

RULES GOVERNING E for All

All exhibitors are urged to read the back of their Application and Contract for Exhibit Space as well as this section for a listing of rules governing E for All.

ADULT MATERIALS

Nudity, partial nudity, bathing suit bottoms and sexually explicit materials are prohibited on the Show floor and all Common Areas. Show Management, at its sole discretion, will determine whether material is acceptable. Please review Article 13 of your Exhibit Space contract for more details.

CARPETING/FLOOR COVERING

All booths must be completed carpeted at the exhibitor's expense. Exposition Management will carpet the aisles.

CATERING

The Los Angeles Convention Center has an EXCLUSIVE caterer (Aramark Inc. 213.765.4515) for all food and beverage services within the entire facility. Under the Los Angeles Convention and Exhibition Center rules, no outside caterers will be allowed.

CHILDREN

Children under the age of 13 must be accompanied by a parent. Due to safety regulations strollers will not be permitted on the exhibit floor.

DISTRIBUTIONS / DEMONSTRATIONS/PERFORMANCES

Unless you have a contracted sponsorship, all demonstrations or other promotional activities must be confined to your exhibit space. Booth personnel, including models and hostesses are NOT allowed to distribute any literature or promotional items of any kind outside the confines of the contracted exhibit space. **Any unauthorized booth personnel handing out literature or promotional items outside their contracted exhibit space or throwing things into the aisles will be instructed to stop and their company will be invoiced.** To secure an Interactive Distribution Sponsorship please contact Deborah Paul, Director of Sales, 508-424-4820, deborah_paul@idg.com or Ellen Boland, Sales manager, 508-988-7830, ellen_boland@idg.com

Exhibitor representatives wearing distinctive costumes, or carrying banners or signs separately or as part of their apparel must remain inside their respective booths.

Please keep in mind that your booth must be laid out in an appropriate manner to accommodate crowds within your booth, and that the congestion for aisle space due to demonstration watching is prohibited by the Fire Marshal of Los Angeles. This includes, but is not limited to, all demonstrations, information counters, sales counters, etc. In the event that any part of your booth is responsible for overcrowding within the aisle, Exposition Management reserves the right to close down that portion of your exhibit.

FIRE & SAFETY

The exhibitor accepts full and sole responsibility for any injury or damage to persons or property resulting from failure, knowingly or otherwise construct, place or cause to exist any portion, whole or part of their exhibit, product or personnel that causes injury, death or damage to any person or property, in and around their exhibit.

All booths with structures exceeding 16' in height are required to have both schematic drawings available for inspection throughout installation, show days, and the dismantling of the structures at show site. The drawings must include a signature or stamp of the reviewing structural engineer indicating that the structure is properly engineered for its proposed use, and a signature of an authorized official of the exhibit-building company indicating that the structure is built in compliance with details and specifications set forth on the drawings.

Rules Governing E For All Cont.

All booths must comply with the fire and safety rules as outlined in the LACC Exhibit Structures Requiring Building and Safety Permits information located in the **Los Angeles Convention Center (LACC)** section.

LIABILITY

Please refer to Article 25 & 26 of your Exhibit Space contract with further details the E for All liability policy.

LICENSING / FEES / FINES / TAXES

The use of exhibit space by the exhibitor in any manner which infringes upon public performance or copyright laws is expressly prohibited and the exhibitor acknowledges that Exposition Management does not exercise control over the selection of any work which may be used by the exhibitor that is protected by public performance or copyright laws. Exhibitors are responsible for payment of all fees, royalties or fines for use of work that is protected by public performance or copyright laws.

Exposition Management can be found contributory liable for any exhibitor display products without the proper licenses, therefore Exposition Management reserves the right to close down such an exhibit.

Exhibitors shall be responsible for obtaining any licenses, permits, or approvals under local or state law applicable to their activity at E for All. The exhibitor shall be responsible for obtaining any tax identification numbers and paying all taxes, license fees or other charges that shall become due to any governmental authority in connection with their activities at E for All.

PAGING OVER THE LOUD SPEAKER

There will be no paging over the loud speaker. If you expect phone calls, please make arrangements to have a telephone installed.

