

AMERICANS WITH DISABILITIES ACT - The exhibitor is responsible for compliance with the Americans With Disabilities Act ("ADA") including, without limitation, arranging exhibit to be accessible to persons covered by the ADA. Further information regarding the ADA is available from Show Management; however, Show Management makes no representation regarding the accuracy or adequacy of such information, and exhibitors are advised to consult legal or other experts concerning the requirements of the ADA.

ARRANGEMENTS OF EXHIBITS - Displays that are 4' to 20' in height must be positioned at least 5' from any aisle and within 10' of a neighboring exhibit. Depending upon the show, displays may be no more than 20' in height. **Displays less than 4'** may be placed anywhere in the booth. **Side dividers over 4'** in height, adjacent to neighboring booths, must remain at least 5' from the main traffic aisle.

The space occupied by machinery and equipment shall not exceed 60 percent of the total exhibit space.

Backwalls and sidewalls above 8' must be finished on the reverse side and have no utility equipment (wiring, plumbing, etc.), printing or company logos showing. If Show Management deems the backwall or sidewall to be unfinished, the exhibitor may be required to cover the area at exhibitor's expense.

Aisles and public spaces are to be free of any physical or visual obstruction. No carpeting, signs, display structure, or other items from exhibitors' booth may obstruct or infringe, at any level or height, on an aisle or public space.

Machinery and equipment are exempt from height limitations, but must be arranged so that their operation will not create a danger to others. Machines may not be shown raised on a built-up platform other than skids.

Machine fronts cannot be placed closer than 2' from the aisle. Working machines must be shielded to prevent sparks, metal pieces, and cutting fluids to avoid injury to others. The 2' starts from the farthest extended piece of machine, i.e., skid, conveyors, or controls. Machine backs cannot be placed closer than 1' from the aisles they face and must be shielded from the aisle by a rail or fence at the exhibitors' expense.

Inline Exhibit - A space in the interior of an exhibit row with neighbors on both sides.

Walk-Thru Exhibit - The combination of back-to-back standard exhibits, forming one exhibit that opens on two parallel aisles.

Corner Exhibit - A standard space at the end of an exhibit row, leaving one side open to a cross aisle.

Double Corner Exhibit - A space with three sides open to aisles and with two corners. It has two sides on cross aisles and neighbors behind that are parallel. It can have a full height back wall against its neighbors.

Peninsula Exhibit - A space with three sides open to aisles with two corners. It has two sides on main traffic aisles and neighbors behind that are perpendicular. Back walls (common with a neighboring exhibit) above 4' may only extend to within 5' of the two main traffic aisles.

Island Exhibit - A space with no adjoining neighbors and with two sides on the main aisle and two sides on the cross aisle. Signs, canopies and displays will be permitted to a maximum height of 20' throughout the exhibit area, depending upon the show. Exhibitors are not allowed to place 20' high blocking curtains or unattractive displays along main traffic aisles.

Split Island Exhibit - A Cubic Content Exhibit which shares a common back wall with another Cubic Content Exhibit. Cubic Content allows exhibitors to utilize the full cubic volume of space within the exhibit. The maximum height of the booth is 20'. The backside of the backwall must be finished with no wires, graphics or logos.

Custom Displays - Plans for displays not in accordance with regulations must be submitted to Show Management for approval before construction is ordered. Additional details on display regulations are included in the Exhibitor Manual and the Contract for Exhibit Space.

ATTIRE - Exhibitor representatives wearing distinctive costumes, uniforms or shop coats, or carrying banners or signs separately or as part of their apparel, shall not be permitted to appear in the show, except in their own booths or in their ordinary passage to and from such booths. Show Management reserves the right, in its sole discretion, to deny admission to any exhibitor or attendee whose dress or conduct is deemed to be inappropriate.

BADGES - Exhibitor badges are to be used exclusively by booth personnel and should be pre-ordered via Exhibitor Registration by the booth primary contact. Booth staff may not register individually.

BALLOONS - Floor or exhibit-mounted, helium-filled balloons are permitted in all booth configurations. Helium filled party balloons are not permitted on the show floor. The maximum height is 20' from the top of the balloon. Balloons must adhere to the 20' maximum floor structure height of the booth and are not to be hung at the maximum height of hanging signs. Balloons cannot be larger than 50% of the total booth depth. For example, a 20' x 10' inline booth can have a balloon up to 5' in diameter.

