

Exhibit Construction Guidelines

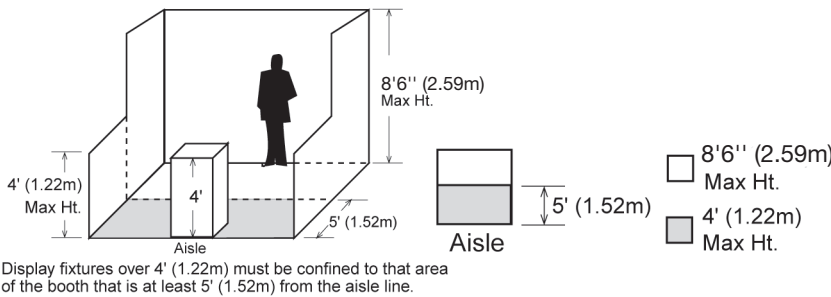
Rules and Regulations. These rules and regulations have been adopted to give each exhibitor more effective use of his space without infringing on the rights of neighboring booths. Space dimensions shown on floor plans are from center line of booth equipment, such as side rails and/or back drape. Exhibit structures must be constructed to allow sufficient tolerance on each side for this equipment and for utility service at rear of booth. All exhibitors are required to and responsible for storing unused items such as crates, boxes, cases, and promotional material so that unsightly items are not visible to a neighboring exhibit and/or attendees. Exhibitors may have their unused items placed into storage free of charge or may add base, pole, drape "end caps" to their booth to hide unused items also free of charge. All exhibitors are required to and responsible for carpeting their entire booth space. Exhibitors may use their own carpet or show-management-approved similar floor covering; however, the entire space must be covered. Storage of unused items, end cap rental, and carpet rental may be arranged through the exposition services provider, Freeman. Please refer to the Exhibitor Service Manual, provided by Freeman, for applicable order forms and or costs.

Standard Booth

Definition. One or more standard units in a straight line.

Booth Design. Exhibit back wall will be permitted to a maximum height of 8'0". Other components may exceed 8' in height, but must not exceed a maximum height of 8'6". All display fixtures over 4'0" 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 5'0" from the aisle line for those exhibits with 14'0" depth or more. Exhibitor signage may hang or float 18'0" from the ground, above an exhibitor's space.

Intent. Each exhibitor is entitled to a reasonable sightline from the aisle regardless of the size of exhibit. Exhibitors with larger space—30 lineal feet or more—should also be able to effectively use as much of the total floor space as possible as long as they do not interfere with the rights of others. The limitation on display fixtures over 4'0" and within 10 lineal feet of a neighboring exhibit is intended to accomplish both of these aims.

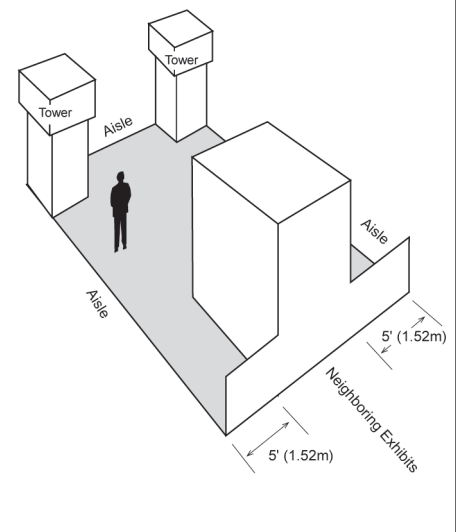


Towers

Definition. A free standing exhibit component separate from the main exhibit fixture that is used for identification and display purposes only.

Structural Integrity. Towers in excess of 12'0" must have drawings available for inspection by exposition management, the installation and dismantling contractor, the exhibitor and governmental authority during the time the tower 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 designed 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.

Intent. Exhibitors adjoining exhibits with towers are entitled to the same reasonable safety precautions they would expect if they were adjacent to a standard booth.

