

GENERAL

It is PWX Show Management's responsibility to ensure the overall aesthetic appeal of the exhibit area. This means that we need your cooperation in assuring an attractive Exposition. Show regulations are essential to an orderly, fair and safe event. **These rules are made as an integral part of the booth contract.** If you have any questions, or need an explanation of a regulation, please contact Show Management at 571-313-5159 or email pwxinfo@taffyevents.com.

The most common problem issues resulting in booth violations are:

- Excessively bright lights or flashing lights without previous approval
- Lack of booth carpet or professional floor covering
- Products in booth exceeding the 8' height limits. Only perimeter booths or 20'x20' and larger may exhibit taller products above the drapeline
- Distribution or serving alcoholic beverages in exhibit booths except for approved sponsors.
- Soliciting attendees or exhibitors in the aisle(s) outside booth space, in booths other than their own, or elsewhere in the meeting venue
- Excessive amplification devices which may result in the disturbance of other exhibitors
- Unfinished areas of your booth (behind, on corners, etc.)
- Objects blocking the line-of-sight in inline booths (Monitors, pull up banners, flags, shelving and product)
- Packing and/or exiting exhibit hall prior to the 1:00pm closing on the final day
- Failure to provide show management with a current Certificate of Insurance by the deadline. Exhibitors that have not submitted a Certificate of Insurance will not be permitted to set up until one is received by Show Management
- Promotional Flags as shown below exceeding booth height limits of 8' in inline booths are prohibited. All portions of the flag must be within booths 20'x20' or larger.



EXHIBITOR LIABILITY INSURANCE

Every reasonable precaution will be taken by Show Management to secure the exhibit facility during installation, show hours and move-out. However, neither Taffy Event Strategies Show Management, APWA, service contractors, or facility management are responsible for the safety of the exhibitor's property from theft, damage by accident, vandalism, or other cause.

The furnishing of such service is in no case to be understood or interpreted by exhibitors as guaranteeing them against loss or theft of any kind.

All property of the exhibitor will remain under his custody and control in transit to, from and within the confines of the exhibit hall, subject to the rules and regulations of the exposition. APWA requires each



EXHIBITOR SERVICES MANUAL

EXHIBIT RULES & REGULATIONS

exhibitor to carry commercial general liability insurance in an amount not less than \$1 million bodily injury and property damage combined per occurrence/\$2 million aggregate. Exhibitors shall procure insurance as required and shall request a certificate to be submitted to PWX Show Management **no later than July 31, 2026**. See your exhibit space contract for additional details. **Certificates must name APWA, Taffy Event Strategies, The Expo Group and George R. Brown Convention Center as additional insured parties.** Check with your company's insurance carrier for assistance. Certificate of Commercial General Liability Insurance should be uploaded [here](#) no later than **July 31, 2026**.

Certificate Holder Address:

APWA Show Management, c/o Taffy Event Strategies
2300 Clarendon Blvd., Ste. 305
Arlington, VA 22201

Please note: Exhibiting companies that have not provided a current Certificate of Commercial General Liability Insurance will be denied access to the exhibit floor. No refunds will be granted. Non-attendance does not excuse the exhibitor's financial obligation to pay exhibit fees due to APWA or The Expo Group.

AGE RESTRICTIONS

No one under the age of 18 is permitted in the exhibit hall during installation and dismantling days. APWA allows children on the exhibit hall during regular exhibition hours. For safety, anyone under 18 must register on site and be accompanied by an adult. The parent/guardian assumes all risk and is responsible for the safety of the child.

ATTENDEE LIST RENTAL REGULATIONS

The PWX 2026 current attendee registration list in MS Excel format (.xlsx) will be provided in July 2026 and then again approximately two weeks prior to PWX 2026. The full list of all PWX 2026 registered attendees will be provided post-show. Each list is "rented" for a one-time use. The list contains each attendee's name, company, and mailing information. *APWA does not provide the phone, fax, or email information of PWX registrants.*

LIST TERMS & CONDITIONS

APWA's lists are proprietary in nature and federal copyright laws cover them. APWA's mailing lists are "rented" on a one time-use mailing basis. The list may not be reproduced, reused, or given to anyone else for his or her use without explicit permission from APWA. It is not available for use to promote political causes, solicit donations, recruit employees, or contravene policies of APWA.

