



EXHIBIT DISPLAY REGULATIONS

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Show Management has developed these Exhibit Display Regulations in accordance with the guidelines established by the International Association of Exhibitions & Events (IAEE). All exhibits must conform to the regulations as set forth herein. Exhibits not in compliance must be brought into compliance prior to the end of exhibit setup. These regulations will ensure that all exhibitors, regardless of exhibit size or location, have the opportunity to showcase their products and services in an environment conducive to successful interaction with show attendees.

1. Dimensions

Exhibit space dimensions are measured from the centerline of the side rails and from the front of the booth to the centerline of the back rail.

2. Line-of-Sight

Signs, displays, products, fixtures, vehicles and decorations for all exhibit configurations (except split islands) located within an area 5 feet from the aisle and 10 feet from a neighboring exhibit can be no more than 4 feet high. (See Diagrams 1-4 for clarification)

3. Exhibit Plan/Rendering

Exhibitors with exhibits 400 square feet or larger and all multi-level exhibits must submit scaled engineering drawings of their exhibit space for Show Management approval.

4. Linear Exhibit Specifications

Linear exhibits are 10 feet deep and offered in 10 feet widths, and can be combined to create an exhibit of almost any length. Exhibits are permitted a maximum height for any sign, display, product, fixture, or decoration of 8 feet. In the area 5 feet from the aisle and 10 feet from a neighboring exhibit the maximum height for any sign, display, product, fixture or decoration is 4 feet. (See Diagrams 1 & 2)

DIAGRAM 1
10' x 10' Linear Booth

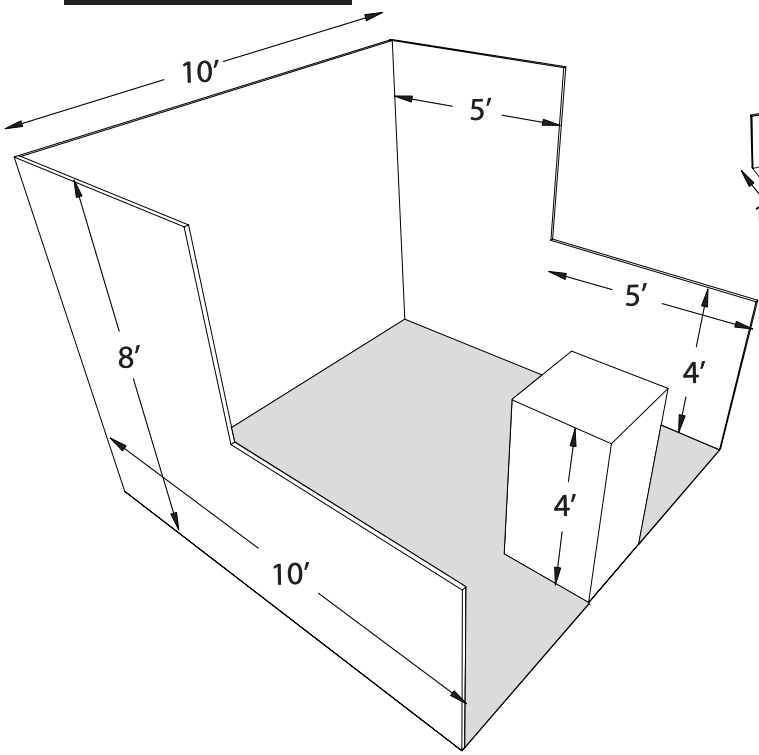
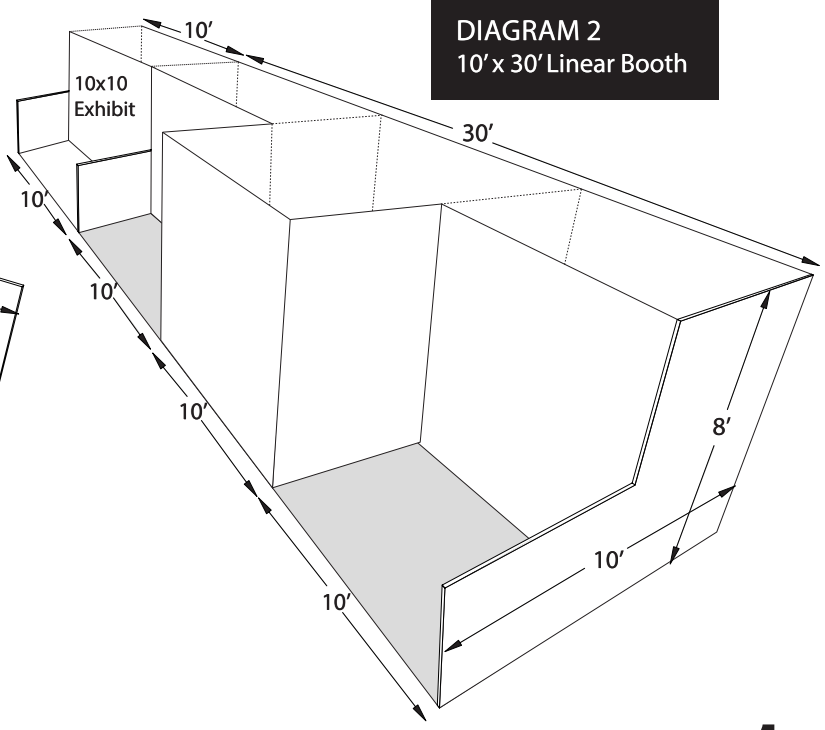


