

Exhibit Rules & Regulations

The Original Creative Festival June 24-26, 2010

The rules and regulations of CD Management, hereinafter known as Show Management and those of the Sharonville Convention Center govern exhibits, displays and presentations in connection with the Show Management's show to be held at the Sharonville Convention Center, June 24-26, 2010.

YOUR CONTACT FOR ANY QUESTIONS WILL BE:
CD Mangement, 2724 2nd., Des Moines, IA 50313,
Phone:(515) 282-9101 or (800) 367-5651
Fax: (515) 282-4483

1. LIABILITY. Exhibitor agrees to protect, save and hold the Show Management and the Sharonville Convention Center and all agents and employees thereof forever harmless for any damages or charges imposed for violations of any law ordinance, whether occasioned by the negligence of the Exhibitor or those holding under the Exhibitor, as well as, strictly comply with the applicable terms and conditions contained in the agreement between the Sharonville Convention Center and the Show Management regarding the exhibition premises; and further, Exhibitor shall at all times protect, save and hold harmless the Show Management and the Sharonville Convention Center against and from any and all losses, costs (including attorney fees), damage, liability, or expense arising from, or out of or by reason of any accident or bodily injury or by reason of said Exhibitor's occupancy and the use of the Exhibition premises or part thereof.

The Show Management and the Sharonville Convention Center cannot assume responsibility for the safety of property of the Exhibitor, its officers, agents or employees from theft, damage by fire, accident, other causes, but will use all reasonable care to protect them against such loss. **IN ALL CASES, VENDORS MUST INSURE THEIR PROPERTY AT THEIR OWN EXPENSE. IT IS RECOMMENDED THAT ALL VENDORS HAVE REPRESENTATIVES IN ATTENDANCE AT ALL TIMES WHEN THE EXHIBITS ARE OPEN AND WHEN EXHIBITS ARE BEING SET UP OR DISMANTLED, TO PROTECT THEM AGAINST LOSS.** The Exhibitor will obtain and pay for public liability and property damage insurance in respect of the Premises which contains:

1. Coverage for personal injury;
2. Coverage for property damage;
3. Coverage for economic loss;
4. Acknowledgement of the existence of this Contract; and
5. A cross-liability clause

2. EXHIBITOR PERSONNEL. Admittance badges may be requested only for personnel in your employ that will staff your exhibit booth.

3. FAILURE TO COMPLY. If the Exhibitor or Booth Occupant fails to install a product or display in the assigned space, or fails to man the space, or fails to pay the rent, or fails to comply with any other provision of this agreement, the Show Management shall have the right without notice to the Occupant to take possession of said space and lease said space or any part thereof to such parties and upon such terms and conditions as it may deem proper, and the Occupant agrees to pay any deficiency or any other loss or damage suffered by Show Management resulting from such failure to comply.

4. SUBLEASE OR SHARED SPACE. The Exhibit Occupant will not assign or sublet assigned space or any part thereof without prior written consent of Show Management, and agrees that no sign, placard or names shall be placed in or about the space herein leased or upon the printed list of Occupants or Directory of the Exposition, except such as identify the Occupant or his product

or products, that no products or services other than his own will be displayed in said space without the prior written consent of Show Management, and that all displays, shall be subject to the approval of Show Management.

5. MANAGEMENT. Should it be deemed advisable to transfer the management of the Conference or any part of it to a separate corporation set up by Show Management for that purpose, the Show Management reserves the right to assign this agreement to such corporation.

6. RULES. Show Management shall make rules and regulations and amend the same from time to time, and shall have exclusive final determination in the matter of the interpretation and enforcement of all such rules, regulations and amendments, every agreement and representation must be in writing and signed by the Show Management to be binding upon Show Management, and this agreement cannot be altered, modified or cancelled by the Exhibit Occupant without the written consent of the Show Management.

7. EXHIBITS. If deemed necessary for best interest of the show, Show Management reserves the right to move exhibits at the Show Management's discretion, prior to show and with or without the exhibitors' knowledge.

8. BILL OF RIGHTS FOR FELLOW EXHIBITORS. No exhibit should be set up so its arrangement or manner of presentation will obstruct or interfere with the general view or rights of any other displays. No exhibit shall extend beyond the official floor plan dimensions or into an aisle. Verbal announcements, phonograph or tape recording, radios, closed circuit or videotape TV, sound-slide presentations, motion pictures, or other attention-getting devices are prohibited if objectionable to adjacent Exhibitors. Approval from Show Management should be obtained in advance in order to avoid disappointment.

9. INSTALLATION OF EXHIBITS. Exhibits may be installed 1:00 p.m. to 8:00 p.m. Wednesday, June 23, 2010. Show Management requests that all materials be in place on Wednesday, June 23, 2010, 8:00 p.m. (Setup & Exhibit time subject to change.)