APWA reserves the right to refuse rental of mailing lists.

CANCELLATION CLAUSE

In the event the Exhibitor cancels all or part of the exhibit space contracted for herein, the Exhibitor must do so in writing to pwxsales@taffyevents.com and will be obligated to pay APWA liquidated damages (and not as a penalty). The Exhibitor specifically recognizes and agrees that APWA will sustain

losses in the event the exhibitor fails to provide timely written notice of cancellation. Exhibiting company, its subsidiaries and affiliated entities are required to maintain all their APWA accounts current and in good standing. Failure to do so will result in the revocation of your right to exhibit at this event. Should your account not be in good standing all deposits paid towards the exhibit space will be retained by APWA. If the exhibit space is not occupied by 5:00 pm on August 29, 2026, TAFFY EVENTS shall have the right to use the space. Re-letting by TAFFY EVENTS or APWA of an Exhibitor's canceled space shall not excuse the Exhibitor from assessment.

DISPLAY REGULATIONS

Show Management has developed these Exhibit Display Regulations in accordance with the guidelines adopted by the International Association of Expositions and Events. Exhibits not in compliance must be brought into compliance prior to the end of exhibitor set-up. These regulations will ensure all exhibitors regardless of size, an equal opportunity, within reason, to present their product(s) in the most effective manner possible. Products may not exceed the height of the drapeline unless it's a 20'x20' or larger booth. (8' for Inline booths, 12' for perimeter booths). Due to safety concerns and an effort to maintain a professional environment, early tear-down is prohibited. Early tear-down is defined as initiating tear-down, packing or abandoning the exhibit prior to the published close of the exhibition. In the event that exhibitor begins teardown prior to the close of the exhibition, the exhibitor will be in non-compliance, and subject to restrictions including the loss of priority points for that show year and will forfeit any and all rights to advance booth pricing for the following year. All exhibit space must have carpeting or other professional floor covering installed to cover the entire area. You can rent a standard carpet and other flooring from The Expo Group.



No flag banners are allowed in in-line booths. Offenders will lose two (2) priority points.

SPACE INSTALLATION EXCLUSIONS

All exhibits must be free standing. No bolts, screws, hooks, or nails shall be driven into or otherwise attached to the walls or floors of the exhibit areas. No part of the display may be attached to, or otherwise secured to, the drapery backdrop or side dividers. In addition, no decals or other adhesive materials shall be applied or affixed to the walls, pillars or floor of the exhibit areas. Exhibitor shall not post any sign of any description except within the confines of the exhibit space assigned.

UNFINISHED AREAS

All open or unfinished sides of the exhibit which may appear unsightly must be covered or Show Management will have them covered at exhibitor's sole expense. Any portion of the exhibit bordering another exhibitor's space must have the backside of that portion finished and not have any identification signs, lettering, or graphics that would detract from the adjoining exhibit.

TOWERS

A Tower is a free-standing exhibit component separate from the main exhibit fixture. The height



restriction is the same as that which applies to the appropriate exhibit space configuration being used. Towers in excess of 8' (2.44m) should have drawings available for inspection.

MULTI-LEVEL BOOTHS

Exhibitors planning to have multilevel and/or covered must notify Show Management at pwxinfo@taffyevents.com no later than June 26, 2026 and provide a booth rendering. Approval will be pending the Fire Marshal's Office review to insure the booth meets fire and safety requirements associated with such booths.

HAND CARRY/POV

Exhibitors may hand carry their merchandise from their personally owned vehicle (a privately owned vehicle i.e. car, van or SUV) in the designated areas. Unloading requires one person to remain with the vehicle at ALL times. Product must be unloaded within a few minutes and the vehicle must then be moved.

USE OF WHEELED DEVICES

For safety reasons, motorized carts, including segways, motor scooters and bicycles are strictly **PROHIBITED** in the exhibit hall and all public areas including the lobby **AT ALL TIMES**. Show Management reserves the right to confiscate the wheeled devices from the premises that violate this policy.

