

Show Regulations

All of the following points are understood and accepted as part of the contract between the Promotional Products Association International and those who rent booth space at The PPAI Expo 2010 to be held at the Mandalay Bay Convention Center on January 2-6, 2012.

1. WHO MAY EXHIBIT? Exhibit privilege is open to Supplier and Business Services members who are in good standing with PPAI and current in payment of dues and all other charges invoiced by the Association and have executed the exhibitor's contract. UPIC qualified nonmember companies may exhibit if they are in good standing with PPAI, have executed the nonmember exhibitor's contract and paid all related nonmember fees.

The primary purpose of The PPAI Expo, PPAI DECORATE, PPAI brand. and PPAI sponsored shows is to provide distributors and qualified resellers exposure to suppliers' promotional products, premiums and business gifts and to provide appropriate educational forums and opportunities. The secondary purpose of The PPAI Expo, PPAI DECORATE, PPAI brand. and PPAI-sponsored shows is to provide distributors (and their qualified designees), other members and resellers exposure to business services, products and equipment that facilitate and enhance the supply chain of suppliers' products through distributors to end buyers.

Equipment, machinery, parts or materials used in the production or decoration of promotional products, and exhibited for the purposes of distribution, sale or resale, may only be exhibited in a specifically designated area. Such equipment, machinery, parts or materials are those typically used in the awards and recognition, decorated apparel and digital printing industries.

PPAI reserves the right to decline any request if it is not in the best interest of The PPAI Expo, PPAI DECORATE, PPAI brand. or other PPAI sponsored shows. Exhibit locations within these areas are based on a priority point system.

2. EXHIBITS. Official exhibits are in booths located on the exposition floors of the Mandalay Bay Convention Center. Exhibiting elsewhere violates PPAI Exposition Regulations.

PPAI trade shows have been designated as nonsmoking shows during move-in, exhibit hours, and move-out, except in designated areas outside of the Mandalay Bay Convention Center.

3. EXHIBITING MERCHANDISE OF NONMEMBERS. Non-exhibiting Business Services members may exhibit the products of nonmember suppliers provided that such members have a.) Met the requirements of 1 and 2 above; b.) Provided the Association with a list of nonmember suppliers whose products will be exhibited. The nonmember whose products are being exhibited must also identify its literature, sales aids, etc. with its industry identification number, if any; and must agree in writing to comply with the above requirements prior to having its products exhibited at a PPAI Exposition.

Any nonmembers who are regional association members or industry subscribers will be eligible to exhibit directly through the association and are not required to exhibit through a non-exhibiting Business Services member.

Any nonmember supplier's product may be exhibited at not more than three shows in a time period not to exceed 18 months, after which the firm must apply for membership in PPAI and be accepted in order to have its products exhibited.

4. ONE COMPANY'S PRODUCTS PER BOOTH. An exhibitor may exhibit the products of no more than one company or client in a single standard exhibit booth.

5. SPACE ASSIGNMENT. Exhibit space is assigned under a priority system established by PPAI on execution by the exhibitor of the exhibitor's contract and payment of the exhibit fee. Exhibitors that have common ownership will be assigned based on the highest number of priority points. Exhibitors that are not affiliated by common ownership who want to exhibit in a group will be assigned space based on an average of all their priority points. Each exhibitor, in priority point order, is allowed to select one contiguous booth location on the show floor. Upon completion of the initial space allocations, exhibitors will have the opportunity to secure additional noncontiguous exhibit space. An exhibiting company may reserve space only for its own use and may not assign or sublet space to other exhibitors. In exhibiting their products, Nonmembers and or companies using the services of non-exhibiting Business Services members will be assigned space on the basis of their own priority points, if any. Provided, however, that if such companies' products are exhibited in space not separated from the non-exhibiting Business Services members location by booths of other exhibitors, the priority assigned to such space shall be based on the lowest number of priority points of any client whose products are exhibited in the Business Service members location. Non-exhibiting Business Services members who exhibit the products of others have no priority in the assignment of booth space.

