibit and display materials, as the Exhibitor deems appropriate. The Exhibitor understands that neither EXHIBITOR2009, the Managing Directors, nor the Mandalay Bay Resort & Casino maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance. Any policy providing such property insurance must contain an express waiver by the exhibitor's insurance company of any right of subrogation as to any claims against EXHIBITOR2009, the Managing Directors and Mandalay Bay Resort & Casino.

**X. Sound Amplifying, Reproducing Equipment** – Exhibitors agree to the policy set forth in the Rules & Regulations and Display Construction Guidelines.

**ADA Compliance**

(American with Disabilities Act)

Exhibitors are expected to comply with regulations to make their booths and displays accessible to the physically challenged. Violations of the ADA can result in serious civil damage awards: \$50,000 for the first violation and \$100,000 for subsequent violations. The Exhibitor agrees to indemnify and hold harmless EXHIBITOR2008 for any claims arising out of or in connection with the exhibitor's failure to make their display comply with the ADA.

**Aisles**

All aisle space belongs to the Exhibition. No exhibit, lighting, truss, or advertising will be allowed to extend beyond the space assigned to the exhibitor. Any demonstration or activity which results in the obstruction of aisles or prevents ready access to neighboring exhibitors' booths shall be suspended for any period specified by the Managing Directors.

**Badges and Exhibit Personnel**

Admission will be by the official Show badge only. Identification badges are not transferable. The Exhibitor shall have an authorized representative present at the Show throughout all exhibit periods and during the installation and dismantling of their exhibit. The name of the authorized representative shall be furnished to the Managing Directors not less than 60 days before the opening date of the Show.

**Balloons**

The use or display of helium filled balloons smaller than 36 inches is prohibited. Large helium-filled balloons, such as advertising balloons, may be used only if they are securely anchored to the exhibit. Note: prior approval must be obtained from the Managing Directors not less than sixty (60) days before the opening date of the Show.

**Contests, Promotions, Models and Literature Distribution**

The Exhibitor shall not permit exhibitions, raffles, donations or other promotional measures that require guests to be present at a specific location and time, and all unusual promotional plans must be approved by the Managing Directors no later than sixty (60) days prior to the Show. Catalogs, souvenirs, literature, printed matter or any other items to be distributed at the Show are subject to approval by the Managing Directors. Any material not approved by the Managing Directors shall not be distributed. Uniformed attendants, models and other employees must be dressed in good taste and remain in spaces occupied by their employers, including robots. Any and all distribution of literature must be made from the exhibitor's rented booth space. Furthermore, exhibiting trade publishers are prohibited from soliciting advertising in the Show aisles. They may distribute their own trade publications from their rented booth space, but no automatic distribution is to be made to the individual booths of exhibitors.

**Damage To Property**

Exhibitors are responsible for damage to uncrated or improperly packed shipments, concealed damage, loss or theft of material after delivery to booth or before material is picked up for return movement. It is expressly understood that the Exhibitor will make no claim of any kind

against the Managing Directors for any loss, damage or destruction of goods, nor for any damage of any nature to this business by reason of the failure to provide space for any exhibit or the removal of the exhibit.

**Direct Sales**

The EXHIBITOR2009 is for educational and informational purposes. No retail sales are allowed within the Exhibit Hall at any time, except by separate contractual agreement, but orders may be taken for future delivery.

**Electrical Regulations**

All electrical wiring on booths or display fixtures must meet applicable codes. In any power distribution system, power fluctuations and/or failures, although extremely uncommon, can occur. The Managing Directors, the Mandalay Bay Convention Center or the Official Electrical Service Contractor cannot be responsible for such occurrences, when they are out of the control of the Managing Directors, the Mandalay Bay Convention Center or the Official Electrical Service Contractor. It is standard practice for many persons exhibiting equipment sensitive to voltage fluctuations, power surges and/or outages, to utilize surge protectors, line conditioners and/or battery backup systems to guard against these events.