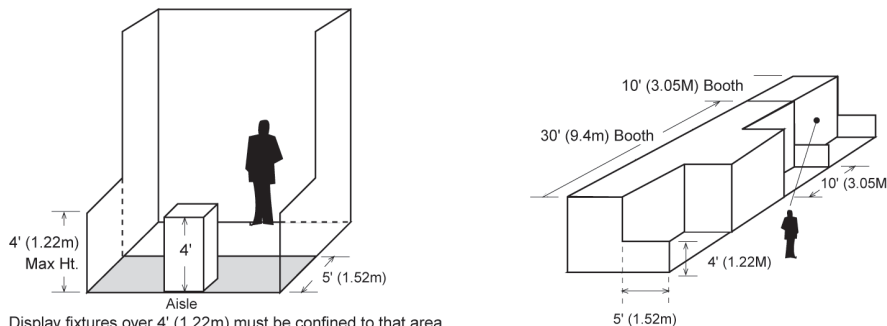


Perimeter Wall Booth

Definition. Standard booth located on the outer perimeter wall of the exhibit floor.

Booth Design. All display fixtures over 4'0" in height and placed with 10 lineal feet of an adjoining exhibit, must be confined to that area of the exhibitor's spaces which is at least 5'0" from the aisle line in those exhibits with 14'0" depth or more. Exhibitor signage may hang or float 18'0" from the ground, above an exhibitor's space.

Intent. See Standard Booth Guidelines



ISLAND BOOTH

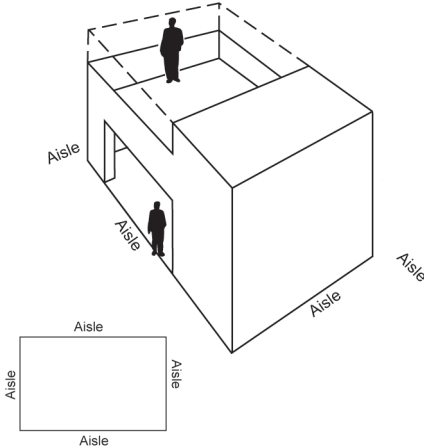
Definition. Exhibit with one or more display levels in four or more standard units with aisles on all four sides.

Booth Design. Because an island booth is automatically separated by the width of an aisle from all neighboring exhibits, full use of the floor plan and floor to ceiling space is permitted. The rear side of any non-perimeter booth must be finished.

CAUTION: Exhibitors installing a display with a ceiling or second level should check with the local fire department to insure that their display meets with the necessary fire safety precautions involving smoke alarms, fire extinguishers, sprinkler systems, etc.

Structural Integrity. See Peninsula Booth guidelines

Intent. Exhibitors in the vicinity of island exhibits are entitled to the same reasonable safety precautions they would expect if they were adjacent to a standard booth.



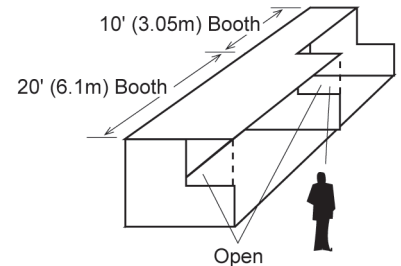
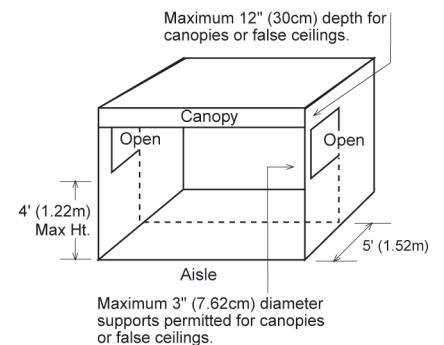
CANOPIES AND CEILINGS

Definition. An exhibit component supported over an exhibitor's space for decorative purposes only.

