

VII. RULES AND REGULATIONS

RULES & REGULATIONS FOR THE CONVENTION CENTER

1. The use of double-face tape and cloth tape is permitted on concrete floor surfaces only. Poly-ken 105 C tape or approved equal must be used. The removal, and associated costs thereof, of tape and tape residue is the responsibility of the Show Management.
2. Signs, decorations and related materials may not be taped, tacked, stapled, nailed, etc., or affixed in any manner, to painted surfaces, columns, fabrics or decorative walls in the Center.
3. Center permanent signs, banners, etc. may not be blocked in any manner. Temporary signs may not be attached in any manner to permanent Center signage.
4. Under no conditions will signs or banners be taped, hung or otherwise attached to the Center's glass curtain wall.
5. Helium balloons are permitted in the Center only when they are securely anchored to exhibits. Balloons may not be given away or sold. If at the conclusion of your event, if one (1) or more balloons used during your function drifted to the ceilings of the Center, you will be charged a fee for their removal. In addition, all containers used to inflate balloons must be securely fastened to a support cart or other stable support. Helium tanks can not be stored overnight inside the building.
6. Adhesive backed decals and stickers may not be distributed in the Center. Costs associated with the removal of decals/stickers are the responsibilities of the Show Management.
7. Movement of portable walls in the Center must be performed by Center personnel only.
8. Use of Center equipment, supplies and other materials is limited to Center personnel only unless approved in writing by the Center.
9. The movement of Center furniture, fixtures and equipment must be performed by Center personnel only.
10. House lighting, ventilation, heat or air conditioning will be provided as required during show hours. (Minimal light and comfort levels will be maintained during move in/out).
11. Passenger elevators and all escalators are to be used by the general public and should not be used for any freight or equipment movement.
12. Motorized vehicles and equipment (i.e. carts, forklifts, scooters, etc.) and other movable equipment (i.e. dollies, pallet jacks, etc.) are not permitted in any lobby, pre-function or meeting room.
13. Use of glitter and confetti is not permitted in the Center without the prior written approval of the Center. Costs associated with the cleanup of glitter, confetti and related materials are the Show Management's responsibility.
14. Compressors which are not a fixed part of machines are not permitted.
15. All floor load capacities should be strictly observed.
16. The sale or distribution of novelty merchandise is prohibited without prior written approval of the Center.
16. All distributed materials, whether for sale or at no cost, must be distributed from locations approved by the Center.
17. Holes may not be drilled, cored or punched into any part of the Center or exterior premises.
18. Center office telephones are reserved exclusively for Center operations. Center numbers may not be published as official show or convention numbers.

19. Animals and pets are not permitted in the Center except in conjunction with an approved exhibit, display, show, etc. **Seeing Eye dogs and hearing assistance dogs are permitted.**
20. The Center maintains an exclusive Food & Beverage Department operated by Ovations. All arrangements for food and beverage should be contracted directly with the Food & Beverage Department.
21. Damages to the Center are the responsibility of Show Management. Incidents of damages should be reported to the Public Safety Department immediately.
22. Show Management is responsible for procuring all necessary licenses and/or permits. The Center will not secure such licenses/permits on behalf of Show Management.
23. Show Management is responsible for removal of bulk trash prior to opening of show. Center will charge Show Management for any additional trash hauls necessary due to event operations. Bulk trash is defined as any material that cannot be readily removed by a standard push broom. Show Management must return the contracted areas to "broom swept" condition. Costs for returning the said areas to this condition are Show Management's responsibility.
24. Show Management must abide by any and all Center labor rules and jurisdictions. Center will provide Show Management labor guidelines when applicable.
25. All facility utilities are the property of the Center. Show Management is prohibited to access, tamper or otherwise utilize said utilities without prior written approval of Operator. Costs for repairs, damages, etc. resulting from unauthorized use of utilities are Show Management's responsibility.
26. All working personnel will take breaks in the Center's designated areas and will be provided with specific facilities for restrooms and lunch rooms (when available).
27. No soliciting is permitted in the Center or on Center premises.
28. Any and all unsafe conditions or activities must be terminated immediately upon request. The Center will remove disruptive parties as necessary.
29. The Center provides on an exclusive in-house basis all electrical, utility, security, business services, telecommunications and food and beverage services.
30. Alcoholic beverages may not be brought into the Center without prior written permission. The Center may prohibit the consumption of alcoholic beverages at any time.
31. No dumping of any materials into the floor ports (pockets). Lessee is liable for damages to floor port utilities cause by exhibitors and/or event representatives.
32. For specifics regarding rules governing cooking displays, please contact your Event Manager for specific detailed information.
33. Specialty booths including but not limited to multiple levels, hard walled areas, tent structures exceeding 300 sq. ft. or moving mechanical displays must be submitted to the AC Convention Center for review by the DCA Fire Inspector.
34. The use of fog machines is prohibited within the Center without prior approval. If approved by Center, fog machines must be water based, tested on-site by Center prior to usage.
35. All mulch, pine needles, etc displayed in the AC Convention Center must be treated with flame retardant substance.
36. A 5' buffer must be maintained from airwalls. No storage of any type is permitted behind pipe/drape.
37. New Jersey Fire Code regulations prohibit parking on loading docks, ramps or on the exhibit floor. Vehicles in violation will be towed at the owners' expense.