**Exhibit and Display Rules & Regulations**

All standard booth displays will be confined to a maximum height of 8'3" (2.5m) and all display fixtures over 4' (1.22m) in height and placed within 10 lineal feet of an adjoining exhibit must be confined to that area of the exhibitor's space which is at least 5' (1.52m) from the aisle line. Island and peninsula displays are permitted to a height of 16' 6" (5m) when plans are submitted and approved by the Managing Directors at least thirty (30) days prior to the opening of the Show. All open or unfinished sides are to be covered at exhibitor's expense so as not to appear unsightly. The exhibit shall not obstruct the view of adjoining exhibits nor be operated in any manner objectionable to other exhibitors. All lighting within the exhibit must be arranged and operated so as not to be distracting to adjacent exhibits. The operation of videos, radios or other sound devices operated in an objectionable manner in the opinion of the Managing Directors shall be prohibited.

**Exhibitor Appointed Contractors (EAC's)**

See "Use of an Exhibitor Appointed Contractor"

**Fire Marshal Regulations**

All exhibit booths with solid covers and that exceeds 225 square feet in area, in a sprinklered building are required to contain approved internal automatic fire sprinklers. When determined by the Clark County Fire Department that temporary sprinkler installation is impractical, the following alternative protection may be allowed:

1. Install approved single station smoke detectors at the interior and exterior of each covered booth. The interior and exterior smoke detectors must be installed in accordance with manufacturer's instructions.
2. Provide an approved fire extinguisher (minimum 2-A: 10-BC rating) for each covered booth. Extinguisher should be mounted near exit door.

3. Provide 24-hour fire watch for all covered booths in accordance with the following:

- Fire watch must be completely trained in the use of portable fire extinguishers and 1-1/2" fire hose lines.
- Each fire watch must have radio communication with other fire watch personnel and a central control point.
- The central control point must have facilities to contact the fire department and any local security personnel.
- Fire watch personnel may not be utilized for other than fire watch duties.
- When multiple covered booths are used, the Clark County Fire Department shall determine the number of persons needed for fire watch.

4. All fully enclosed booths with enclosed rooms must have at least two (2) exits leading directly to the aisle. These booths must possess a smoke detector and fire extinguisher for each enclosed area. The Clark County Fire Marshal may require additional equipment.

5. If any exhibiting booths have multiple levels or room(s) with enclosures, visible notification must appear on the stairway(s) or outside the room. This notice must state the maximum occupancy permissible or total weight load allowable on the second story at one time. If the second story occupancy level allows more than ten (10) people at one time, a second stairway may be present.

6. All multi-level booths must be stamped by a certified structural engineer and must have two (2) means of egress from upper levels.

7. When a multi-level enclosed exhibit is used in a show, a self-contained automatic fire extinguishing system may be required upon review by the Clark County Fire Department.

Exhibit construction and decoration materials must be fire retardant and a certificate of flammability must be provided upon request of the Fire Prevention Officer. We suggest that you have a certificate of flammability on hand to prevent the need for possible on-site testing of your material. Crepe paper, corrugated paper, cardboard or other combustible materials which conflict with the Underwriter's Fire Prevention or Fire Department rules shall not be permitted.

**Food And Beverage Distribution**

Exhibitors shall not dispense or distribute any food, beverage or throwaway items not provided by the Mandalay Bay Convention Center without written approval of the Managing Directors and the Mandalay Bay Convention Center. Exhibitors are responsible for the prompt removal of bus trays from the Exhibit Hall. No trays are permitted in the public areas of the Show.

**Good Neighbor Policy**

Exhibitors are expected to minimize the noise level of sound amplifying, reproducing equipment. All unnecessary noise is prohibited.

The use of loudspeakers, sound projection equipment and any other sound augmenting devices in exhibit booths will be permitted only with the understanding that the volume is kept at a reasonable level and is not objectionable to surrounding exhibitors. Exhibitors planning to use "production numbers" are advised that prior approval must be obtained from Show Management (hei). Live bands may not be used.