**Please note that this does not apply to those requiring assistance for medical purposes, however, please have proof of required assistance on hand.*

DISPLAY VEHICLES

- Any vehicle or other apparatus that has a fuel tank and is part of a display, is required to be equipped with a locking (or taped) gas cap and can contain no more than 1/8 tank of fuel.
- Once the vehicle has been positioned, it cannot be moved until move-out begins, without prior approval by PWX Show Management.
- Battery cables must be disconnected once the vehicle is positioned. The engine cannot be operated during show hours.
- Refueling must be done off property.
- Place a protective covering under the vehicle to prevent leaks.

Please Note: Ultimately responsibility is the Exhibitor's to ensure that these measures are taken to prevent any potential damage or hazard. Please contact The Expo Group directly if you plan to have a vehicle at the show.

FIRE SAFETY REGULATIONS

Please refer to the below for detailed fire safety requirements and submissions for Covered and Multi-Level Booths as Fire Marshal approval, special equipment and charges may apply. Exhibit displays should note the following:

- Firefighting and emergency equipment must not be blocked or impeded. This includes fire alarm boxes, fire extinguisher cabinets and any like areas or equipment.
- Electrical and telephone closet doors must not be blocked.
- Exit doors must not be blocked.
- No booth, display or sign shall be erected in a manner that may interfere with the operation of the sprinkler system.

Exhibitors are expected to comply with all local fire regulations. If inspection indicates that an exhibitor has neglected to comply with these regulations, or otherwise incurs fire hazards, APWA reserves the right to cancel all or such part of the exhibit as may be irregular.

STORAGE OF CRATES, CARTONS & EXTRA MATERIALS

Storage of material in space behind and around booth is **PROHIBITED**. This area is for utilities **ONLY**.

STRUCTURAL INTEGRITY

All exhibit displays should be designed and erected in a manner that will withstand normal contact or vibration caused by neighboring exhibitors, hall laborers, or installation/dismantling equipment, such as forklifts. Displays should also be able to withstand moderate wind effects that may occur in the exhibit hall when freight doors are open.

Exhibitors should ensure that any display fixtures such as tables, racks or shelves are designed and installed properly to support the product or marketing materials to be displayed.

FACILITY EQUIPMENT

Exhibitors are **PROHIBITED** from using building equipment, i.e., ladders, tools, chairs, tables, stanchions, dollies, forklifts, vacuums, brooms, etc.

PRODUCT DEMONSTRATIONS

Special caution should be taken when demonstrating machinery or equipment that has moving parts, cooking equipment with an open flame or any product that is otherwise potentially dangerous. Exhibitors should establish a minimum set back of 3ft (.91m) and/or install hazard barriers as necessary to prevent accidental injury to spectators. Demonstrations should only be conducted by qualified personnel.

All displays, product demonstrations and sales activities in the exhibit hall must be kept within the confines of your contracted booth space. Selling in the aisles, booth encroachment into the aisles, distributing literature in the aisles, etc. will not be tolerated. This is not only unfair to your fellow exhibitors, but blocking aisles creates a potentially unsafe situation which could lead to the show floor being shut down by the fire marshal. Please be considerate to your fellow exhibitors.

Management reserves the right to restrict exhibits or demonstrations that, in the opinion of Show Management, become objectionable. This includes persons, things, conduct, sounds, videos, presentations, printed matter, and anything of a character that is not in the best interests of all exhibitors or Show Management.

Products and services to be exhibited must meet the standards of generally accepted public works practices and professionalism. In the event of disagreement, APWA Show Management's decision shall be final.

MODELS AND BOOTH STAFF

Models and booth staff may not promote their product outside of their contracted exhibit space. This includes any reference to the product or booth location directly on clothing. Standard attire is business casual. Show management reserves the right to refuse access for attire they deem inappropriate.

LITERATURE DISBURSEMENTS & SURVEYS

Literature samples and approved giveaways can be disbursed from within your booth area **ONLY**.

SELLING (CASH & CARRY POLICY)

"Cash and Carry" sales are **NOT** permitted on the show floor. This regulation will be strictly enforced. "Cash sales" is defined as the purchase of goods where money transfers hands for the exchange of product, or product that is delivered or awarded to the customer during the course of the exhibition. Violation of this policy may result in your company being removed from the exhibit floor without refund and barred from participation in future APWA events. Exhibit floor guests are NOT approved to remove any product from the exhibit floor. Product given to attendees will be confiscated by security.

BALLOONS

No helium balloons may be used as decoration or inflated to distribute to attendees or guests by exhibitors.

