Your Invitation to Exhibit/Sponsor

THREE Events in ONE Location.
Even more opportunities to reach your market!

TAPPI PEERS

Pulping • Engineering • Environmental
Recycling • Sustainability

October 27-30, 2019 • St. Louis, MO

tappipeers.org

Co-located with

IBBC 2019 International Bioenergy & Bioproducts Conference
October 27-30, 2019 • St. Louis, MO

tappi-ibbc.org

12TH RESEARCH FORUM ON RECYCLING
OCTOBER 27-30, 2019
ST. LOUIS, MISSOURI, USA

tappipeers.org/co-located/recycling-forum

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12TH RESEARCH FORUM ON RECYCLING

Don't Miss this Opportunity to Meet Face-to-Face with Key Decision Makers

This year you will have the chance to reach key influencers and industry professionals from three high-powered events! TAPPI's 2019 PEERS Conference, the International Bioenergy and Bioproducts Conference (IBBC) and the 12th Research Forum on Recycling.

Take advantage of this unique opportunity to gain greater exposure and build new business relationships with attendees from all three events.

Read why our 2018 attendees like PEERS*:

"PEERS is a good place to gain a wide variety of knowledge on new technology/process improvements in our industry"

"PEERS is the perfect opportunity to see new technologies"

"PEERS is very informative on new technologies and capabilities in the pulp and paper industry."

**Quotes from 2018 PEERS Attendee Survey*

From visibility to credibility: being there has its perks!

Whether big or small, establishing a presence at PEERS gives you a powerful platform for meeting and socializing with new customers, reaching out to your existing customers and helping to reinforce your reliable brand.

Attendees come looking for new ideas and solutions. Be there to help them.

Your key audiences will be there and you will have unprecedented access to them. These potential customers are motivated and want to see new products and learn about new technologies. This is your chance to have face-to-face time with key decision-makers!

Exhibiting and/or sponsoring strengthens your brand, a big part of business success.

A strong and identifiable brand is necessary for any business to succeed, especially in industries that depend on trust and reputation. Being part of PEERS is a great way to tell the industry that your company is serious, reliable and large enough to have its own presence at the conference.

Attendees Represent the Industry's Top Pulp and Paper Mill Professionals

As an exhibitor, you have the opportunity to connect with a highly influential audience. PEERS and IBBC attendees are qualified decision-makers who are experts in their fields looking for cutting edge solutions to help them add to their bottom line. Your presence will not only give you a chance to have one-on-one meetings with these key people but also will reinforce your brand and commitment to the industry in their minds!

More than 35% of attendees were senior-level professionals such as CEO's, CFO's. CTO's, Presidents, Vice Presidents, Directors and Senior Managers. All decision-makers for your products and services!

Gain Global Recognition

PEERS, IBBC and the Recycling Forum are well-known and highly respected conferences around the globe. Attendees come from almost every state in the U.S. as well as many other nations such as Australia, Austria, Brazil, Canada, China, Columbia, Denmark, Finland, France, India, Indonesia, Nigeria, Singapore, South Korea, Spain, Sweden and the United Kingdom.

Last year's attendees included:

- Application Managers
- Business Development Managers
- Chief Executive Officers
- Chief Financial Officers
- Chief Technology Officers
- Consultants
- Directors
- Engineers
- Environmental Scientists
- Plant Managers
- Presidents
- Professors
- Project Managers
- Pulp Mill Managers
- R&D Managers
- Superintendents
- Technical Managers
- Vice Presidents

92% were very satisfied or satisfied with PEERS!*

"PEERS brings together people from different countries and backgrounds to share knowledge and network."

"PEERS offers me the ability to network with industry experts and vendors."

**Data and quotes from 2018 PEERS Attendee Survey*

No Other Conference Offers You Such Extensive and Continual Access to the Industry

As an exhibitor, you receive many benefits:

- Exclusive networking opportunities in the exhibit area including lunches, breaks and receptions.
- Ability to meet face-to-face with key decision-makers in one location, thus avoiding multiple, expensive on-site visits.
- High visibility for your products and services.