DIAGRAM 2
10' x 30' Linear Booth



5. Perimeter Exhibit Specifications

Perimeter exhibits are located on the outside perimeter of the floor plan, are 10 feet deep and offered in 10 feet widths, and can be combined to create an exhibit of almost any length. Exhibitors are permitted a maximum height for any sign, display, product, fixture, or decoration of 12 feet. In the area 5 feet from the aisle and 10 feet from a neighboring exhibit the maximum height for any sign, display, product, fixture or decoration is 4 feet. (See Diagram 3)

6. Peninsula Exhibit Specifications

A peninsula exhibit is created when four or more 10 feet x 10 feet exhibit spaces are placed back-to-back with an aisle on three sides. The maximum height permitted for any display, product, fixture, or decoration within the exhibit is 16 feet in all areas of the show except the Pavilion and West Wing, where the maximum height is 13.5 feet. In the area 5 feet from the aisle and 10 feet from a neighboring exhibit the maximum height for any sign, display, product, fixture or decoration is 4 feet. (See Diagram 4)

DIAGRAM 3
10' x 10' Perimeter Booth

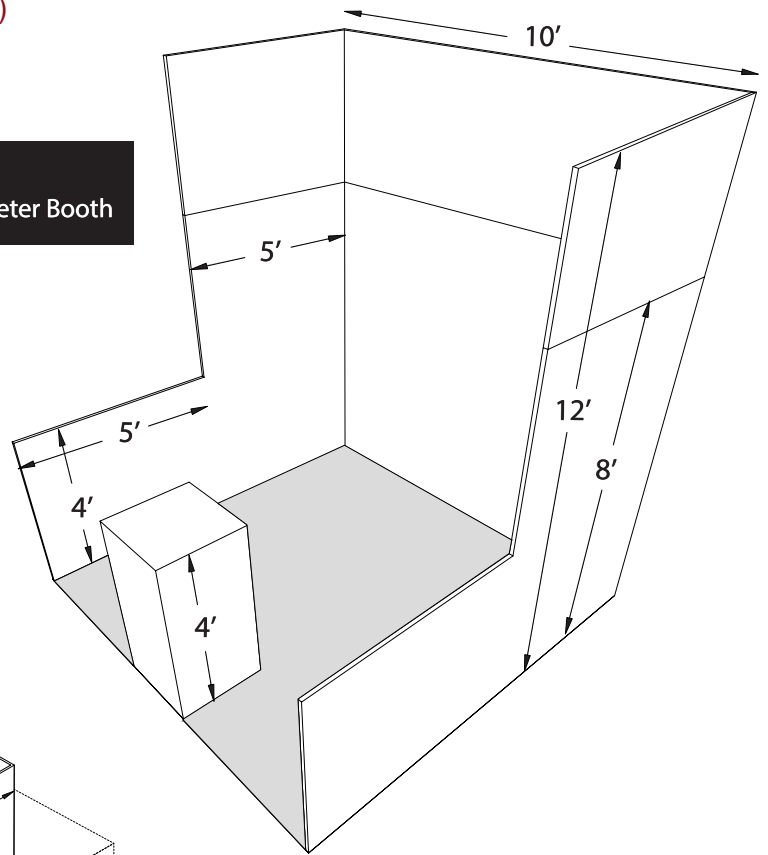
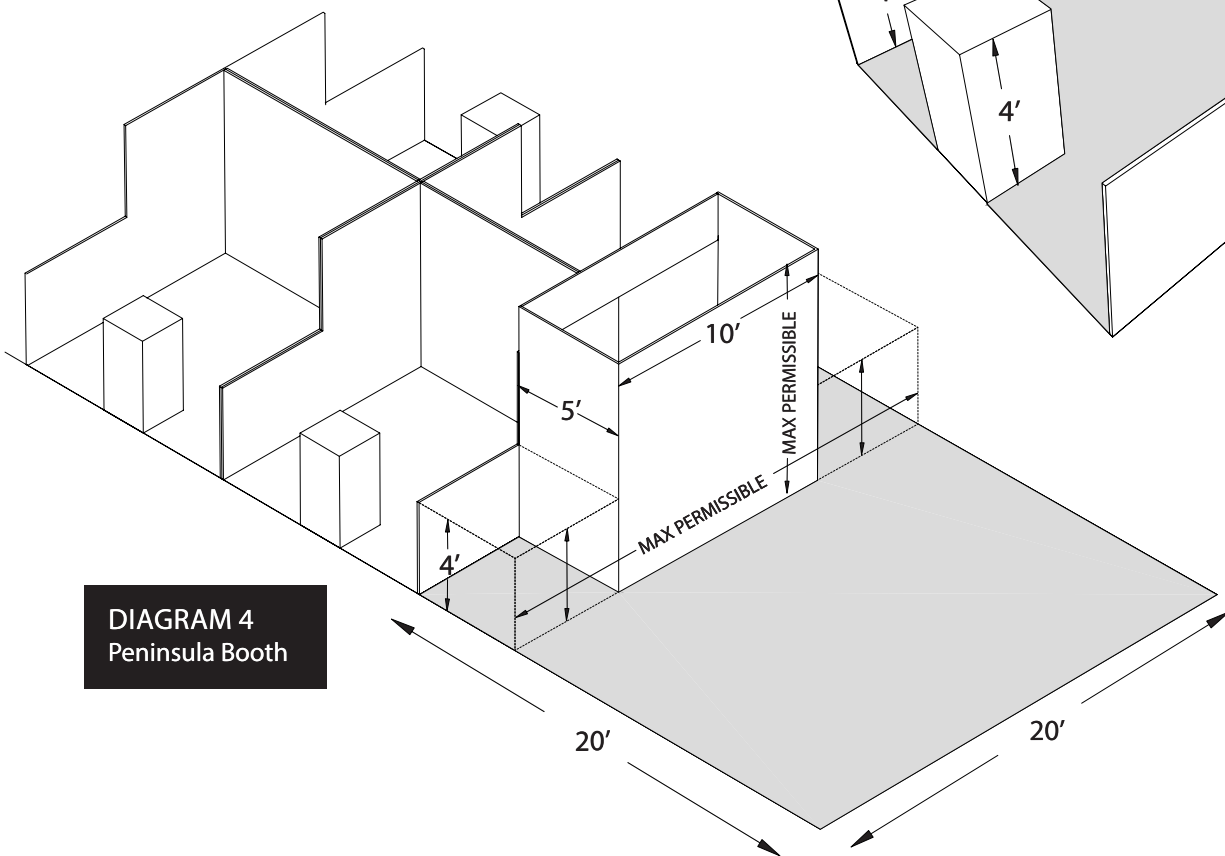