6. EXHIBIT FEES. Booth fees range from \$18.95-\$21.45 per square foot. Cancellation by exhibitor will result in a forfeiture of all booth fees. A nonmember who exhibits through PPAI directly will pay from \$25.95-\$27.95 per square foot. PPAI Show Management will not permit exhibit installation unless all booth and association fees are paid in full.

7. EXHIBIT DAYS AND HOURS. The PPAI Expo 2012 offers three (3) days of exhibits.

Wednesday, January 4, 2012	10:00 a.m. – 5:30 p.m.
Thursday, January 5, 2012	10:00 a.m. – 5:30 p.m.
Friday, January 6, 2012	10:00 a.m. – 3:00 p.m.

8. OBSERVANCE OF EXHIBIT DAYS AND HOURS. Exhibits shall be staffed and remain open on every official exhibit day for the full duration of official exhibit hours and shall be closed at all other times. Failure to observe the official exhibit days and/or hours may result in the loss of priority for assignment of exhibit space in future PPAI Expositions.

9. BUSINESS/SOCIAL EVENTS. Exhibitors, organizations, and participating registrants shall not hold business or social functions to which Distributors and/or Franchisers are invited during official exhibit hours or during any other PPAI Expo event. Only exhibitors in good standing and authorized distributor members of PPAI are permitted to host a hospitality function at the Mandalay Bay Convention Center or in an official hotel. PPAI Show Management MUST approve all requests for a hospitality suite or public function space in advance.

10. SPACE OCCUPANCY. Installation of all displays must be completed no later than 5:00 p.m. on Tuesday, January 3, 2012, unless PPAI Show Management has granted permission in advance or the specified booth is a last in first out, which cannot setup until after 5:00 p.m. on Tuesday, January 3 2012.

11. SPACE FORFEITURE. Exhibit space setup must be completed by 5:00 p.m. on Tuesday, January 3, 2012, or PPAI reserves the right to have the display installed at the expense of the exhibitor or space may be forfeited by the exhibitor and the space may be resold and reassigned by PPAI without refund, unless arrangements for delayed occupancy have been approved by Show Management.

12. FIRE AND SAFETY REGULATIONS. Exhibitors are expected to comply with all city regulations in effect at the facility. All packing containers and wrapping paper, which must be non-combustible and flameproof, must be removed from the floor and must not be stored under tables or behind displays. Use of tissue, crepe, and corrugated paper or other forms of flammable materials is prohibited, and materials used for table and shelf covering must be able to withstand a flameproof test as prescribed by fire ordinance of the Las Vegas Fire Marshal. All inflammables are to be kept in safety containers. Open flames, oxygen tanks, etc. are not permitted without the permission of Mandalay Bay Convention Center and the Las Vegas Fire Marshal. The Fire Marshal has final say on any jurisdiction disputes.

Exhibit booths shall not interfere with access to emergency exits or restrict visibility of emergency exit signs. Exhibits and displays may not obstruct any aisles or public spaces.

13. BOOTH STANDARDS. All linear booths shall conform to the booth construction standards set forth in the Exhibit Display Rules & Regulations published and endorsed by professional trade show industry organizations: back panels shall not exceed 8' in height, including a sign, nor extend out from the back wall more than 50 percent of the booth depth; side panels and counters shall not exceed 4' in height and constructed exhibits and products on display shall not exceed this dimension; any unfinished portion of an exhibitor's display extending above 4' side drape or 8' back wall drape must be draped or finished at the exhibitor's expense, so as not to be objectionable to adjacent exhibitors. Wing panels or counters shall not exceed 4' in height. In exception to the foregoing, island displays 20' x 20' or larger may extend to but not exceed 16' in height. For overhead signs, see PPAI Exposition rule 24. Exhibits occupying a minimum of 30' linear feet on both sides of an aisle facing each other, may span the aisle with either carpet or signage only with PPAI Show Management approved construction. No span shall exceed 10' in height nor extend into any aisle or neighboring booth. Fees shall be 10% of total booth fees regardless of span configuration. Aisles must remain clear. Unless extended height is purchased the following are standard heights: Linear - 8', Corner - 8', Perimeter - 8', Island - 16', and Peninsula - 12'.