EACH EXHIBIT BOOTH AND TABLE TOP INCLUDES:

- Company listing with 50-word description in the on-site Conference Guide
- Full attendee list, pre- and post-show, with contact information (does not include e-mail addresses)
- Recognition as an exhibitor on the PEERS/IBBC websites
- 6′ x 30″ draped-table and two chairs
- Two complimentary exhibit-only badges

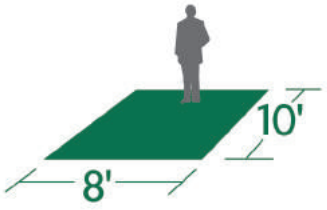
Exhibit booth pricing:

8′ x 10′ Booth

Includes one complimentary full conference registration

Not shown: Booth rental includes one 6′ x 30″ draped table and two chairs.

Cost per booth: $2,350* for TAPPI Members, $2,550 for non-members



6′ x 30″ Tabletop

Includes one full conference registration at the deeply discounted rate of $400

Cost per tabletop: $1,750* for TAPPI Members, $1,950 for non-members

**Additional 5% discount available to TAPPI Sustaining Member companies in good standing.*

New Technology Showcase

Demonstrate your new products and services to attendees with an eight-minute presentation during the technical program. Space is limited and offered on a first-come, first-served basis. Available to contracted Exhibitors and Sponsors until September 27, 2019. After that date, non-exhibiting and non-sponsoring companies may apply if space is still available.

Preliminary 2019 Exhibit Schedule

Sunday, October 27

Exhibitor Move-In	8:00 am – 4:00 pm
Reception in the Exhibit Hall	5:00 pm – 7:00 pm

Monday, October 28

Coffee Break	10:00 am – 10:30 am
Lunch in the Exhibit Hall	12:00 pm – 1:30 pm
Coffee Break	3:00 pm – 3:30 pm
Reception in the Exhibit Hall	5:00 pm – 6:30 pm

Tuesday, October 29

Coffee Break	10:00 am – 10:30 am
Lunch in the Exhibit Hall	12:00 pm – 1:30 pm
Coffee Break	3:00 pm – 3:30 pm
Reception in the Exhibit Hall	5:00 pm – 6:30 pm
Exhibitor Move-Out*	6:30 pm – 9:00 pm

**Exhibitors must break down after the Tuesday evening reception.*

For more information about exhibiting and sponsorships, contact:

Shane Holt
352-333-3345
TAPPIPEERS@naylor.com

Lisa Stephens
770-209-7313
lstephens@tappi.org

Top 5 reasons our attendees visit the exhibit floor†:

1. Meet with suppliers in one place
2. Network with experts
3. Purchase products and services
4. See new technologies in action
5. Find solutions for issues

†Data from 2018 PEERS Attendee Survey

Don't miss PEERS, IBBC and the Recycling Forum!

Reach industry leaders and decision-makers who are looking for ideas and solutions and the latest in products and services available in the marketplace.

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Sponsorship Opportunities

Make a BIG impression.

You can increase your exposure by combining sponsorship opportunities with an exhibit at PEERS/IBBC 2019.

Please review the list of sponsorships and promotional opportunities to learn how you can build brand awareness and drive more traffic to your booth.