Balloons should be set back 5' from adjacent booths if they are rotating or have text/graphics facing the adjacent booths and must remain directly over contracted space only. Approval for the use of balloons, at any height, must be received from Show Management prior to installation. Variances may be issued at Show Management's discretion

CAMERAS OR IMAGE CAPTURING DEVICES -

Exhibitors are permitted to take pictures **only** of their own booth. News media and technical press are permitted to use cameras on the show floor to photograph exhibitors' booths with such exhibitors' permission. Attendees are not permitted to take cameras or use image-capturing devices on the show floor. All cameras must be registered at the Media Center. For approval or inquiries, contact show management, (800) 733-EXPO.

DAMAGE TO BUILDINGS - The exhibitor shall surrender the space occupied in the same condition as it was at the commencement of occupation, normal wear expected, and shall be fully liable for the cost of restoring the space to its former condition if not in compliance with this provision.

The exhibitor shall not fasten machines or equipment to the floor by drilling into floor level or by use of adhesives or sink machines below floor level. To make special provisions for stabilizing machines, the exhibitor is required to obtain prior written permission from the exhibit hall management. If such permission is granted, all expenses involved shall be borne by the exhibitor.

All costs for removing adhesive-backed, pressure-sensitive stickers and labels from floors, columns, walls, signs, other booths, etc., anywhere in the exhibit halls, will be charged to the exhibitor whose product they advertise.

DEMONSTRATIONS / LECTURES - Must be located so that attracted crowds will be within exhibitor's space, not blocking aisles or neighboring exhibits.

EMPTY SHIPPING CRATES - Will be removed, stored and returned without charge. "EMPTY" labels will be available at the Exhibitor Service Desk and must be attached to all crates, cartons and materials ready for storage. Concierge representatives will be walking the show floor and will also have stickers available.

EXHIBIT HALL ACCESS – Wristbands permit setup crews entry during exhibit installation and dismantling but are not valid during show days. On all show days, including the opening day, exhibitors may enter the show floor two (2) hours prior to show opening. Exhibitors are to remain in their booth during this early entry time.

EXHIBITOR-APPOINTED CONTRACTORS - Exhibitors utilizing contractors, other than those officially appointed by Show Management to provide services for their exhibit, **must complete and submit the Exhibitor Appointed Contractor form for approval by Show Management and are required to notify the official show contractor, through show management, 45 days prior to the first scheduled installation date for the event.** This can be done through the Exhibitor Hub.

Exhibitors may NOT use a DRAYAGE, ELECTRICAL, OR PLUMBING contractor other than those officially appointed by show management.

Regulations governing Exhibitor Appointed Contractors and an Exhibitor Authorization Form are available in the exhibitor dashboard.

FOOD AND BEVERAGE - Exhibitors may elect to serve food and beverages (alcoholic & others) in their booths when ordered from Sodexo Live!, the official food & beverage provider. Please note bartenders must be hired for a required number of minimum hours as designated by Sodexo Live!.

Alcohol is permitted within an exhibitor's booth beginning at noon and continuing through one hour after the show closing Wednesday, October 21 & Thursday, October 22. On Friday, October 23, alcohol service must cease two (2) hours prior to show closing. Whenever alcohol is served, a bartender(s) must be present and serve the alcohol. They reserve the right to limit the quantities served.

For compatibility among all exhibitors, the following may NOT be served or given away in any exhibit: helium balloons, popcorn, peanuts or any other item which, in the opinion of Show Management, would be objectionable to a majority of exhibitors.

GENERAL CLEANING - Will be provided for all exhibitors, includes emptying wastebaskets (provided they are placed in the aisles with any other rubbish), removing trash and cleaning the aisles. To have an exhibit vacuumed, broom-swept or shampooed, place your order through Freeman Online.

55-GALLON DRUMS OR WOOD PALLETS FOR COLLECTIONS OF SCRAP - Will be available through Freeman.

HANGING SIGNS - Are permitted, except for those occupying an in-line booth. Minimum eligible booth size is 800 sq. ft. or more. Exhibitor signs that are not an integral part of the booth display shall be of professional appearance and not exceed 25'. Please refer to the Hanging Sign Policies & Procedures in the exhibitor manual. Additional information is also available through Freeman Online.

Any signs with unfinished or unpainted backs must be draped or finished off with suitable material and is the responsibility of the exhibitor. If Show Management deems the sign to be unfinished, the exhibitor may be required to cover the sign at exhibitor's expense.

All booths utilizing a common back wall with another exhibitor must display rotating and double-faced signage 5' from the back wall. Any variances must have written permission of Show Management and exhibitor shall make such changes as may be requested by Show Management.

Multi-sided signs, projection screens or logos may not face an adjacent exhibitor less than or within five feet (1.524 meters) of the adjacent exhibitor. They must also not be visible from an adjacent exhibit when displayed on fabric/curtain.