PARKING

Overnight parking arrangements can be made by contacting the Parking Office at the Los Angeles Convention Center, 213.741.1151, extension 5470. In/Out parking passes must be obtained through the Parking Office.

Please note that the entrances are designated for the drop off and pick up only of buses, limousines and media satellite trucks; the parking of vehicles near the entrance is not allowed. All vehicles which do not adhere to this rule will be removed at the owner's expense.

SELLING POLICY

Exhibitors are permitted to sell products on the show floor. Please complete the necessary sales tax forms & sales and use tax privacy notice forms in Show Regulations/ Work Rules section.

SET-UP / TEAR DOWN POLICY

All exhibits must be set up by 5:00 p.m., Thursday, October 2, 2008. Booth space not occupied by this time will revert to Exposition Management with no refund offered. Exhibitors may not dismantle any part of their exhibits until the close of the show, Sunday, October 5, 2008 at 4:00 p.m. Materials must be removed from the exhibit hall by 5:00 PM on Monday October 6, 2008. Items not removed may be removed by Exposition Management and put into storage at the exhibitor's expense. Exposition Management assumes no liability for any materials that may be placed in storage or left unattended. All crates & display cases must be off the show floor by Monday October 6 by 5:00PM. NO EXCEPTIONS

SIGNAGE / TOWERS / STRUCTURES

Exhibitors will not be allowed to display signs in any of the common areas of the Los Angeles Convention Center unless they are participating in a program sponsored by E for All Management (i.e., message center, new product program, press conferences, event marketing, etc.).

Rules Governing E for All Cont.

Exposition Management must approve all structures and towers exceeding 12' in height. Refer to the **Los Angeles Convention Center (LACC) section** for more information.

The exhibitor shall not post, exhibit, or allow to be posed any signs, advertisements, show bills, lithographs, stickers, posters or cards or any description inside, in front of, or in any part of the Los Angeles Convention Center. Signs or electric flashing lights of low intensity are permitted within your exhibit space provided specifications of their use are approved in writing by Exposition Management prior to the show. Should the working on any sign or any area of an exhibitor's booth be deemed by Exposition Management to be contrary in any way to the best interest of the entire show, the exhibitor shall make such changes as requested by Exposition Management at the exhibitor's sole expense.

SMOKING POLICY

Smoking will not be permitted in the Los Angeles Conventions Center during E for All 2008.

SOUND POLICY

A maximum level of 85 dbs will be maintained on the exhibit floor. **This policy has been ratified by the E for All Trade Show Committee and will be strictly enforced.** Any exhibitor found in violation of this policy will receive ONE verbal warning. If a second violation occurs, a written violation notice will be issued by show management and the power for the speakers or video wall in violation will be disconnected. If a third violation occurs, the power to the entire booth will be disconnected for the remainder of the show.

SHOW MANAGEMENT RULES AND REGULATIONS REGARDING THE SUBMISSION OF BOOTH DESIGN/LAYOUT APPROVALS FOR E FOR ALL EXPO

All structures, display components, stunt related or dynamic performances, and/or special effects must be approved by show management prior to the construction, display, or exhibit thereof. The City of Los Angeles requires a building permit for certain types of building structures used for exhibit purposes. Please see "LACC Exhibit Structure and Building Permit Information" found in the Official Exhibitor Manual under the General Information section. In addition to the information listed under General Information section, the following requirements shall also apply.