EXPO GUIDELINES

For Atlantic Builders Convention

For additional detailed information, order forms & updates

Please visit: www.abconvention.com

Exhibitor's Copy
Important Reference Info.
Keep for your Files

1. UNION JURISDICTION RULES, ACCC REGULATIONS, TERMS & CONDITIONS

are posted on the ABC website (www.abconvention.com), **for your protection, please review them.**

- **ALL ORDER FORMS** will be available this summer ON-LINE for your convenience (www.abconvention.com).
- The AEX Convention Services DEADLINE FOR DISCOUNT PRICES IS **March 31, 2010.**
Warning – All Orders Received After That Date Will Be Charged at a Much Higher Rate.

2. SHIPPING AND DRAYAGE:

We are once again proud to offer through our special arrangement with AEX Convention Services a waiver of Inbound/Outbound overtime charges for your freight shipped to the advance warehouse as well as show site. This means that as long as your freight arrives during the dates specified in the Exhibitor Kit overtime charges will not be incurred by you for freight loaded or unloaded during overtime periods.

- **Shipping to the AEX Convention Services Warehouse** - The official drayage contractor for our show is AEX Convention Services. Phone: (609) 272-1600 Fax: (609) 272-1680. Exhibits may be shipped to their warehouse prior to the show for delivery to the Convention Center. Shipping to the AEX Convention Services warehouse will insure that your materials will be in your booth by 8:00 am on Tuesday, April 13, 2010. If you have any questions or would like assistance, please call AEX Convention Services at (609) 272-1600.
- It is important that your shipment has a bill of lading showing the number of pieces, weight and description of merchandise, your company name and booth number. Shipments without a bill of lading or documented weight will be estimated and the estimated weight will be binding on both parties.
- Advanced shipping **must arrive** at the AEX Convention Services warehouse **no later than Wednesday, April 7, 2010.**
- **Shipping Direct to the Atlantic City Convention Center** - On Monday, April 12 from 1:00 pm until 5:00 pm and again on Tuesday April 13 from 8:00 am until 5:00 pm exhibitors may deliver their materials to the Convention Center. Upon arrival, all drivers should register with AEX Convention Service supervisory personnel. Unloading of all trucks will be done on a first come, first serve basis.
- All exhibitors delivering materials to the Convention Center in their own trucks must remember that no vehicles will be allowed to be left unattended once the exhibit is unloaded. In order to avoid delays unloading your exhibit, it is recommended that exhibitors ship through the drayage company.
- Exhibitors delivering materials to the dock in a privately owned vehicle may hand carry materials into the exhibit area provided no hand trucks or dollies are used.
- The Atlantic City Convention Center will not accept shipments prior to the convention.

3. LABOR POLICY

AEX Convention Services' exclusive labor policy will bring great benefits and savings to all exhibitors. There will be no restrictions on exhibitors working in their booth as long as all persons in the booth are fulltime employees of the exhibitor.

In addition AEX Convention Services will offer labor to those exhibitors who wish to hire AEX Convention Services employees to work in the booth. Labor is provided by the Stagehand Union. AEX Convention Services is proud to be the only company, which can offer this wonderful and cost effective savings.

To order labor service, please visit the Atlantic Builders Convention website at www.abconvention.com and download the order form. If you have any questions, please contact the AEX Convention Services Office at (609) 272-1600.

4. INSTALLATION OF EXHIBITS

- Exhibits 20' x 20' or larger ONLY:
Monday, April 12, 2010: 1:00 pm - 5:00 pm
- All Exhibits:
Tuesday, April 13, 2010: 8:00 am - 5:00 pm

All exhibits **MUST** be fully set up by 5:00 pm on Tuesday, April 13, 2010
Absolutely **NO** set-ups will be allowed on Wednesday, April 14, 2010