14. BOOTHS WITH HEIGHT ALLOWANCE. Extended height may be purchased for an additional 10% of the total booth fee based on your booth configuration. The maximum allowances for extended height are as follows: Linear - 10', Corner - 10', Perimeter - 16', Island - 22', and Peninsula - 16'.

15. BOOTH EQUIPMENT. 8' back drape and 36" side drape dividers will be provided.

16. BOOTH SIGN. Exhibitor shall receive a two-line identification sign, indicating booth number, name, city and state, at no charge. The sign shall read company name, city and state as the membership is held. No logo or information other than that designated by PPAI shall be affixed to the sign.

17. BOOTH CARPETING. At no additional charge to exhibitor, carpeting will be installed in each standard 10' x 10' booth. Standard carpet depth for linear booths is 9' in keeping with standard trade show industry practices. Standard 20' wide island and peninsula configurations will receive carpeting 18' wide. The expense for any additional carpeting shall be borne by the exhibitor. Exhibitors occupying a minimum of 30 linear feet on both sides of an aisle may carpet the aisle at 10% of total booth fees, with PPAI Exposition Management approval and the expense for the additional carpeting shall be borne by the exhibitor. (Booth Carpeting does not apply to PPAI DECORATE.)

18. BOOTH SERVICES. There will be general cleaning of the aisles without any charge to the exhibitor.

Exhibitors will be furnished an online Exhibitor Service Manual, containing important Exposition information, including equipment rental and service order forms.

19. SERVICE CONTRACTOR AND DECORATOR . All requests for services, furniture, additional draping, decorations and additional signs are to be handled at the exhibitor's expense directly with PPAI's official general contractor.

20. MATERIAL HANDLING. All property is to be shipped prepaid to the designated advance warehouse or direct to the PPAI event. PPAI will choose a designated material handling contractor for each event. The rate paid to the material handling contractor will include unloading vehicles from the dock, delivering materials to the exhibitor's booth, removing and storing empty crates until the end of the event, returning crates to exhibitor's booth and transporting materials back to the dock for reloading. In cities where no union regulation prevails or allowances are made otherwise, exhibitors may choose to hand carry materials to their exhibit booths from personal vehicles. The rates for material handling services, which may vary from city to city and year to year, will be published in the online Exhibitor Service Manual. Material handling fees do not include any uncrating, erection, unskidding in booths or dismantling; such labor and equipment will be furnished by the general contractor as required by exhibitors at prevailing rates. All empty packing crates must be properly marked with the firm name and booth number. Unmarked crates will not be returned.

21. MOVEMENT OF TRUNKS AND CASES. No trunks, cases or packing materials shall be brought into or out of the exhibit areas during exhibit hours.

22. LABOR. The rules governing the installation and dismantling of prefabricated exhibits, and unpacking and setting out of exhibitor material, samples and literature varies from city to city based on union jurisdiction. Display installation labor can be obtained through the official show contractor or an exhibitor appointed contractor at established rates. Detailed labor rules, official contractor rates and requirements for using an exhibitor appointed contractor will be provided in the online Exhibitor Service Manual.

23. ELECTRICAL. Electrical outlets are NOT part of your booth space. Local ordinance prohibits more than two (2) connections per outlet box. All wiring must be three-wire and grounded. AC 60 Cycle, 120 volt, single phase; AC 60 cycle, 208 volt single phase, and AC 60 cycle, 120/208 volt, three phase electrical current is available. Electrical service is not provided as part of your exhibit space rental fee. Rules governing the installation of electrical fixtures vary from city to city. Complete guidelines for ordering and installing electrical fixtures will be included in online Exhibitor Service Manual.