**Organizations that have previously sponsored or co-sponsored an event/product at PEERS/IBBC will have the first right to participate in the sponsorship program for PEERS/IBBC 2019.*

Sponsorship Recognition Packages include:

- Acknowledgment in all conference marketing materials
- Recognition in the pre-show publicity
- Designation on the PEERS/IBBC website
- Logo and a 50-word description in the Conference Guide
- Recognition on sponsor signage
- Sponsor ribbons for staff
- Sponsor recognition in all session rooms during breaks
- Recognition in Paper360º
- Post-show conference registration list with contact info (does not include email addresses)
- Pre-show conference registration list with contact info (does not include email addresses)

TAPPI

tappipeers.org
tappi-ibbc.org
tappipeers.org/co-located/recycling-forum/

HIGH VISIBILITY PACKAGES

Platinum Sponsorship $6,600

- 8′ x 10′ booth (includes ballroom carpet, chairs, table)
- Two complimentary full-conference registrations
- Three full-conference registrations at $400
- Full page, color ad in Conference Guide
- 10% discount on Web advertising
- Company logo on conference bag
- PLUS all items in the **Sponsorship Recognition Package**

Gold Sponsorship..... $5,500

- 8′ x 10′ booth (includes ballroom carpet, chairs, table)
- One complimentary full-conference registration
- Two full-conference registrations at $400
- Full page, color ad in Conference Guide
- 10% discount on Web advertising
- Company logo on conference bag
- PLUS all items in the **Sponsorship Recognition Package**

Silver Sponsorship..... $4,400

- 8′ x 10′ booth (includes ballroom carpet, chairs, table)
- One complimentary full-conference registration
- One full-conference registration at $400
- 1/2 page, black-and-white ad in Conference Guide
- PLUS all items in the **Sponsorship Recognition Package**

Bronze Sponsorship..... $2,750

- 6′ x 30″ tabletop (includes ballroom carpet, chairs, table)
- One full-conference registration at $400
- 1/2 page, black-and-white ad in Conference Guide
- PLUS all items in the **Sponsorship Recognition Package**

Sponsorship Opportunities (cont.)

EXCLUSIVE SPONSORSHIP OPPORTUNITIES

Conference Pens (Sponsor Provided).....$1,725
Your company's logo will appear on pens given to each attendee.

Badge Lanyards (Sponsor Provided) $5,175
Sponsors can literally wrap their brand around the attendees at the show with the show lanyard sponsorship.

Conference Koozie (Sponsor Provided) $1,500
Branded exclusively with your company logo and given to all attendees.

Hot Topics Breakfast Sponsor (Tuesday or Wednesday).....$1,500
Includes exclusive signage at the food area and at each Hot Topic table. Company logo to be displayed on breakfast napkins. Sponsor provided.

PROMOTION OPPORTUNITY

Conference Guide
Leave them with more than a business card. Carried by all participants at both conferences, the Conference Guide is where all eyes turn to during the event—and after the event. Your black and white ad can run alongside the conference schedule, exhibit listings, session paper details and general information.
1/2 page ad $300
Full page ad $550

Ad Specifications for Conference Guide
Deadlines: Conference Guide: Ad material due
August 16, 2019

AD DIMENSIONS – Conference Guide:
1/2 page live area: 3.5" w x 3.5" h
Full page live area: 3.5" w x 8" h
Full page with .125 bleed: 4.5" w x 8.75" h
Full page trim size: 4.25" w x 8.5" h

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Lunch Sponsor $2,500
Sponsor a lunch in the Exhibit Hall on Monday or Tuesday. Includes shared signage, recognition during the lunch, and company logos will be displayed on the lunch napkins (Sponsor provided).

Coffee Breaks Sponsor..... $2,000
Includes shared signage during all breaks and company logos will be displayed on disposable coffee cups (Sponsor provided).

PEERS Conference Networking Dinner Table Sponsor.....$300
Company will receive a reserved table for 10 guests. Place card with your company logo provided. The conference dinner will be held on the first full day of the conference.
All non-sponsored seating will be general admission.

IBBC Conference Dinner Sponsor $1,500
Take the opportunity to network and establish contacts in a relaxed setting. Only one Conference Dinner Sponsorship available.

- **Signage:** Your company's name and logo will be featured where appropriate at the dinner venue.
- **Conference Brochures:** Your company's name and logo appear (within production schedules) alongside other individual conference option sponsors in the conference marketing materials and on a display board in the conference registration area.
- **Handout/literature for Participants (provided by sponsor):** You will have the opportunity to distribute items of your company's literature and gifts/giveaways at dinner.