Design. Canopies, false ceilings and umbrellas will be permitted to a height that corresponds to the height regulation for the appropriate exhibit configuration of which they are a part. The canopy or false ceiling will not exceed 1'0" in depth and cannot be used for identification or display purposes except as would normally be allowed for any exhibit component within the regulations set forth for the exhibit configuration. Canopies may extend out to the aisle line and up to the booth line on either side of an exhibitor's space providing that the support structure will not exceed 3" in width when placed within 10 lineal feet of an adjoining exhibit and not confined to the area of the exhibitor's space which is at least 5.0" from the aisle line.

CAUTION: Exhibitors installing a display with a ceiling should check with the local fire department to insure that their display meets with the necessary fire safety precautions involving smoke alarms, fire extinguishers, sprinkler systems, etc.

Intent. Exhibitors adjoining exhibits with canopies are entitled to the same reasonable sightline from the aisle as they would expect if they were adjacent to an exhibitor with a standard booth.



PENINSULA BOOTH

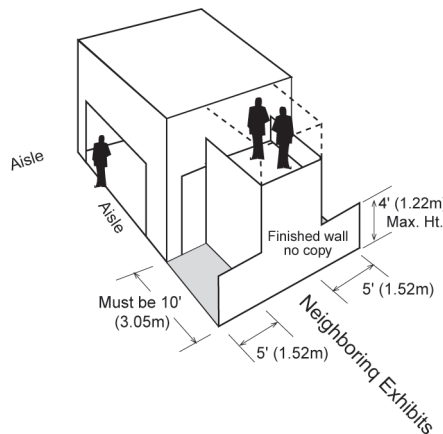
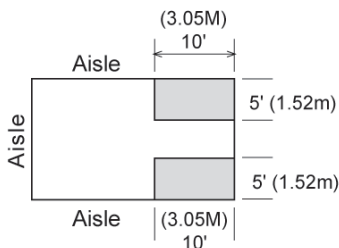
Definition. Exhibit with one or more display levels in four or more standard units back to back with an aisle on three sides.

Booth Design. All display fixtures over 4'0" in height and placed within 10 lineal feet of a neighboring exhibit, must be confined to that area of the booth that is at least 5'0" from the aisle line to avoid blocking the sightline from the aisle to the adjoining booth. Peninsula booths are normally "faced" towards the cross aisle. Any portion of the exhibit bordering another exhibitor's booth must have the back side of that portion finished and must not carry identification signs or other copy that would detract from the adjoining exhibit. The rear side of any non-perimeter booth exceeding 8'0" in height must be finished. Exhibitor signage may hang or float 18'0" from the ground, above an exhibitor's space.

CAUTION: Exhibitors installing a display with a ceiling or second level should check with the local fire department to insure that their display meets with the necessary fire safety precautions involving smoke alarms, fire extinguishers, sprinkler systems, etc.

Structural Integrity. All multi-story exhibits and all exhibit fixtures and components exceeding 12'0" in height must have drawings available for inspection by exposition management, the installation and dismantling contractor, the exhibitor and governmental 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 designed 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.

Intent. Exhibitors in the vicinity of peninsula exhibits are entitled to the same reasonable safety precautions they would expect if they were adjacent to a standard booth.



SPLIT ISLAND BOOTH

Definition. An Island Booth with one display level which has aisles on three sides and shares a common back wall with another Split Island Booth.

Booth Design. Exhibit back wall will be permitted to a maximum height of 8'0". Other components may exceed 8' in height, but must not exceed a maximum height of 8'6". Full use of the floor plan is permitted up to the maximum allowable height of 8'6", without any side line-of-sight restrictions. Exhibitor signage may hang or float 18'0" from the ground, above an exhibitor's space.

Intent. Exhibitors in the vicinity of Split Island Booth exhibits are entitled to the same reasonable safety precautions they would expect if they were adjacent to a standard booth.