Exhibitors may not display signs that reference the products of another company other than an affiliated company or another cooperating exhibitor. Should the wording or appearance of any sign in Exhibitor's booth be deemed by Show Management to be contrary to the best interests of the show, the exhibitor shall make such changes as may be requested by Show Management.

HAZARDOUS MATERIALS - The exhibitor shall comply with all federal, state and local safety, health and environmental laws concerning the use and disposal of industrial fluids, gases and/or hazardous materials. The exhibitor assumes all responsibility for, and will be liable for, removing all such fluids, gases and hazardous materials from the show premises promptly upon termination of the show or eviction of exhibitor from the show as otherwise provided herein.

INSTALLATION AND REMOVAL OF EXHIBITS - A schedule of dates for arrival at and the removal from the exhibit halls of exhibit material shall be announced. Any expenses caused by failure to conform to these schedules shall be paid by the exhibitor.

INSURANCE COVERAGE - Against damage and loss, and public liability insurance against injury to the person and property of others is recommended to be carried by the exhibitor.

LEAD MANAGEMENT RENTALS & SERVICES - Will be available to record the names and addresses of visitors requesting information. Exhibitors can obtain the equipment or materials from the registration vendor. Information regarding online ordering of lead management rental products & services is available through the event registration site.

LITERATURE / HANDOUTS - Distribution of advertising and promotional materials is limited to the exhibit. No materials are to be handed out or placed in the registration, lobby or lounge areas of the exhibit hall.

MEDIA CENTER AND PUBLICITY – Depending on the show, a Media Center may be provided at the show for distribution of exhibit information to the media covering this event. Exhibitors should be sure to provide adequate quantities of press kits/press releases for distribution.

Any relevant photos or electronic files should be included. Additional instructions regarding press kits and publicity opportunities are available through the exhibitor marketing resources.

MOBILE SERVICE CENTERS – Freeman and other official service providers continue their efforts to bring the best service possible to exhibitors. These convenient services provide exhibitors more time in their booths vs. at service desks and help in minimizing queues and large group gatherings at the event. They include:

- Centralized communication for calling.
- Updated cancellation policy.
- Enhanced services both pre-show and on-site; communicate via text message throughout the entire show cycle, along with standard phone, email, and chat features.
- Equipped to provide same services for both the show floor as well as at the service center.
- Invoices to be sent electronically to all customers, no more paper.

NOISE - Sound equipment must be operated in such a manner that a maximum 80 db. reading on the "A" scale of a sound level meter may be read at the aisle(s) space adjacent to exhibitor's booth or at a neighboring booth. Show Management shall be the sole arbiter of the acceptability of sound levels and may require reduction of sound level or elimination of sound-producing devices if judged by Show Management to be in violation of these standards or otherwise objectionable.

Displays involving noise that tends to interfere with ordinary conversation in adjacent booths shall be subject to restrictions as to the location, frequency and other conditions of operation as Show Management, in its discretion, may impose.

OPEN HOUSE POLICY AND OTHER OFF-SITE ACTIVITIES - The exhibitor agrees that it will not sponsor, participate in or otherwise promote any open house, plant tour and/or other off-site hospitality activity during official show hours. The exhibitor further agrees that it will not pick up or deliver participants from the show site during show hours. The exhibitor shall not reference the show name or Show Management in any fashion, directly or impliedly, in connection with any such event. The exhibitor shall have Show Management named as an additional insured(s) on exhibitor's insurance policy covering said activities, with minimum coverage of \$1,000,000 per incident.

Additionally, the exhibitor will execute Show Management's required Indemnification Agreement stating it will indemnify and hold Show Management harmless from any and all liability arising in any way out of said activity. Applications for open houses or other such events held during non-show hours must be made in writing at least 30 days prior to the start of the show. Application forms may be requested from the Expositions Division, Society of Manufacturing Engineers, (800) 733-EXPO.

Show Management reserves the right to remove violators of these requirements from the exhibition, with such violators forfeiting all space rental paid and remaining liable for any portion unpaid. All machinery and display materials will be draped or physically removed from the show floor at the exhibitor's expense. In addition, violators may, in the sole discretion of Show Management, not be allowed to exhibit in the next scheduled show in that city.

PERIPHERAL SECURITY GUARD SERVICE - Is provided by Show Management, but it is the responsibility of each exhibitor to protect its materials from loss or damage. Exhibitors are urged to take every precaution to see that small display and personal items are secure before leaving the exhibit at any time. Show Management will not be liable for any loss or damage to exhibitor's property.