Young Professionals Evening Mixer $1,000
This fun event offers a unique opportunity to combine business with social networking. While targeted toward young professionals (age 30 and under), it is open to all attendees.

- Includes signage at the event, company listing in Conference Guide, and recognition in promotional materials.
- Signage at the mixer.
- Handout/literature for participants (provided by sponsor).

Sunday Welcome Reception Sponsor $2,500
- Includes signage at the event, company listing in Conference Guide, and recognition in promotional materials.
- Handout/literature for participants (provided by sponsor).

PEERS Networking Dinner Sponsor..SOLD..$1,500
- Includes a reserved table for 10 people (sponsor selects the people)
- Signage at the dinner
- Sponsor supplied giveaway to dinner participants to be placed at the dinner - sponsors choice TAPPI must approve
- 15 minute speaking opportunity

Tuesday Reception $1,500
- Includes signage at the event, company listing in the Conference Guide, and recognition in conference promotional materials.
- Sponsor provides napkins or other premiums to increase impact.

Conference Bag Insert (Sponsor Provided)...$550/each
Promote your company by including an insert in the official conference bag. TAPPI will stuff your one-page insert in each conference bag that will be distributed to attendees.

36th Annual PaperChase Fun Run $500
Tuesday, October 29, 2019
Company logo will be screened onto the race t-shirt and in the conference onsite Conference Guide. PaperChase benefits the TAPPI Engineering Scholarship Fund.

Exhibit & Sponsorship Application & Contract

TAPPI PEERS
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IBBC 2019 International Bioenergy & Bioproducts Conference

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IMPORTANT INSTRUCTIONS

1. Please complete the entire Exhibit & Sponsorship Application & Contract
2. Make a copy of both sides of this Exhibit & Sponsorship Application & Contract for your records
3. Mail application with payment to:
   PEERS Show Management
   1430 Spring Hill Road, 6th Floor
   McLean, VA 22102
   Federal Tax ID# 13-1370140

Tabletop & Booth Costs

6 ft x 30 in Tabletop:	Member:	$1,750
6 ft x 30 in Tabletop:	Non-Member:	$1,950
8 ft x 10 ft Booth:	Member:	$2,350
8 ft x 10 ft Booth:	Non-Member:	$2,550
8 ft x 20 ft Booth:	Member:	$3,550
8 ft x 20 ft Booth:	Non-Member:	$3,750

Promotion Opportunities – check all that apply

PEERS/IBBC Conference Guide Ads	Cost
☐ Full page, black-and-white	$550
☐ Half page, black-and-white	$300

Sponsorship Costs – check all that apply

	Cost
☐ Platinum Sponsorship	$6,600
☐ Gold Sponsorship	$5,500
☐ Silver Sponsorship	$4,400
☐ Bronze Sponsorship	$2,750
☐ Badge Lanyards	$5,175
☐ Coffee Breaks Sponsor	$2,000
☐ Conference Bag Insert	$550
☐ Conference Koozie	$1,500
☐ Conference Pens	$1,725
Hot Topics Breakfast Sponsor – select ☐ T ☐ W	$1,500
☐ IBBC Conference Dinner	$1500
Lunch Sponsor – select ☐ M ☐ T	$2,500
☐ PaperChase	$500
☐ PEERS Networking Dinner Table	$300
☐ Sunday Welcome Reception	$2,500
☐ Tuesday Reception	$1,500
☐ Young Professionals Mixer	$1,000

I. Company and Contact Info *(will be included in the Conference Guide)*

Company Name: _____

TAPPI Member Number: _____

Street: _____

City: _____

State/Province: _____ Zip Code: _____ Country: _____

Website Address: _____

Company Email: _____

Telephone: _____

Fax: _____

Contact Name: _____

Title: _____

Contact Email: _____

II. Space Requirements

☐ Tabletop ☐ Booth

Tabletop/booth preference: 1st: _____ 2nd: _____ 3rd: _____ 4th: _____

III. Exhibit and/or Sponsor Costs

Please read the Exhibit and Sponsorship Rules and Regulations (on back of this application) regarding payment for space and/or sponsorship, cancellation policies and regulations.