Amplification equipment may be used only for recorded music leading to the introduction of product demonstrations, provided that the sound is not objectionable to other exhibitors. In all cases, Show Management's (hei) decision on any questionable noise level will be final and the Exhibitor agrees to abide by any such decision.

**Labor Regulations**

In order to conform to union contract rules and regulations, all exhibitors must use qualified union personnel to install and dismantle exhibits and to handle material in and out of the Show. The handling and placing or setting out of merchandise that is to be displayed does not require union labor and may be done by the Exhibitor with full time personnel. Exhibitors must carry company identification to prove full-time employment. Full-time employees of the exhibitor, age 18 and over, may set up and take down their own exhibits, with the use of hand tools, but forklifts or any other heavy equipment required, must be retained through and operated by the general service contractor. For a safe and efficient move in by all parties involved, the dock area will be under control of the Official Service Contractor. No exhibitors will be allowed to hand carry items through this area.

**Movement of Exhibit Materials**

Materials which can be hand-carried by an individual (such as portable exhibits, literature and sample products) may be brought through the entrance to the Show. However, hand carts, dollies or luggage carts may not be used by exhibitors or hotel bellmen to deliver materials to their booth. Movement of material requiring a cart is under the jurisdiction of the Service Contractor and must come over the dock area. For information on delivering material by private automobile or van, contact our official contractor or go to Exhibitor Service Center.

**Responsibility For Security**

The responsibility of security for each exhibit is that of the exhibitor. EXHIBITOR2009 will provide crowd-control admittance security. Neither EXHIBITOR2009, EXHIBITOR magazine, the Managing Directors (hei), the General Services Contractor nor the Mandalay Bay Resort & Casino will be responsible for the safety of exhibits against theft, fire, loss, accident or damage from any other cause, or for accidents to exhibitors, their employees or any other person in or about said premises, except where caused by sole negligence or misconduct on the part of EXHIBITOR magazine, the Managing Directors (hei), the Mandalay Bay Resort & Casino or the General Services Contractor.

\* Exhibitors are encouraged to budget and make security arrangements for sensitive or valuable items.

**Smoking**

Smoking is strictly prohibited within the Mandalay Bay Convention Center.

**Social Functions**

Exhibitors may conduct social functions in public areas of the Mandalay Bay Convention Center which do not conflict with scheduled programs or activities of the EXHIBITOR2009. No Exhibitor shall conduct or sponsor during published Show hours any banquet, breakfast, luncheon, party or other function for attendees, or those who have been invited to attend the EXHIBITOR2009, without the written approval of the Managing Directors.

**Sound Amplifying, Reproducing Equipment**

Exhibitors operating sound reproducing or sound amplifying equipment are required to operate in such a manner that a maximum 85 db reading on the "A" scale of a sound level meter may be read at the aisle(s) space adjacent to their booth or measured at a neighboring booth in an area bordering that of the sound equipment user.

The Managing Directors shall be the sole arbiter of acceptability of sound levels whether a sound meter is used or not, and may require reduction of sound level or elimination of sound reproducing devices in those instances where in violation of these standards or otherwise are objectionable. Exhibitors using sound amplification equipment are requested to have the equipment comply with Section 1910-95, Occupational Noise Exposure, page 22157 of the Department of Labor Occupational Safety and Health Administration rules and regulations pertaining to a standard eight (8) hour operating shift as appeared in the Wednesday, October 18, 1972 Federal Register.

**Union Labor And Work Agreements**

The Exhibitor hereby agrees to abide by all agreements made between the unions, the EXHIBITOR2009, its agents and the Mandalay Bay Convention Center pertaining to the use of union labor while in the Mandalay Bay Convention Center.