24. SIGNS AND ADVERTISING DEVICES. All signs must be fire-retardant. No signs or advertising devices shall be displayed outside exhibit space. Nothing shall be posted, tacked or otherwise attached to columns, walls, floors or other parts of the building or furniture. Anything in connection therewith necessary or proper for the protection of the building, equipment or furniture will be at the expense of the exhibitor. Sign copy must face into the booth if used along the back wall or sidewall of any linear booth. Overhead, suspended signs may be displayed in accordance with the display rules and regulations governing each booth configuration and only with express permission of PPAI Show Management. All labor expenses, in addition to a 10% special configuration fee paid to PPAI shall be borne by exhibitor.

25. DISTRIBUTION OF ADVERTISING MATERIAL. Exhibitor shall not distribute or display products, circulars, catalogs or publications outside the confines of their exhibit space.

26. EXHIBITOR CONDUCT & RIGHTS OF OTHERS. PPAI Show Management may require an exhibitor to make changes in an exhibit if, in Show Management's opinion, the exhibit does not conform to prevailing standards of good taste. Changes will also be required if the exhibit interferes with the rights of others. Exhibitors shall not congregate or solicit trade in the aisles, and no exhibitor shall conduct himself or herself in a manner offensive to decency or good taste. No disturbances of economic or political demonstrations, including picketing against other registrants, shall be allowed.

All exhibitors are expected to abide by and observe all laws, rules, regulations and ordinances of any governmental authority and all rules of the facility.

27. ADVANCE REGISTRATION OF EXHIBIT STAFF. All members of exhibit staff shall be registered IN ADVANCE of the Exposition using the official online registration system. Registration of members of exhibit staff on-site will require a letter of authorization signed by a company principal.

28. EXHIBIT STAFF. Members of exhibit staff shall be full-time employees of exhibitors or shall be employed for the duration of the Exposition. Booth representatives shall wear official show badges provided by PPAI. Badges for exhibit staff are not transferable. No other identification will be considered valid if worn without the official show badge. This regulation, however, shall in no way prohibit employment of professional models or demonstrators for part-time duty with exhibitors. Costumed members of exhibit staff wearing product or location information must stay within the booth space while so attired. Exhibitors who violate provisions of this regulation may lose priority for assignment of exhibit space in future PPAI Expositions.

29. DISMANTLING OF DISPLAYS. Exhibitors shall not be permitted to dismantle their exhibits, or begin packing until the official close of the show at 3:00 p.m. on Friday, January 6, 2012. No packing crates or boxes will be returned until that time. All dismantling must be finished and all exhibit material must be out of the Mandalay Bay Convention Center by noon on Saturday, January 7, 2012. Exhibitors must make arrangements for outbound shipments.

30. LEAD RETRIEVAL. A complimentary lead retrieval unit is available for PPAI members if ordered from ARI (Registration Company) by the published deadline. Encoded badges will be provided to Distributor only. Vendors, Observers or Guests will not have any information encoded on their badge.

31. PROTECTION OF PROPERTY. PPAI will provide general perimeter security at each PPAI event. EACH EXHIBITOR MUST MAKE PROVISIONS FOR THE SAFEKEEPING OF HIS GOODS BEFORE THE OPENING, DURING AND AFTER THE CLOSING OF THE EXPOSITION. NO RESPONSIBILITY IS ASSUMED BY THE ASSOCIATION or any of its contractors FOR MERCHANDISE LOST OR DAMAGED, EXHIBITOR MUST INSURE HIS GOODS AT HIS OWN EXPENSE. Information on hiring additional security for your products will be provided in the online Exhibitor Service Manual.

32. LIABILITY. EXHIBITOR AGREES TO HOLD FOREVER HARMLESS THE PROMOTIONAL PRODUCTS ASSOCIATION INTERNATIONAL AND ITS OFFICIAL DECORATING COMPANY FROM ANY DAMAGE CHARGES IMPOSED FOR VIOLATION OF ANY LAW OR ORDINANCE OR TO COMPLY WITH APPLICABLE TERMS IN THE AGREEMENT BETWEEN THE OFFICIAL DECORATOR AND THE PROMOTIONAL PRODUCTS ASSOCIATION INTERNATIONAL AND THAT THE PROMOTIONAL PRODUCTS ASSOCIATION INTERNATIONAL AND THE OFFICIAL DECORATOR SHALL NOT BE LIABLE TO ANY EXHIBITOR FOR ANY ACCIDENT OR OTHER OCCURRENCE TO EXHIBITOR, HIS AGENTS, EMPLOYEES OR BUSINESS CONTACTS OR GUESTS, WHICH ARISE BY REASON OF OCCUPANCY OF THE EXHIBITION PREMISES.