PRESS CONFERENCES / MEETINGS - If an exhibitor wants to schedule either a press conference or general meetings in its booth, unless otherwise directed in writing by show management, the following rules apply:

- Show Management approval must be given prior to scheduling a press conference.
- An early entry pass for each attendee must be secured from the Show Office a minimum of one day prior to the planned activity.
- Such activities are restricted to 1½ hours prior to show opening.

- All persons attending the press conference or meeting must have a badge. They must be pre-registered attendees, press or booth personnel and they must remain in the booth.
- The exhibitor must meet the group at the show entrance and escort them to the booth.
- If the demonstration/press conference is over prior to show opening, non-exhibitor participants must be escorted back to the registration area.

RESTRICTIONS - Show Management may, at its sole discretion, prohibit, restrict and/or evict exhibits which are, in the opinion of Show Management, objectionable for any reason including, but not limited to, danger, noise vibration, glaring or flashing lights, safety and method of operation, objects on display and/or method of display. Show Management may also prohibit, restrict, and or evict any exhibit which may detract from the general character of the show, or which violates any term of this Contract.

Show Management may further restrict, prohibit and/or evict any exhibit with objectionable persons, things, conduct, printed matter, or anything else Show Management judges to be objectionable including, but not limited to balloons, peanuts, popcorn, coffee, or anything taken beyond the confines of the exhibitor's assigned space. In the event of such prohibition, restriction, or eviction, Show Management shall not be liable for any refunds of rental or other expenses.

If the exhibitor fails to comply in any respect with the terms and conditions of this contract, including the Exhibition Rules and Regulations, Show Management shall have the right, without notice to the exhibitor, to rent or offer for rent the exhibitor's space, or to use such space in any other manner. The exhibitor shall remain liable for the full amount specified in their exhibit space contract.

ROYALTY PAYMENTS - May be due for music used to attract attendees to the booth or to complement an audio-visual program. The American Society of Composers, Authors & Publishers ("ASCAP") and Broadcast Music, Inc. ("BMI") hold licensing agreements with the artists, protecting the use of their material. To determine if licensing fees will be applicable, contact ASCAP at (212) 595-3050 or BMI at (212) 586-2000.

SAFETY REGULATIONS - The exhibitor is solely responsible for compliance with all pertinent laws, regulations and codes concerning fire, safety and health. Precautions must be taken when operating equipment and displaying materials. Shielding from chips, sparks, strong lights or moving machinery must be provided.

Any smoke, fumes or like items must be properly vented or filtered.

Adequate safeguarding, including safety markings, masking, flagging or railings must be placed around or on any machinery, operating equipment, projection or other object which might cause bodily harm.

Flammable material may not be stored behind any back wall or between two back walls. Show Management shall have sole judgment and authority on the adequacy of safeguarding shields, barriers and venting.

If exhibitors bring their own cloth, drapes or curtains, they must be accompanied by flameproof certificate documentation. Materials rented from the Official Contractor have been treated to meet the required safety specifications.

SHOW MANAGEMENT may amend these Exhibition Rules and Regulations from time to time without notice to exhibitors, and any such amendments will become part of these Exhibition Rules and Regulations.

STANDARD EXHIBIT EQUIPMENT - Included in exhibit space rental cost, includes 8' back wall drapes and 3' side rail drapes (except for island locations), and a 7" x 44" identification sign. The exhibitor-purchased space is not carpeted. The aisles will be carpeted in Tuxedo (black & white tweed). When floor coverings are not included in the space rental cost, they should be ordered separately. Booth flooring is available for ordering through Freeman Online.

STICKERS & GIVEAWAYS - Pressure-sensitive advertising stickers may not be distributed from an exhibit, as they may end up on floors and walls, presenting major clean-up problems. The exhibitor will be charged for any damage or clean-up costs.

For compatibility among all exhibitors, the following may NOT be served or given away in any exhibit: helium balloons, popcorn, peanuts or any other item which, in the opinion of Show Management, would be objectionable to a majority of exhibitors.

STUDENTS - Age 16 and older, must register in advance for FREE admission to the show. Attendance regulations require proper conduct and dress in keeping with the professional atmosphere of the show. Exhibitors should arrange to have personnel assigned specifically to handle student groups visiting their

No one under the age 16 will be admitted to the exposition hall under any circumstances.

VEHICLES - No vehicles, manual or powered, shall be operated anywhere in the exhibit halls during the open hours of the show. Any exhibited vehicle shall only have 1/4 tank of fuel (or two gallons, whichever is least) in the gas tank, the tank fill opening shall be closed and sealed, and the vehicle battery must be disconnected. Show Management approval is required for display. Refer to the facility's rules and regulations for more details.