NON-EXHIBITING COMPANIES AND OFF-SITE EVENTS

Any attendee or exhibitor who is observed to be soliciting business in the aisles or other public spaces, in another company's exhibit, or in violation of any portion of the Exhibition Policy, will be asked to leave immediately. Additional penalties may be applied. Please report any violations you observe to APWA Show Management.



APWA recognizes that suitcasing may also take the form of commercial activity conducted from a hotel guest room or hospitality suite; a restaurant, club or any other public place of assembly. For the purposed of this policy, suitcasing violations may occur at venues other than the exhibition floor and at other events. Exhibitors agree not to hold events or training during Event hours without the express written consent of APWA. No displays will be allowed on any property being used in conjunction with



the Event other than the official show floor. Exhibiting companies will be permitted to operate hospitalities suites with prior approval from APWA show management. Hospitality suites may not be open during show hours.

PHOTOGRAPHY REGULATIONS

Video or still photography of another exhibitor's exhibit is not allowed without the approval of the exhibiting company. Exceptions are the Press, APWA Show Management/Photographer, or as approved by APWA. Exhibitors may photograph or produce audio/video of their own exhibit displays or products. Exhibitors expressly grant APWA the right to take photographs or video of their exhibit and activity in conjunction with PWX. APWA is granted authorization to reproduce, copyright, use and publish the same in print or electronically with or without names or biographies for any lawful purpose, including educational, news or promotional material, whether in print, electronic or other media, including the APWA website.

PEEL-OFF LABELS, STICKERS, TAPE

The distribution of peel-off labels and decals is **PROHIBITED**. Nothing may be taped, nailed, stapled, tacked or otherwise affixed to ceilings, walls, painted surfaces, fire sprinklers, columns or windows. Tape cannot be used to adhere signs to building walls or pillars, and may not be used to adhere items to any building flooring or other surfaces outside the exhibitor's booth. Removal and repair will be billed to the exhibitor.

FOOD & BEVERAGE/ALCOHOL

Exhibitors may serve food and beverages from their booth; however they must order it from the convention center's Food and Beverage Department. This includes bottled water. Menus are provided in the Additional Services section.

The distribution of or serving of alcoholic beverages in exhibit booths is prohibited. Only the sponsors of Happy Hours will be permitted to serve beer during the Happy Hours.

SMOKING

The convention center is a smoke-free environment at all times. Please do not smoke or use vapor producing devices in the facility.

UNION LABOR

Exhibitors are required to observe and comply with all union regulations for Illinois, as well as contracts with the facility in which the event is taking place, official service contractors and union labor organizations. The union rules for Chicago, IL are located in the [The Expo Group section](#).

GRATUITIES

Convention Center employees are **NOT** permitted to accept gratuities of any kind. If you are solicited for a tip by convention center employees or booth labor personnel, please report the incident to Show Management.

LIGHTING & SOUND REGULATIONS

Lighting – Lighting can be an integral part of an exciting exhibit presence, however in the interest of fairness and safety, the following guidelines have been established:

- No lighting, fixtures, lighting trusses or overhead lighting are allowed outside the boundaries of the exhibit space. This includes above the drapeline. Exhibitors intending to use hanging light systems should submit drawings to Show Management for approval.
- Lighting, including gobo's, 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.

Sound – The following noise abatement policy will be enforced at PWX 2026:

- Exhibitors may use sound equipment in their booths so long as the noise level does not disrupt the activities of neighboring exhibitors. Speakers and other sound devices should be positioned so as to direct sound into the booth rather than into the aisle. Sound and noise should not exceed 85decibels.

ELECTRICAL/PLUMBING

TEG/Prime is the exclusive provider for temporary and supplemental electrical and plumbing services at McCormick Place. They will work directly with you, AV company, and any other contractors to ensure the appropriate amount of power is provided during your event and that all electrical and plumbing services are working properly.

MUSIC LICENSING

Exhibitors using music in their exhibit, either live or mechanical, must provide TAFFY EVENTS with a copy of Exhibitors licensing agreement with ASCAP, BMI, SESAC or other such licensing organization or must expressly warrant in writing to TAFFY EVENTS that no such license is required due to exemption under 17 U.S.C. § 110 (5) or other specified exemption. Further, should Exhibitor play music, Exhibitor agrees to indemnify and hold TAFFY EVENTS and/or APWA harmless from any action brought against TAFFY EVENTS and/or APWA by ASCAP, BMI, SESAC or other licensing organization for the playing of such music.