33. ATTENDANCE. PPAI Expositions are industry trade events open to Association members who are current in payment of dues and to officials of nonmember firms whose names are placed on the Admittance List. PPAI Expositions are closed to the general public, to nonmember Suppliers who are not exhibiting, to unauthorized personnel of Distributor firms and to users of Promotional Products.

Distributors may register authorized personnel to attend all days of the Exposition. Sales Representatives (whether employees or independent contractors) may register only with their firm's principal's approval. Children under the age of 16 will not be admitted during move-in/show days or move-out. At The PPAI Expo 2010 each member Distributor firm is entitled to register at no charge, an unlimited number of registrants.

Any member who transmits or gives a member badge to a nonmember or to unauthorized personnel of member or nonmember firms or registers for admission such a person may be assessed \$500 for each violation. If an exhibitor or any member of his staff gives or transmits an exhibitor badge to a nonmember or to unauthorized personnel of member or nonmember firms or registers for admission such a person, the exhibitor may be assessed \$500 for each such violation and may forfeit space priority for future PPAI Expositions.

PPAI reserves the right to refuse admittance to anyone without cause or explanation. PPAI reserves the right to remove any attendee or exhibitor from the show without cause or explanation (no refunds will be given) and refused admittance into future PPAI events.

34. NONMEMBER ATTENDANCE AND FEES. UPIC qualified nonmember firms may attend the PPAI Exposition at no charge for two years without joining PPAI. After two years nonmember firms will need to join PPAI to be able to attend. Onsite nonmember distributors may attend at no charge by submitting to PPAI three invoice copies/letters of reference for \$100 (merchandise, not samples) dated within the last six (6) months from three promotional products suppliers. The Association reserves the right to further investigate the attendance application of nonmember firms or refuse admittance.

35. ESCORTED EXPOSITION TOUR. Representatives of nonmember firms interested in becoming members may be accorded an escorted tour of the Exposition. Applications for such a tour should be made to the PPAI Expositions Department prior to the PPAI Expo 2012.

36. SOLICITATION OF GOODS AND SERVICES. Only those firms registered at the Exposition as Exhibitors (member and nonmember) may solicit their goods and services. Specifically, non-exhibiting suppliers, guests and members of the press are prohibited from soliciting business during the Exposition. Violation of this rule can lead to immediate removal from the PPAI Expo 2012 and non admittance into future PPAI events.

37. WHEELED VEHICLES. All attendees are welcome to utilize wheeled carts or cases to carry their catalogs and other materials collected at the show. The carts or cases may only have two wheels with a wheelbase of no more than 12" from outside wheel to outside wheel. Collection boxes on carts can be no wider than the cart, or larger than 15" in any dimension. STROLLERS, DRUMS OR BARRELS WILL NOT BE ALLOWED ON THE SHOW FLOOR! PPAI reserves the right to remove any cart or case from the show floor at its discretion.

38. TAPING. All programs, meetings, sessions, seminars, trade shows and other events sponsored by PPAI are the exclusive property of PPAI and no one is permitted to record or reproduce such events, aurally or visually, by motion pictures, videotape recording, audio cassette recording or by any other means for commercial purposes without the express written consent of PPAI. The rule does not prohibit videotaping or other visual or aural recordings by an exhibitor of PPAI trade shows made entirely within the booth space leased by that exhibitor. In order to not interfere with normal show proceedings, all recordings done outside an exhibitor's own booth shall be done prior to or after exhibit hours; any special expenses generated to be borne by the proponents/exhibitors.