IV. Agreement

We agree to abide by all the PEERS/IBBC 2019 Exhibit Rules & Regulations printed on the back of this application. Signature required.

Print Name: _____ Date: _____

Title: _____

Authorized Signature: _____

A. Calculate Amount Due

Exhibit Space ..... Sub-total $ _____

Promotion Opportunities ..... Sub-total $ _____

Sponsorship(s) ..... Sub-total $ _____

TAPPI Sustaining Member Discount* ..... Sub-total $ _____

Total Exhibit and Sponsorship Due ..... TOTAL $ _____

**5% discount for TAPPI Sustaining Members*

B. Deposit Required

A 50% deposit of the total cost must accompany a completed application if received before August 1, 2019. Full payment required after August 1, 2019.

Total Payment enclosed: $ _____

FOR SHOW MANAGEMENT USE ONLY

Date Received _____ By _____ Check# _____

Deposit _____ MIS# _____ Order# _____

Booth Assigned _____ Total Sq. Ft. _____

C. Payment Information

Please make checks payable to TAPPI. Payments must be made in U.S. funds and drawn on a U.S. bank. Wire transfers are acceptable in U.S. funds (bank fees apply). Call +1 352-333-3345 for information on making wire transfers.

Payment by Check: ☐ Check enclosed

Payment by Credit Card: ☐ VISA ☐ MasterCard ☐ AmEx

Account Number: _____

Exp. Date: _____ CSV#: _____

Authorized Cardholder: _____

Email: _____

Signature of Cardholder: _____

Billing Address (if different from above): _____

Mail original application with payment to:
PEERS Show Management
1430 Spring Hill Road, 6th Floor, McLean, VA 22102

QUESTIONS? Contact us at +1-352-333-3345 • TAPPIPEERS@naylor.com

2019 PEERS/IBBC
Exhibit and Sponsorship Rules & Regulations

TAPPI, the leading association for the worldwide pulp, paper & allied industries is the owner and organizer of PEERS/IBBC 2019, hereinafter referred to as "Show" and Show includes the exhibits and any official conferences occurring with the Show. "Exhibitor" refers to the company or entity making application to rent or use space at the Show and/or sponsoring activities at the Show.

1. SPACE RENTAL CHARGE. The tabletop space rental charge for PEERS/ IBBC is $1,750 (USD) per 6ft x 30in tabletop for TAPPI Members and $1,950 (USD) for those non-members. Booth spaces for PEERS/IBBC (8ftx10ft) are $2,350 (USD) for TAPPI Members and $2,550 (USD) for non-members. Booth spaces for PEERS/IBBC (8ft x 20ft) is $3,550 (USD) for TAPPI Members and $3,750 (USD) for non-members.

2. PAYMENT. Applications submitted prior to August 1, 2019 must be accompanied by a deposit of fifty percent (50%) of the total space rental charge, with the total balance due by August 1, 2019. Applications submitted after August 1, 2019 must be accompanied by full payment of the space rental charge.

3. CANCELLATION OF CONTRACT. In the event Exhibitor must cancel their exhibit space, 50% of the total rental fee will be refunded up until and through August 1, 2019. No refunds will be issued after August 1, 2019. In addition, Exhibitor loses the right to use any complimentary registrations, passes, discounts and/or tickets granted by this contract as part of Show participation. Show Management reserves the right to terminate this contract immediately and to withhold from Exhibitor possession of the exhibit space and Exhibitor shall forfeit all space rental fees paid if, (a) Exhibitor fails to pay all space rental charges by August 1, 2019, or (b) Exhibitor fails to perform any material terms or conditions of the contract or refuses to abide by these Rules and Regulations set forth by Show.