AMERICANS WITH DISABILITIES ACT (ADA)



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All exhibiting companies are required to be in compliance with the Americans with Disabilities Act (ADA), and are encouraged to be sensitive, and as reasonably accommodating as possible, to attendees with disabilities. Information regarding ADA compliance is available from the U.S Department of Justice ADA Information line, 800-514-0301, and from the ADA Website at www.ada.gov.

Exhibitors with complex displays should pay special attention to the following conditions. Platforms and steps should not be used, or alternative access must be provided in the form of ramps with a grade of not more than one inch to one foot. The maximum rise for any run is 30 inches. Ramps with a rise of more than six inches, or a run longer than six feet, should have railings on both sides. Ramps must have edge protection in the form of curbs, walls or railings, and must have level landings at the bottom and top of each ramp. Rough or unfinished edges are not permitted. Landings should be at least as wide as the ramp and should be at least five feet in length. Raised corners should be marked.

Exhibitor shall also indemnify and hold harmless **Taffy Event Strategies, APWA, The Expo Group,** and the **McCormick Place** against cost, expense, liability or damage which may be incident to, arise out of or be caused by Exhibitor's failure to have their booth comply with requirements under the Act.

APWA CONFERENCE CODE OF CONDUCT

General. APWA is dedicated to providing a secure, pleasant and harassment free environment for participants in all of our events and conferences. All Attendees, Presenters and Exhibitors are required to comply with this Code of Conduct and to cooperate with APWA and event/conference staff in implementing and enforcing compliance with this Code.

Acceptable Behavior. Attendees, presenters and exhibitors at APWA events are expected to conduct themselves at all times in a courteous, professional and respectful manner, and to refrain from language and behavior that might bring discredit upon themselves, their companies or agencies or APWA.

Unacceptable Behavior. Prohibited conduct includes, but is not limited to, actions disrupting the businesslike atmosphere of a conference, harassment of any kind, discrimination, inappropriate language, failure to comply with all local, state, and federal laws, activities that endanger self or others, and failure to comply with instructions of convention/APWA staff. Harassment includes the use of abusive, offensive, or degrading language or visual images, intimidation, stalking, bullying behavior, harassing photography or recording, inappropriate physical contact, sexual imagery and unwelcome sexual advances or request for sexual favors.

Consequences of Unacceptable Behavior. Attendees, Presenters and Vendors who do not comply with this code of conduct at any event will be subject to discipline ranging from removal from the event with no refund to being barred from attending future APWA sponsored or co-sponsored events.

What to Do if You Witness or are the Subject of Unacceptable Behavior. If you have any concerns or wish to report violations of this Code of Conduct, please contact a member of the Conference Staff immediately. You may also report concerns by calling 816-595-5242 or emailing dforbes@apwa.org.



SPECIAL WORK PERMITS

Exhibitors that must have access to the exhibit hall outside the published hours must be issued a Special Work Permit from Show Management. Please come to the Sales/Operations Office no later than 4:00 PM to obtain your Special Work Permit. Additional security **MAY** be required at the exhibitor's expense if late work permits are required. We encourage exhibitors to complete your exhibit installation/dismantling during specified hours. **No permits are issued to work on the show floor before show opening, only after show closing.**

Press conferences, sales meetings or training sessions on the exhibit floor before or after the show hours, without written approval from Show Management are strictly prohibited.

USE OF EXHIBITOR APPOINTED CONTRACTORS (EAC'S)

An **Exhibitor Appointed Contractor (EAC)** is any company, other than the designated official contractors listed in this manual that an exhibitor wishes to use and which requires access to the exhibit hall before, during or after the show.

These include independent display/installation & dismantle companies or anyone who is not an employee of your company that you will have working on your equipment and products.