**Use Of An Exhibitor Appointed Contractor (EAC)**

The Exhibitor hereby agrees not to contract for, nor to use, any services in connection with its exhibit in the Mandalay Bay Convention Center except such as shall be made available or approved by the Managing Directors not less than 30 days before the opening date of the Show. The Exhibitor shall supply to the Managing Directors the names of any persons or organizations other than those designated as Official Contractors in the Exhibitor Guide & Service Manual, who are proposed for the performance of any service for the exhibitor, and the Managing Directors will promptly notify Exhibitor of its approval or disapproval of such selections. Use of any non-official service contractor is also subject to those designated contractors providing proof of insurance to the Managing Directors 30 days prior to the opening of the Show.

EAC's include installation and dismantling contractors, florists, photographers, furniture and carpet suppliers and any other supplier or contractor used by the Exhibitor that is not the Show's official contractor. Certain services

are considered exclusive contractors of Mandalay Bay and exhibitors are required to use their service for:

- Booth Catering
- Booth Cleaning
- Electrical
- Internet
- Plumbing
- Rigging
- Telephones
- Video Signal Distribution

Names of the EAC's must be submitted to the Managing Directors by exhibitors on the form provided herein. Each EAC must furnish a current Certificate of Insurance to the Managing Directors 30 days prior to the opening of the Show, wear proper credentials issued by the Show, and agree to abide by the Show rules and regulations. It is the responsibility of the Exhibitor to oversee compliance of these rules with their EAC's.

**Vehicle Displays**

Any vehicle or other apparatus which has a fuel tank and is part of a display is required to be equipped with a locking gas cap (or taped gas cap) and to contain no more than 1/8 tank of fuel. You must disconnect the battery cables of your vehicle once it is positioned and it cannot be operated during exposition hours. Ignition keys and propane tanks must be removed. The vehicle must be equipped with its own fire extinguisher and visqueen must be placed underneath the vehicle.

Exhibitors must maintain a 3 foot minimum in front of all fire extinguishing equipment, including fire extinguisher cabinets and hoses. A 3 foot maximum height in front of all fire extinguisher equipment must also be maintained.

\*Warning: Columns in the exhibit hall vary in size. Be sure to check location and size of columns in your area prior to designing your exhibit. Also check location of floor ports.

- All standard linear or “in-line” booth displays have only one side exposed to an aisle and are generally arranged in a series along a straight line. A maximum backwall height limitation of 8’3” (2.5m) is permitted. All display fixtures over 4’ (1.22m) in height and placed within 10 lineal feet of an adjoining exhibit must be confined to that area of the exhibitor’s space which is at least 5’ (1.52m) from the aisle line.
- Island and peninsula displays are permitted to a height of 16’ 6” (5m) when plans are submitted and approved by the Managing Directors at least 60 days prior to the opening of the Show. Special sightline rules apply to peninsula exhibitors – see the illustrated guidelines. All open or unfinished sides are to be covered at exhibitor’s expense so as not to appear unsightly. The exhibit shall not obstruct the view of adjoining exhibits nor be operated in any manner objectionable to other exhibitors. All lighting must remain within the boundaries of the exhibit space and must be arranged and operated so as not to be distracting to adjacent exhibits.
- Perimeter booths back to a wall of the exhibit facility or wall of the show rather than to another exhibit. The maximum backwall height is 12’4” (3.6m). Guidelines for linear booths apply to perimeter booths with the exception of the backwall height.
- Corner booths exposed to aisles on two sides must comply with the linear booth guidelines.

### Fire Marshal Regulations

All exhibit booths with solid covers and that exceeds 225 sq. ft. in area, in a sprinklered building are required to contain approved internal automatic fire sprinklers. When determined by the Clark County Fire Department that temporary sprinkler installation is impractical, the following alternative protection may be allowed:

1. Install approved single station smoke detectors at the interior and exterior of each covered booth. The interior and exterior smoke detectors must be installed in accordance with manufacturer’s instructions.
2. Provide an approved fire extinguisher (minimum 2-A-10-BC rating) for each covered booth. Extinguisher should be mounted near exit door.
3. Provide 24-hour fire watch for all covered booths in accordance with the following:
  - Fire watch must be completely trained in the use of portable fire extinguishers and 1-1/2” fire hose lines.
  - Each fire watch must have radio communication with other fire watch personnel and a central control point.
  - The central control point must have facilities to contact the fire department and any local security personnel.