4. ELIGIBLE EXHIBITS. Show Management reserves the right to determine eligibility of any company or product to participate in the Show. Show Management can refuse rental of exhibit space to any company whose display of goods or services is not, in the opinion of Show Management, compatible with the educational character and objectives of the Show.

5. DEADLINES FOR EXHIBIT SPACE. Assignment of exhibit space at this time will be made based on the date the application and deposit are received, with priority given to past TAPPI Exhibitors and TAPPI Sustaining Members.

6. ALLOCATION OF SPACE AND ASSIGNMENT. Whenever possible, Show Management intends to make space assignments in keeping with the Exhibitor's desired location. During the initial assignments, if two or more exhibitors request the same location, preference will be given to the exhibitor by date of application receipt and TAPPI Sustaining Company Member status. TAPPI reserves the right to make the final determination of all space assignments in the best interest of the Show.

7. SUBLETTING OF EXHIBIT SPACE. Exhibitors may not assign, sublet or share their exhibit space with another business or firm, even if Exhibitor cancels the booth, unless approval has been obtained in writing from Show Management. Exhibitors must show goods manufactured or dealt in by Exhibitor in the regular course of Exhibitor's business. Should an article of a firm or business not contracted to participate in the Show be required for operation or demonstration in Exhibitor's display, identification of such article shall be limited to the usual and customary nameplates, imprint or trademark under which same is sold in the general course of business.

8. LIABILITY. Neither TAPPI, Show Management, its members, nor the representatives and employees thereof, Naylor, or any other TAPPI authorized contract help, its official service contractors nor the facility, its representatives and employees will be responsible for injury, loss or damage that may occur to Exhibitor or to Exhibitor's employees or property from any cause whatsoever, prior, during or subsequent to the period covered by the this contract. It is agreed by the parties that the nature of the facilities available, the presence and circulation of large numbers of people, the difficulty of effective supervision over the protection of large numbers of removable articles in numerous booths, and various other factors make it reasonable that Exhibitor shall assume risk of any injury, loss or damage, and Exhibitor, by signing this contract, hereby assumes such risk and expressly releases Show Management and its agents from any and all claims for any such loss, damage or injury. Protection against unauthorized removal of property from the booth occupied by the Exhibitor shall be the Exhibitor's responsibility.

9. EXHIBITOR INSURANCE. Exhibitor shall, at Exhibitor's sole cost and expense, procure and maintain through the term of this contract, comprehensive general liability insurance against claims for bodily injury or death and property damage occurring in or upon or resulting from the premises leased. Such insurance shall include contractual liability and product liability coverage, with combined single limits of liability of not less than $1,000,000. Such insurance shall name TAPPI as an additional insured. Workers Compensation and Occupational Disease insurance shall be in full compliance with all federal and state laws, covering all of Exhibitor's employees engaged in the performance of any work for Exhibitor. All property of the Exhibitor is understood to remain under its custody and control in transit to and from the confines of the hall.

10. DISABILITY PROVISIONS. Exhibitor shall have sole responsibility for ensuring that their exhibit is in full compliance with the Americans with Disabilities Act and any regulations implemented by that Act.

11. DAMAGE TO PROPERTY. Exhibitor is liable for any damage caused to Show facilities (e.g. building floors, walls or columns), or to standard booth equipment, or to another Exhibitor's property. Exhibitor may not apply paint, lacquer, adhesives, stickers or other coating to building columns and floors or to standard booth equipment.

12. LABOR. Exhibitor is required to observe all contracts in effect between service contractors and the facility.

13. INSTALLATION. Target move in and move out dates are published in the Exhibit Service Manual for the Show.

14. DELIVERY AND REMOVAL DURING SHOW. Under no circumstances will the delivery or removal of any portion of an exhibit be permitted during open hours of the Show without written permission from Show Management. All arrangements for delivery, during non show hours, of supplies, such as flexible materials, cartons and products to be packaged must be made with Show Management. No deliveries may be made during show hours.