Also included are delivery personnel, technicians, photographers, florists, A/V companies, and anyone hired by the exhibitor who needs access to the exhibit hall. Permission to use an Exhibitor Appointed Contractor cannot be given for utilities, booth cleaning or material handling services, as these are exclusive to the convention center and/or the general contractor. **Exhibitors who plan to use Exhibitor Appointed Contractors must read and act on the remaining pages of this section.**

HOW TO OBTAIN AUTHORIZATION TO USE AN EAC

Here are the principal steps for obtaining authorization to use an Exhibitor Appointed Contractor:

- 1) **Exhibitor MUST make a request in writing:** Exhibitors who wish to use an EAC **MUST** fill out the EAC Requirements form located in the TEG section of the manual.
- 2) **EACs must provide a Certificate of Insurance: Every person** needing access to the show floor must be covered by insurance. **(Exhibiting companies are required to insure their own personnel.)** Any person, who is not a direct employee of the exhibiting company, must provide his/her own proof of insurance before being allowed access to an exhibitor's booth on the show floor.

Show Management will authorize the exhibitor to use an EAC to provide services to the exhibiting firm, upon receipt of the following:

- a. Certificate of Comprehensive General Liability insurance including personal injury and blanket contractual liability insurance in the amount of \$1,000,000 per occurrence/\$2,000,000 aggregate including coverage for Independent Contractors who have been authorized by Show Management to enter the premises of the show site as exhibitor appointed contractors hired by Exhibitor, with Single Limit Bodily Injury and Property Damage Coverage for each occurrence,

Contractual Liability coverage, Products Liability coverage, and with completed operations coverage included.

- b. Comprehensive Automobile Liability coverage for bodily injury and property damage, including hired and non-owned auto for not less than \$1,000,000. Policy must also cover uninsured/underinsured motorists for \$1,000,000 per occurrence.
- c. Workers' Compensation, Employee and Employers' Liability coverage in full compliance with all laws covering clients' employees.
- d. EAC must carry an Umbrella Liability policy of \$2,000,000 in excess of Commercial General, Automobile Liability and Employer's Liability.
- e. Exhibitor utilizing EAC's agrees to indemnify and hold harmless APWA, Taffy Event Strategies, The Expo Group, Georgia World Congress Center and their board members, officers, employees and agents, and The Expo Group must be named as additional insureds on all certificates of insurance for Commercial General Liability, Employer's Liability, Automobile Liability and Umbrella Liability.
- e. Written notice of cancellation of any coverage must be given to Show Management, and proof of replacement coverage meeting the same conditions as expressed above before entering the premises of the show site.

Exhibitors will be notified directly only if authorization is **NOT** approved. Therefore, unless the exhibitor is so informed by Show Management, and if the listed conditions are met, approval to use an EAC is implied.

RULES & REGULATIONS GOVERNING EACS

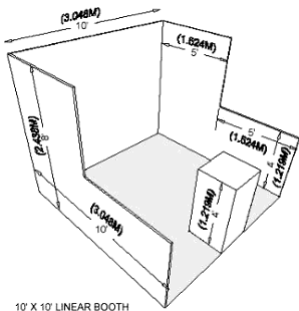
- The EAC will refrain from placing an undue burden on the Official Contractor by interfering in any way with the Official Contractor's work.
- The EAC will not solicit business on the show floor at any time.
- The EAC will share with the Official Contractor all reasonable costs incurred in connection with his operation, including overtime pay for stewards, security if necessary, restoration of exhibit space to its initial condition, marking of exhibit floor, etc.
- The EAC will cooperate fully with the Official Contractors and will comply with existing labor/union regulations or contracts as determined by the commitment made and obligations assumed by Show Management in any contracts with the Official Contractors.
- **ALL** EACs and their labor must be wrist-banded through Show Management. This must be indicated via the form. No one will be allowed on the show floor without proper identification.
- EACs will not be permitted to store equipment in the Convention Center. Due to limited space and fire regulations, all equipment must be stored off the premises. If found, equipment will be removed from building.
- EACs will not take any exhibitor product without authorization from the exhibitor.

PWX 2026 BOOTH DISPLAY SPECIFICATIONS

Linear or In-Line Booth

Linear Booths have one side exposed to an aisle and are generally arranged in a series along a straight line. Linear Booths are ten feet (10') wide and ten feet (10') deep, i.e. 10'x10'. In-line booths have an eight-foot (8') back wall height limit.