DIAGRAM 4
Peninsula Booth

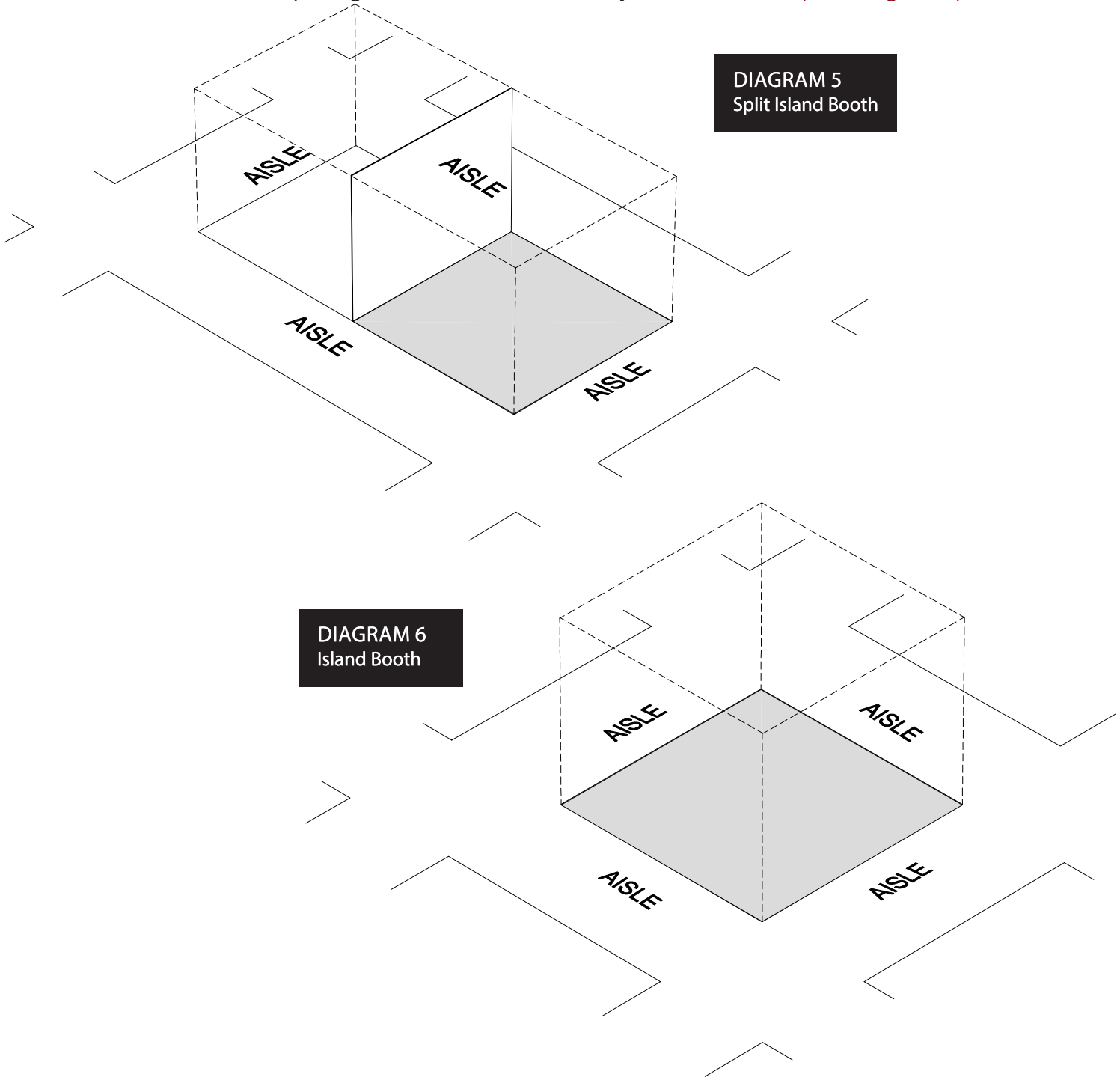


7. Split Islands Specifications

A split-island exhibit is a peninsula exhibit which shares a common back wall with another peninsula exhibit. “Peninsula Exhibit” rules apply to Split Island exhibits, except a full back wall is permitted. (See Diagram 5)

8. Island Exhibit Specifications

An island exhibit is surrounded by aisles on all four sides and must be at least 400 square feet. The maximum height permitted for any display, product, fixture, or decoration within the exhibit is 16 feet in all areas of the show except the Pavilion and West Wing, where the maximum height is 13.5 feet. Island booths with walls erected within 10 feet of the booth perimeter must install an opening of at least 6 feet for every 30 feet of wall. (See Diagram 6)



9. Vehicles and Heavy Equipment

- Display vehicles, gasoline powered equipment, etc. must have battery cables disconnected and taped, alarm systems deactivated, fuel tanks no more than 1/4-tank full and fuel tank filler caps locked and/or sealed/taped.
- Fueling or de-fueling of vehicles on the Facility premises is prohibited.
- Display vehicles are permitted to occupy no more than 80% of the contracted exhibit space, and must conform to line-of-sight rules.
- Display vehicles must be set back 10 inches from the aisle to prevent damage from aisle carpet installation.
- Once placed, display vehicles cannot be started or moved without the approval and direction of Show Management.
- Auxiliary batteries not connected to engine starting system may remain connected.
- External chargers or batteries are allowed for demonstration purposes.
- No battery charging is permitted inside the building.
- Exhibitors use of motorized equipment for exhibit installation/dismantling is not permitted. This includes the use of forklifts, highlifts, genie lifts, motorized pallet jacks, etc. Exhibitors are permitted to spot their own display vehicles, but only under the direct supervision of the Official Show Decorator.