15. REMOVAL OF HAND CARRIED MATERIALS. Removal passes will be required to remove any materials from the floor. These passes are available from TAPPI Show Management. Portfolios, briefcases and packages will be subject to inspection by the security guards.

16. INSTALLATION AND DISMANTLING PERSONNEL. Exhibitor may provide own exhibit furnishings, and may specify own independent contractor for the installation and dismantling of the Exhibitor's booth space. The Exhibitor is responsible for ensuring that any Exhibitor appointed contractors supply Show Management with a valid Certificate of Insurance, naming TAPPI as an additional insured, with a minimum of $1,000,000 liability coverage, including property damage. If Exhibitor uses companies other than Show's official contractors, Exhibitor must advise them to check with the Exhibitor Service Center upon their arrival. Copies of all job orders must be presented at that time for Show Management to qualify that contractor's participation. Upon verification, official service badges allowing access to the Show area during service hours only will be issued.

17. CONFLICTING EVENTS DURING SHOW HOURS. Exhibitor and Sponsors agrees not to extend invitations, call meetings, hospitality events or otherwise encourage the absence of industry professionals from the Show and meeting rooms during the hours of all Show activities. All requests for meeting rooms, hotel suites and special function rooms must be approved by Show Management. If Exhibitor and/or cancels their exhibit space or sponsorship, Exhibitor will automatically lose the opportunity to use any approved meeting rooms, hotel suites or special function rooms.

18. DISMANTLING. Exhibitor's displays must not be dismantled or packed in preparation for removal prior to the official closing time. Exhibitor's booth must be fully staffed and operational during the entire Show. Exhibit displays or materials left in the booths without instructions will be packed and shipped at the discretion of Show Management, and all charges will be applied to the Exhibitor. Any Exhibitor dismantling prior to the official closing time will be fined $500 and may lose Exhibitor priority booth selection status.

19. BADGES. Official badges for the Show will be required for entry into the exhibit hall at all times. Badges are not transferable and those worn by other than the person to whom issued will be confiscated. Business cards are not to be used in badge holders. Exhibitors may be granted an allotment of full conference badges per exhibit space (please refer to exhibit pricing for specifics). Badges needed in excess of this allotment must be purchased at the rate designated in the current PEERS/IBBC 2019 Exhibitor and Sponsorship Prospectus.

20. CHARACTER OF EXHIBITS. The general rule of the exhibit floor is "be a good neighbor." No exhibits will be permitted which interfere with the use of other exhibits or impede access to them or impede the free use of the aisle. Exhibitor's booth personnel, including demonstrators, hosts/hostesses and models, are required to confine their activities within Exhibitor's booth space. Apart from the specific display space for which an Exhibitor has contracted herein, no part of the facility and its grounds may be used by Exhibitor or Exhibitor's agents other than Show for display purposes of any kind or nature without Show Management approval. Within the public hotel property, Exhibitor brand or company logos, signs, and trademark displays will be limited to the official Show area only.

A. Attire. Representatives should be conservatively and appropriately attired to maintain the professional and business like climate of the Show. Show Management reserves the right to judge the appropriateness of any attire worn by Exhibitor's personnel.

B. Sound. Videos or movies relating to Exhibitor's equipment will be permitted, provided projection equipment and screen are located on the rear one third of the booth, and all viewers stand or sit within the booth. Sound videos or movies will be permitted only if the sound is not audible in the aisle or neighboring booths. Sound systems will be permitted if tuned to a conversational level and if not objectionable to neighboring Exhibitors. Show Management will be the sole arbitrator and determiner of reasonable sound levels.

C. Lighting. In the best interest of the Show, Show Management reserves the right to restrict the use of glaring lights or objectionable light effects. The use of flashing electric signs or lights is not permitted.