Fire watch personnel may not be utilized for other than fire watch duties.

When multiple covered booths are used, the Clark County Fire Department shall determine the number of persons needed for fire watch.

4. All fully enclosed booths with enclosed rooms must have at least two (2) exits leading directly to the aisle. These booths must possess a smoke detector and fire extinguisher for each enclosed area. The Clark County Fire Marshal may require additional equipment.
5. If any exhibiting booths have multiple levels or room(s) with enclosures, visible notification must appear on the stairway(s) or outside the room. This notice must state the maximum occupancy permissible or total weight load allowable on the second story at one time. If the second story occupancy level allows more than ten (10) people at one time, a second stairway may be present.
6. All multi-level booths must be stamped by a certified structural engineer and must have two (2) means of egress from upper levels.
7. When a multi-level enclosed exhibit is used in a show, a self-contained automatic fire extinguishing system may be required upon review by the Clark County Fire Department.

Exhibit construction and decoration materials must be fire retardant and a certificate of flammability must be provided upon request of the Fire Prevention Officer. We suggest that you have a certificate of flammability on hand to prevent the need for possible on-site testing of your material. Samples should be available for testing. Crepe paper, corrugated paper, cardboard or other combustible materials which conflict with the Underwriter’s Fire Prevention or Fire Department rules shall not be permitted.

### Lighting

Exhibitors should adhere to the following suggested minimum guidelines when determining booth lighting:

- Installation of lighting, including Gobo lights, fixtures, lighting trusses or overhead lighting must be installed within the boundaries of the exhibit space. Exhibitors intending to use hanging light systems should submit drawings to show management for approval.
- Lighting should be directed to the inner confines of the booth space. Lighting should not project onto other exhibits or show aisles.
- Lighting, which is potentially harmful, such as lasers, or ultraviolet lighting, should comply with facility rules and be approved in writing by show management.
- Lighting that spins, rotates, pulsates and other specialized lighting effects should be in good taste and not interfere with neighboring exhibitors or otherwise detract from the general atmosphere of the event.
- Ceiling lights over an aisle or another exhibitor’s booth may not be disconnected.
- Gobo lights, etc. must be focused within the confines of the exhibitor’s booth.

### Multi-Story Exhibit Regulations and/or Displays over 12 Ft. in Height

All multi-story exhibits, regardless of whether people will occupy the upper area or not, and all exhibit fixtures and components exceeding 12’0” (3.66m) in height must have drawings available for inspection by the Managing Directors, the Official Contractor and government authority during the time the exhibit is being erected, exhibited and dismantled at the Show site that include a signature or stamp of a reviewing structural engineer indicating that the structure design is properly engineered for its proposed use, and a signature of an authorized official of the exhibit building company indicating that the structure is built in compliance with the details and specifications set forth on the drawings. Signs must also be posted indicating the maximum number of people the structure will accommodate. All Multi-story displays must be approved by the fire marshal for the Mandalay Bay Convention Center.

Send diagrams to:

Kelly Anaya  
Hall-Erickson, Inc.  
98 East Naperville Road  
Westmont, IL 60559  
630.434.7779 x 7902; fax: 630.434.1216  
e-mail: kanaya@heexpo.com

### Positioning Equipment In Relation To Aisle

To ensure the safety of all EXHIBITOR2009 participants, every attempt should be made to position exhibit fixtures so that no portion is closer than 12 inches (30.48cm) from the aisle.

### Signs

All signs must be located within the boundaries of the assigned booth space and hung no higher than the height limitation of the space assigned. Signs may not be attached to walls outside an exhibitor’s space, nor may they be hung from the ceiling except over the exhibitor’s assigned space. Any signage or promotional language on equipment must be part of the original equipment.

COMPANY NAME: \_\_\_\_\_

Check the boxes of those products or services your company provides to the exhibit and corporate event marketing industry on an exclusive basis. This product/service listing, including all exhibitors in good standing who complete this form, will appear on the EXHIBITOR2009 Web site, exhibitor2009.com, and in the Official Show Directory.