10. Electrical

- Electrical equipment and wiring require evidence of testing and approval by a nationally recognized testing laboratory, and must conform to the electrical codes and regulations.
- All 110-volt wiring must be three-wire grounded.
- Wiring that touches the floor must be “SO” cord (minimum 14-gauge/three-wire) which is insulated to qualify for “extra hard usage”.
- Cord wiring above floor level can be “SJ” which is rated for “hard usage”.
- The use of zip cords, two-wire cords, latex cords, plastic cord, lamp cord, open clip sockets and two-wire clamp-on fixtures is prohibited.
- All multi-plug power strips must be UL approved, with built-in over-load protectors.

11. Lighting

- No lighting, fixtures, lighting trusses, or overhead lighting are allowed outside the boundaries of the exhibit space without prior written approval from Show Management. Exhibitors intending to use hanging light systems should submit drawings to Show Management for approval.
- Lighting, including gobos, should be directed to the inner confines of the booth space. Lighting should not project onto other exhibits or exhibition aisles.
- Lighting which is potentially harmful, such as lasers or ultraviolet lighting, must comply with Facility regulations and must 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 of the Show.
- Reduced lighting for areas within island booths must be approved by Show Management, the Official Show Contractor, and Facility Management.

12. Fire and Safety

- All materials used in display construction or decorating should be made of fire retardant materials and be certified as flame retardant. Samples should also be available for testing. Materials that cannot be treated to meet the requirements should not be used. A flame-proofing certificate should be available for inspection. Exhibitors should be aware of local regulations regarding fire/safety and environment which must be adhered to.

- Exhibitors should dispose of any waste products they generate during the exhibition in accordance with guidelines established by the Environmental Protection Agency and the facility.
- Exhibit decorations and displays shall not block or impede access to fire alarms, fire extinguishers, fire hose cabinets and audible or visual devices for fire alarms, fire extinguishers, fire strobe lights or fire hose cabinets. These fire protection equipment items must be clearly visible with an unobstructed path from the aisle to the equipment locations.
- All displays and exhibit personnel must adhere to Facility Fire Marshal Requirements and Facility Rules & Regulations.

13. Hanging Signs & Graphics

- Linear exhibits are not permitted hanging signs above their exhibits.
- Perimeter linear exhibits are permitted hanging signs. The sign may not exceed 12 feet in height from the floor to the top of the sign, must be flat (2 dimensional), and must be located at least 5 feet away from the aisle.
- Peninsulas, split islands and island exhibits are permitted hanging signs. They may be hung at any height; however, the sign itself can be no more than 8 feet in height and must be finished on all sides.
- Signs, lettering, or graphics facing a neighboring exhibit must be located at least 10 feet from that exhibit. All sides must be finished.
- Exhibitors hanging a sign above their exhibit space are required to submit scaled engineering drawings of the proposed sign and its location within the exhibit space to Show Management a minimum of 60 days prior to the first day of the show.
- Any sign hanging from the infrastructure of the facility (ceiling, column, structural steel, etc.) must be coordinated through and hung by the Official Show Decorator.

14. Canopies

- Canopies installed in any exhibit configuration that has line-of-sight restrictions must adhere to the following:
- The base of the canopy cannot be lower than 7 feet from the floor when within 5 feet of any aisle.
- Canopy supports can be no wider than 3 inches.
- Signs, displays or products are not permitted over 8 feet 3 inches.
- Canopy and support construction materials must adhere to the Fire & Safety guidelines in Section 12.

15. Multi-Level/Covered Exhibits

- Scaled engineering drawings of all multi-level or covered exhibits must be submitted electronically to Show Management and Facility Management a minimum of 60 days prior to the first day of the show. Drawings must include a current digital signature of a reviewing structural engineer, indicating that the structure design is properly engineered for its proposed use.
- Fire sprinkler systems must be installed if upper decks or covered exhibit areas exceed 1000 square feet including the stair landing.
- There must be two remote means of egress if upper deck area is greater than 300 square feet or will be occupied by more than 9 people.
- Spiral stairs are not permitted.
- Upper decks, covered areas and roofed areas exceeding 300 square feet in size require the installation of battery operated smoke detectors.
- Signs must be posted indicating the maximum number of people the structure will accommodate.