Photography and/or videotaping of any display or product other than an exhibitor's own is prohibited, unless written permission has been obtained from PPAI and the firm whose booth is being photographed/videotaped.

39. AMENDMENT TO REGULATIONS. Exhibitor and attendees shall observe and abide by any additional reasonable regulations made by PPAI, its officers and employees for efficient and safe operation of the Exposition. All regulations outlined in this document will remain in effect during the entire event. In addition to these regulations, those outlined in the Exhibit Space Application and Contract (for exhibitors only) will be in effect and enforced.

Any and all matter not specifically covered by either of these documents shall be subject solely to the judgment of PPAI, and may be amended at any time.

40. VIOLATION OF RULES AND REGULATIONS. A member who violates any of these rules and regulations is subject to an assessment of \$500 for each violation and/or forfeiture of space priority for future PPAI Expositions. Repeated violation may result in loss of the right to exhibit or attend PPAI Expositions.

41. INCORPORATION OF RULES AND REGULATIONS. Any and all matters pertaining to the PPAI event and not specifically covered by the terms and conditions of the contract shall be subject to determination by PPAI in its sole discretion. PPAI may adopt rules or regulations, or be required to adopt rules or regulations, from time to time governing such matters and may amend or revoke them at any time, upon reasonable notice to Exhibitors. Any such rules

and regulations (whether or not included in the online Exhibitor Service Manual or similar document) are an integral part of this document and are incorporated herein by reference. Exhibitor shall observe and abide by additional regulations as soon as they are communicated to the exhibitor.

ADDITIONAL EXHIBIT RULES & REGULATIONS

DEMONSTRATIONS AND ENTERTAINMENT - Should spectators overflow into the aisles or an adjacent booth, the demonstration or entertainment may be limited or eliminated. Samples, souvenirs, and advertising materials may only be distributed within the confines of the booth. Equipment must be arranged so show visitors do not stand in the aisles while examining equipment or watching demonstrations.

SOUND - The use of sound for mechanical reproduction of sound or music is permitted but must be controlled. Sound of any kind may not be projected outside the confines of the booth. PPAI reserves the right to determine at what point sound constitutes interference and must be discontinued. Normal non-objectionable limit is 95-100 dBs. All broadcasting of music in an exhibitor's booth either live or by mechanical means is subject to copyright laws. Exhibitors must obtain licenses and pay appropriate fees to ASCAP (American Society of Composers, Authors & Publishers) and BMI (Broadcast Music Inc.) before broadcasting music in conjunction with this event.

FOOD AND BEVERAGE DISTRIBUTION – Mandalay bay Convention Center is the contracted catering and food service provider and has exclusive food and beverage distribution rights throughout the center. All food and/or beverage items must be purchased through them.

NO ALCOHOLIC BEVERAGES MAY BE DISTRIBUTED BY EXHIBITORS ON THE SHOW FLOOR DURING EXHIBIT HOURS.

EXHIBITOR APPOINTED CONTRACTOR (EAC) - Exhibitors may utilize the services of an exhibitor appointed contract (EAC) by submitting the EAC form, found online in the Exhibitor Service Manual, to PPAI Show Management by November 18, 2011.

Please note: Failure to submit the EAC authorization form by November 18, 2011 will result in all services (labor, floral, etc.) being ordered through our official contractors allowing the EAC to be on the floor in a supervisory capacity only. EACs will be expected to provide PPAI with proof of insurance and to abide by all show rules. **CERTAIN FUNCTIONS CAN ONLY BE PERFORMED BY REQUIRED SERVICE CONTRACTORS. PLEASE SEE THE LIST OF REQUIRED SERVICE CONTRACTORS IN THE ONLINE EXHIBITOR SERVICE MANUAL TO DETERMINE IN WHICH FUNCTIONS AN EXHIBITOR APPOINTED CONTRACTOR MAY BE USED.** No exceptions will be made for the following services: electrical, plumbing, telephone, security, internet, cleaning, catering, material handling and rigging.