10. SECURITY. Security guard service will be furnished continuously by Show Management in the exhibition hall. During set up, the security guards will patrol and observe. Until the official show opening, they will limit entry to persons possessing an Exhibitor or Staff badge. Badges will be available at the show registration desk.

11. RIGHT TO PRIVACY. Cameras, audio and video recording equipment are prohibited in exhibition area, unless given exclusive permission by Show Management.

12. DISMANTLING. Exhibitors may not dismantle set-ups or do any packing before 4:00 p.m., Saturday, June 26, 2010. The Exhibit Hall must be cleared by 8:00 p.m. Saturday, June 26, 2010.

13. FORCE MAJEURE. Show Management shall not be held responsible for any loss, damage, or delay due to strikes, lockouts, Acts of God, governmental restriction, enemy action, civil commotion, unavoidable casualty or other causes similar or dissimilar, beyond the control of Show Management.

14. EXHIBIT PAYMENT. A non-refundable minimum of 50% of the total booth rental fee must accompany a signed contract to hold any space. Anyone with advertising balances overdue by 30 days on their account will not be allowed to exhibit until all balances are paid in full in at least 60 days prior to the show.

Rules & Regulations (Continued from page 2)

Exhibit Construction, Decoration, Signs, Etc. – Exhibitors are solely responsible for the safety of their exhibits. The Exhibitor and its display company remain solely liable for the safety of their exhibit. Exhibitors must comply with all regulations published by Show Management, laws, regulations, and ordinances in force in the exhibit facility, city of Cincinnati, the state of Ohio, and the United States.

Special Electrical, Cleaning, Catering Services, Etc. - For insurance, safety and security purposes, electrical, cleaning, catering, sign hanging, drayage, and other special services needed by individual Exhibitors are provided only when the Exhibitor orders and agrees to pay for them from the exclusive suppliers authorized to provide such services listed in the Exhibitor Manual.

Floor Plans - Show Management publishes floor plans that are provided by the exhibit facility and are believed to be correct.

Americans with Disabilities Act - Exhibitors must be in full compliance with the Americans with Disabilities Act.

Amendments - Show Management shall have full power to make or amend these rules.

**SHOW MANAGEMENT RESERVES THE RIGHT TO RELOCATE ANY BOOTH(S)
FOR ANY REASON DEEMED NECESSARY.**

Height Restrictions

Standard Booth – Maximum height is 14 feet. This 14 foot height may be maintained on the side wall of your booth up to a distance of 5 feet forward from the back wall of your booth. The remaining length of the side wall may not exceed 5 feet in height.

Peninsula Booth backed by a row of standard booths – For a peninsula booth backed by a row of standard booths, the back wall can be 12-14 feet in the center of the back wall and must be no higher than 4 feet for 2 feet on either side of center.

Peninsula booth sharing common back wall with another peninsula - Where two peninsula booths share a common back wall with no standard booths in between, the maximum height may be 14 feet in all areas of the booth, including back wall.

Island Booths – The maximum height for all island booths may be 14 feet in all areas of your booth. There are no limitations on the number of solid walls for your island booth although we do ask that you be courteous to your neighbors.

Perimeter Booths - A perimeter booth, (a linear booth found on the edges of the show), may exceed the 12 -14 foot height restriction at the back wall only with the permission of Show Management and is limited to not more than 16 feet. Requests to exceed the 12-14 foot height restriction must be received in writing by Show Management at least four weeks prior to the opening of the Show.

Hanging Signs – Hanging signs must be a minimum of 16 feet from the floor. This is measured as the minimum distance between the bottom edge of the sign and the show floor.

**Only EXHIBITORS & SHOW MANAGEMENT STAFF will have access to the
show floor during setup hours. All booths shall be fully staffed during show hours.**

Exhibit Hours - Show Hours

Thursday, June 24	10:00 A.M. to 5:00 P.M.
Friday, June 25	10:00 A.M. to 5:00 P.M.
Saturday, June 26	10:00 A.M. to 4:00 P.M.

Hours subject to change

Exhibit Move-In Hours (subject to change)

Wednesday, June 23	1:00 P.M. to 8:00 P.M.
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Exhibit Tear Down

Saturday, June 26	4:00 P.M. to 8:00 P.M.
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Freight Shipments

The Sharonville Convention Center cannot accept advance shipments for exhibitors. All freight should be directed to the official show service contractor or delivered directly to the service contractor. Late freight accepted could be charged an additional fee.

Admission Policy - Exhibitor Personnel

Admittance badges may be requested only for employee personnel who are to staff your exhibit booth.

Freight Handling

You may elect to deliver your own product to your booth. You will **not be** allowed to drive your vehicle onto the showroom floor. You may use your own un-motorized carts to unload and deliver your own freight.

Labor can be arranged with the decorator at their published rates. A kit will be sent approximately 60 days prior to show.

Questions? Call 1-800-473-9464

There is absolutely NO SMOKING permitted on the show floor or class rooms.