Display materials and products should not obstruct or block sight lines of neighboring exhibitors, nor exceed the height of the drapeline in back. The maximum height of eight feet (8') is allowed only in the rear half of the booth space, with a four-foot (4') height limited imposed on all materials in the remaining space forward to the aisle. Note: When three or more Linear Booths are used in combination as a single exhibit space, the four-foot (4') height limitation is applied only to that portion of exhibit space which is within ten feet (10') of an adjoining booth.



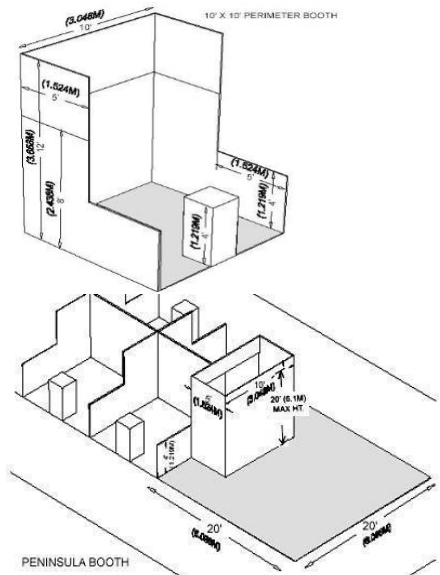
10' X 10' LINEAR BOOTH

Perimeter Booth

A Perimeter Booth is a Linear Booth that backs up to a wall of the exhibit facility rather than to another exhibit. Perimeter Booths have a twelve-foot (12') maximum height limit.

Peninsula Booth

A Peninsula Booth is exposed to aisles on three (3) sides and composed of a minimum of four booths. A Peninsula Booth is 20'x20' or larger. When a Peninsula Booth backs up to two Linear Booths, the back wall is restricted to four feet (4') high within five feet (5') of each aisle, permitting adequate line of sight for the adjoining Linear Booths. Twenty (20') feet is the maximum height allowance, including signage for the center portion of the back wall.

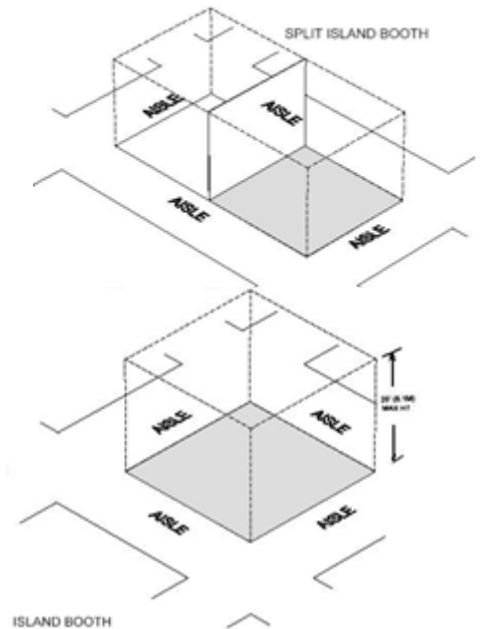


PENINSULA BOOTH

EXHIBIT RULES & REGULATIONS

Split Island Booth

A Split Island Booth is a Peninsula Booth which shares a common back-wall with another Peninsula Booth. The entire cubic content of this booth may be used, up to the maximum allowable height, which is twenty (20') feet, without any back-wall line of sight restrictions. A Split Island booth is 20'x20' or larger.



Island Booth

An Island Booth is a booth exposed to aisles on all four sides. An Island Booth is 20'x20' or larger. *Anything less than 20'x20' is not an island and will have an eight foot (8') restriction and no hanging signs will be allowed.* The entire cubic content of the Island Booth may be used to the maximum allowable height which is twenty (20') foot height limit.

Hanging Signs & Graphics

Hanging of signs is allowed only in peninsula and island booths that are greater than 10 feet in depth and occupy 400 square feet or more. Length of sign may not exceed 50% of the corresponding dimension of the exhibit space. Signs may be no taller than 6 feet in height, must hang at or below 20 feet (measured from floor to top of sign) and must not hang lower than 2 feet above the top of other structures in the booth. Signs must be set back at least 25% of the booth's dimension from the corresponding side line (i.e., a 20'x40' booth may have a sign that is up to 10'x20'x4') in dimension, which must be set back into the booth by 5' from the 20' side lines, and 10' from the 40' side lines.