01 Associations

- 02  Association

02 Custom Exhibits & Displays

- 10  Custom Exhibit Builder
- 15  Exhibit Design
- 61  Exhibit Refurbishment
- 53  International Exhibit Producers
- 41  Tensioned Fabric Structures & Tents

03 Corporate Event Marketing & Management

- 10  Corporate Event Services
- 11  Decorator/Contractor
- 47  Event Production Company
- 17  Exhibit Hall, Facility, Hotel
- 18  Event & Exhibit Management
- 22  General Service Contractor
- 23  Meeting Sites & Hospitality Venues
- 62  Security/Greeters/Ushers
- 84  Permanent Installations (museums, lobbies, executive briefing centers, showrooms)

04 Exhibit Display Components

- 73  Cabinetry
- 07  Ceiling/Spaceframe Structures
- 46  Display Fabrics/Fasteners
- 48  Exhibit Construction Materials
- 58  Turntables
- 59  Kiosks

05 Exhibit & Display Systems

- 33  Modular Systems
- 35  Portable Exhibits
- 57  Portable Slatwalls
- 40  Pop-Up Displays/Tabletop Exhibits
- 41  Mobile Marketing

06 Exhibit & Corporate Event Manager's Products

- 38  Advertising Specialties
- 50  Bags – Canvas, Nylon, Plastic
- 51  Banners, Inflatables
- 52  Booth Apparel/Logowear
- 14  Career & Office Products
- 06  Cases/Shipping & Display
- 09  Decorations/Corporate Events
- 16  Exhibit Graphics/Signage (photo prints, transparencies, etc.)
- 20  Fiber Optics
- 63  Insurance
- 55  Lightboxes
- 28  Lighting
- 29  Literature Displays
- 13  Point of Purchase Displays
- 36  Promotional Items
- 37  Robots

07 Publications & Electronic Media

- 66  Information Services
- 12  Publications

08 Technology Products & Services

- 75  3-D Sound, Video
- 03  Audiovisual Equipment
- 49  Audiovisual Producers & Services
- 43  Communications Equipment Rental
- 76  Computer Controlled Lighting & Sound
- 77  Computer Projection
- 09  Computer Software
- 78  Exhibit Program Management Software
- 79  Experiential Theatre
- 23  Holographic Imaging
- 65  Imagineering
- 25  Interactive Video Productions/Videowalls/Waterwalls
- 26  Laser Animation & Displays
- 27  Lead Management Systems/Registration
- 80  Multimedia
- 81  Personal Digital Assistants
- 56  Polarized Animation
- 68  Presentation Equipment & Software
- 82  Projection & Aerial Lasers
- 83  Simulation
- 71  Teleconferencing
- 72  Virtual Reality

09 Trade Show & Corporate Event Services

- 01  Air Freight
- 05  Cartoonist
- 08  Communications/Marketing Consultant
- 64  Computer Rental
- 59  Custom Carpet Service
- 87  Destination Management Company
- 88  Entertainment/Entertainers
- 18  Exhibit & Event Marketing Consultant
- 19  Exhibit Rental
- 74  Exhibit Scale Models
- 85  Flooring (carpet, etc.)
- 21  Floral Services
- 52  Furniture Rental – Exhibits & Events
- 24  Installation & Dismantle Services
- 67  International Services
- 68  Internet Products/Services
- 54  Lamination
- 30  Live Presentations/Demonstrations
- 31  Magician
- 32  Model/Hostess/Temp. Personnel
- 33  Photographers
- 34  Photographic Labs/Services
- 60  Printing (collateral, creation/production)
- 69  Promotion Agency
- 70  Staging
- 42  Trade Show Performance & Audience Profile Surveys
- 44  Training Programs/Exhibit Staff
- 45  Transportation/Shipping Services
- 86  Traffic Builder
- 89  Visual Merchandising Products/Retail