1. Each exhibitor that contracts for 400 sq.ft. or more is required to send two (2) copies of an overview design/layout of their booth to the Los Angeles Convention Center (LACC) Building Superintendent as directed in the "LACC Exhibit Structure and Building Permit Information". The layout is to include renderings and isometric drawings that clearly define the size and shape of the structures, identify all covered areas, indicate exit plan for all internal spaces, identify any performance areas and the scope of the performance, identify any dynamic or moving elements used within the display and state the intended use of said dynamic/moving elements.
2. All structures built to accommodate dynamic performances or presentations such as half-pipe structures, basketball courts, boxing rings, moving scenery or elements, etc. shall be designed and built so they are structurally sound and seismically stable. See LACC Exhibit Structure Permit information for more details within General Information section of the Official Exhibitor Manual.
3. All structures/spaces that will be used for any performance or activity such as skateboarding, biking, rollerblading, basketball, etc. shall be designed and built in such a fashion as to provide a protective barrier surrounding the entire performance area to assure that all items and activity are contained within said barrier.
4. The height of barriers shall extend at least 8ft. higher than the maximum height of any items such as skateboard, bike, person, ball, etc. has the potential to travel (including stunts in which the item gets away from the performer). The minimum height of the barrier shall extend at least 10ft. above any platform(s) at the top of a structure, and/or the barrier must be designed with a ceiling for complete containment where necessary. Any openings in the barrier, such as netting, etc. shall be sized so that NO items within the performing area can pass through the barrier. Rigging points in the ceiling may be used (where available) to suspend netting, ceilings, etc. to achieve the required height and/or containment. See GES Rigging Supervisor for more details.
5. The exhibit space for structures/performance areas using barriers made of flexible material such as netting shall be designed to create a "Buffer Area" between the netting and the area that the public can access to prevent contact with the public when items/performers go into the net. The buffer shall be a minimum of 3 feet beyond the maximum travel (stretch) of the netting. Some types of performances or dynamic elements will require an increased "Buffer Area". Actual distance will be determined when plans and scope of performance are reviewed. No portion of said structures/performance areas can be within 15 feet of any aisle.
6. The overall exhibit space and the respective location of all dynamic displays and performances must be designed so that attendees have adequate space within the booth to gather for viewing the performance. Further, the design must be such that no attendees gather in the aisles to view the performance.
7. All designs/layouts are subject to a review and approval process by LACC, Los Angeles Fire Department (LAFD), and Show Management.
8. All requests for stunts, special performances, or special effects must be submitted to LACC, LAFD, and Show Management for review and approval.

Show Management Rules... Cont.

9. All design/layout drawings and specifications must be sent to the LACC and Show Management no later than September 1, 2008, no exceptions!
10. If at any time during the review process it is discovered that the exhibitor must make mandatory modifications, such notice will be given to the exhibitor in writing and sent via trackable mail.
11. Upon satisfactory completion of all review processes by LACC, LAFD and Show Management, Show Management will provide written notice to the exhibitor.
12. NOTE: failure on the part of LACC, LAFD and/or Show Management to identify an unapproved or unacceptable condition during the review process will NOT result in subsequent approval on-site. LACC, LAFD and/or Show Management shall not be responsible for any costs associated with any corrective action required to eliminate an unsafe condition, including conditions that may have been missed during the review period. Any condition(s) found during construction and/or on-site inspections that are determined to be unsafe, will require corrective action on the part of the exhibitor to remove and correct the respective hazard. Any failure on the part of the exhibitor to comply with the requirements stated in the "LACC Exhibit Structure and Building Permit Information" found in the Official Exhibitor Manual and/or any failure to comply with the above stated Show Management rules and regulations governing the submission of booth design/layout approvals, will prohibit the construction/set of said booth, and/or the allowance of respective performances or effects. The construction and/or use of exhibit structures, dynamic elements, special effects or performances will not be permitted without written approval from Show Management.

ON FLOOR MEETING ROOM RULES AND REGULATIONS

- All on floor meeting rooms are constructed out of eight (8) foot high GEM braelock panels in metal framing with a lockable door. Exterior walls can be upgraded to plexi panels at the exhibitor's cost. GES contact for this upgrade service is Tanya Magness 562-370-1593. Sound proof meeting room walls that exceed the 8 ft. height, must have show management approval prior to installation.
- No overhead signage or any exterior signage (posters, graphics included) except for company Identification Sign which is provided as part of the meeting room package and is hung over the door, is permitted. Interior signage is permitted with the use of Velcro to adhere to the meeting room interior walls.
- Meeting room package includes grey carpet. Any change in carpet color or requests for upgraded carpet must be must be arranged with GES prior to September 12, 2008. An additional charge to the exhibiting company may apply.
- Exhibitor has the option to request placement of entrance/exit door locations.
Please note all doors must open into the booth. If the exhibitor does not contact GES for door placement, standard door placement will be installed.
- No lighting fixtures are provided as part of meeting room package. Overhead lighting during show days is 50% of maximum in West Hall.
- On floor meeting room exhibitors are required to follow rules and regulations pertaining to General Liability Insurance requirements.