- A signature is required by an authorized official of the exhibit-building company indicating that the structure is built in compliance with the details and specifications set forth on the drawings.

16. 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 expense. Any portion of the exhibit bordering another Exhibitor's space must have the backside of the exhibit finished and not incorporate any identification signs, lettering or graphics that would detract from the adjoining exhibit. Peninsula, split-island and island exhibits must have a finished back wall and sides. Plain drape or unfinished hard-walls are not permitted.

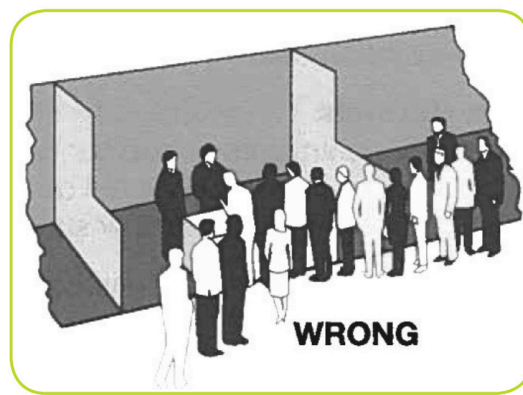
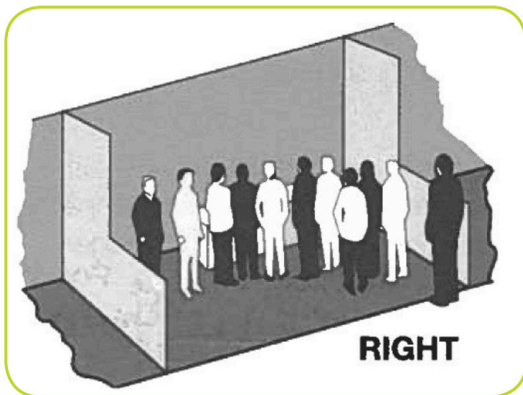
17. Sound/Music/Noise Levels

- 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.
- The noise level within an exhibit must not exceed 85 decibels as measured from the aisle immediately in front of the booth.
- Exhibitors should be aware that music played in their booths, whether live or recorded, may be subject to laws governing the use of copyrighted compositions. Authorized licensing organizations, including but not limited to ASCAP, BMI and SESAC, collect copyright fees on behalf of composers and publishers of music. It is the Exhibitor's responsibility to be informed of copyright laws and submit fees to the appropriate organizations.

18. Demonstrations

As a matter of safety and courtesy to others, exhibitors should conduct sales presentations, product demonstrations, press conferences and other media events in a manner which assures all exhibitor personnel and attendees of such in-booth events are within the contracted exhibit space and not encroaching on the aisles or neighboring exhibits. Any queue lines formed for exhibitor customer interaction must also be contained within the booth footprint. It is the responsibility of each exhibitor to arrange displays, product presentation, audio visual presentations, and demonstration areas to ensure compliance. Exhibitors should be aware of, and adhere to, local regulations regarding fire/safety and environment.

Special caution should be taken when demonstrating machinery or equipment that has moving parts or any product that is otherwise potentially dangerous. Exhibitors should establish a minimum setback of 3ft and/or install hazard barriers as necessary to prevent accidental injury to spectators. Additionally, demonstrations should only be conducted by qualified exhibitor personnel.



19. Prohibited Displays

- No holes may be drilled, cored or punched in the building without prior written approval from Facility Management.
- No part of the display may be attached to or otherwise secured to the columns, drapery backdrop or side dividers.
- No lighter-than-air (helium, etc.) balloons are permitted in the Facility.
- Decals or other adhesive materials shall not be applied or affixed to the walls, columns or floor of the exhibit areas nor may these items be distributed to attendees.
- No sign of any description may be installed, except within the confines of the exhibit space assigned. Decorations, signs, banner, etc., may not be taped, nailed, stapled or otherwise fastened to ceilings, walls, doors, painted surfaces or columns without prior written approval by Facility Management.
- No animals, reptiles, birds, rodents, fish or insects may be used as part of any exhibit, except those allowed under the provisions of the Americans with Disabilities Act.

20. Authority

- Show Management is the final authority on all matters related to the Mid-America Trucking Show.



EXHIBIT MANAGEMENT ASSOCIATES, INC.

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