D. Booth Exteriors. The exterior of any display cabinet or structure facing a side aisle, or adjacent Exhibitor's booth must be suitably decorated at Exhibitor's expense.

E. Objectionable Activities. In fairness to all Exhibitors, no obstructive or objectionable activity will be permitted during show hours. Examples of such activity include — noisily operating displays, producing objectionable odors or other lewd or visual obstructions or behaviors. Show Management serves as sole judge of objectionable material or behavior.

21. MUSIC LICENSING. Exhibitor represents and warrants that Exhibitor shall comply with all applicable copyright restrictions involving the Show, including but not limited to, any music performance agreement between Show and BMI. Exhibitor further represents and warrants that Exhibitor shall obtain any necessary licenses or permissions under the copyright laws for use during the Show and will present Show Management a copy of such license or permission if requested by Show Management.

22. DISPLAY HEIGHTS. Display material (including show cases, display or storage cabinets, electrical fixtures, wire, conduits, etc.) and equipment must adhere to the Exhibit Construction Guidelines outlined on the floor plan and in the Exhibit Service Manual.

23. POSITIONING EQUIPMENT IN RELATION TO AISLE. To ensure the safety of all Show participants, any machinery and equipment shall be positioned so that no portion is closer than 12 inches from the aisle.

24. RELOCATION OF EXHIBITS. Show Management reserves the right to alter the location of exhibit spaces, at its sole discretion, in the best interest of the Show.

25. FIRE REGULATIONS. Fire regulations require that all display materials be fire resistant or treated with a flame retardant solution to meet requirements of the standard flame test as provided in the facility for fire prevention. Electrical signs and equipment must be wired to meet the specifications of Underwriters Laboratories. No storage of any kind is allowed behind the back drapes or in the exhibit space. All cartons, crates, containers, and packaging materials will be stored by the official service contractor, as the facility has no crate storage space apart from that assigned by Show Management. Up to one day's supply of operational materials may be stored within the exhibit space. All aisles, corridors, exit areas and exit stairways must be maintained at their required width at all times that the Show is open. No obstruction such as chairs, tables, displays or other materials will be allowed to protrude into the aisles. Exhibitor is charged with knowledge of all laws, ordinances and regulations pertaining to health, fire prevention and public safety while participating in this Show. Compliance with such laws is mandatory for all Exhibitors and the sole responsibility is Exhibitor's.

26. PHOTOGRAPHY AND SKETCHING. Cameras may be carried in the exhibit area, but under no circumstances may photographs be taken without expressed authority of Exhibitor concerned in each case. Sketching or drawing machinery or products on display is prohibited.

27. FOOD SERVICE. All approved arrangements for all food, beverage and alcohol service must be made with the caterer at the facility.

28. FAILURE TO HOLD SHOW. Should any contingency prevent holding

of the Show, Show Management may retain such part of the Exhibitor's rental fees as shall be required to compensate it for expenses incurred up to the time such contingency shall have occurred. All remaining rental fees, less any non-refundable deposits, shall be refunded. However, Exhibitors and Sponsors will not be reimbursed if the Show is cancelled, postponed, curtailed or abandoned due to force majeure, including but not limited to an act of God, war, insurrection terrorist act, or radioactive contamination.

29. Conference Guide. To be listed in the printed Conference Guide,

Show Management must receive the completed and signed space application and full payment prior to September 2, 2019.

30. AMENDMENT OF RULES. Show Management reserves the right to make changes, or additions to these rules should the need arise. All changes and additions so made shall be binding on Exhibitor and Sponsor provided all Exhibitors and Sponsors will be advised of any changes. Any matters not specifically covered herein are subject to decision by Show Management.

31. TABLETOP/BOOTH DISPLAYS. Tabletop displays must adhere to the guidelines of a tabletop set-up versus a booth set-up. Booth rates will be applied onsite if displays extend beyond the tabletop.

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