5. DISMANTLING OF EXHIBITS

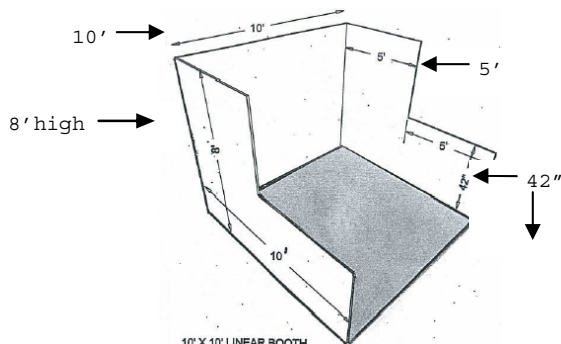
- Exhibitors are required to keep their space manned until 2:00 pm on Friday, April 16, 2010.
- **NO** move-out or dismantling may begin before this time. Refer to your signed Contract and the Jurisdictions and Rules & Regulations provided "On-Line". **All violators will be assessed a fine and loose their priority status for the 2011 Convention.**
- Exhibitors must provide personnel who pick up their exhibit with proper identification listing the merchandise to be removed from the Convention Center. Guards will be on duty at the freight entrance to ensure that this procedure is complied with.
- Information regarding outbound shipments may be obtained from the AEX Convention Services service desk located in the exhibit area. If for any reason you wish to have your exhibit returned to the AEX Convention Services warehouse and held for pick up at a later date, these arrangements can also be handled at the AEX service desk before the close of the show.
- All exhibits must be removed from the exhibit area by **12:00 Midnight on Friday, April 16.** The Convention Center will **NOT** allow storage of exhibits after this time. Any exhibitor who has not packed his booth ready for removal by 12:00 Midnight will have his booth dismantled, packed and removed by the official service contractors. The exhibitor will be responsible for charges involved.

6. EXHIBIT HOURS

- The **NEW** exhibit show floor will be open for the following hours:
WEDNESDAY, April 14 *12:00 - 5:00 pm
THURSDAY, April 15 *12:00 - 5:00 pm
FRIDAY, April 16 * 11:00 am - 2:00 pm
- Exhibitors will be allowed into the exhibit area **one hour** prior to the opening time each day.
- Food service will be available in the exhibit area each day.
**Note: Hours are subject to change.*

7. BOOTH RESTRICTIONS

- Each booth is draped 8' high on the backline and 42" high on the sideline.
- The sidelines of adjoining booths cannot exceed 42" for the 5' closest to the aisle so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8' is allowed only in the rear half of the booth space.



- Any display extending above the 42" side-rail must ensure that all exposed areas facing the adjoining neighboring booth are finished off with board, drape or some other comparable material. These areas facing your adjoining neighbor should not have any company name, logo or any other advertising copy.
- Helium Balloons - Helium balloons are permitted in the Center only when they are securely anchored to exhibits. Balloons may not be given away. A fee will be charged by the Convention Center for the removal of any balloons that rise to the ceiling.
- Propane tanks are NOT allowed into the convention center.
- Fuel Operated Vehicles - Fuel tank must be only 1/4 full and have a locking gas cap. The battery must be disconnected at both leads. Contact AEX Convention Services to coordinate arrival time.
- It is expressly understood that no "wet" masonry or plastering fabrication will be permitted. Exhibitors will be responsible for any damage, which might result, to buildings or furnishings as a result of their exhibit.
- Noisy exhibits, or those in bad taste in the judgment of the ABC, will not be permitted. ABC reserves the right to remove any objectionable exhibits, persons, advertisements, or any other feature or action, which might not conform to the high standards of the convention. In such instances, there will be no refunds.
- All aisle space is subject to local fire regulations and shall not be used for demonstration purposes or oversized displays.
- No attachments are to be made to the building.

8. LIABILITY

- The Atlantic Builders Convention (ABC) and the Atlantic City Convention Center are not responsible for any injury to any exhibitor or the exhibitor's employee or property, or for the loss by theft, fire, damage, delay or any cause whatsoever, while exhibits and merchandise are in transit to or from the building, or while in the building.
- All materials that are to be used at this convention shall comply with the provisions of federal, state, or local codes or regulations of any agency having jurisdiction.
- We urge you to review this information and if you have any questions, do not hesitate to contact the ABC office (609) 587-5577. **Additionally, it is imperative that you share this information with members of your staff who are responsible for your booth.**

9. EXHIBIT AWARDS

A committee of judges will view the exhibits and awards will be presented for the following categories:

- ♦ 1st & 2nd Place - BEST DISPLAY (20 x 20 or larger) ♦ 1st & 2nd Place - BEST DISPLAY (10 x 10)

10. PROMOTIONAL MATERIALS

ABC will provide an on-line package of promotional materials your company may use to promote your booth/participation at the show (i.e., virtual postcard, widget for your website, etc.). We encourage you to use these items to create maximum exposure for your participation. Once this packet becomes available, ABC will send more information via e-mail. Visit the ABC website this summer at www.abconvention.com for details.

11. BOOTH - CATERING

Any exhibitor offering food and/or beverage sampling must first be approved in advance.

Upon approval, we ask the exhibitor adhere to the following:

- Arrangements for food and beverage items, used as traffic promoters (i.e. popcorn, ice cream, coffee, candy, alcohol), must be arranged through the catering dept.
- Other items dispensed are limited to products manufactured, processed or distributed by the exhibiting firm and must be directly related to participation in the event.
- Food items must be limited to "sampling" or "bite-size" portions. Liquids or beverages are limited to 4 ounces; food products are limited to 2 ounces.
- Booth attendants, Bartenders, Kitchen runners and Ice Services may be contracted through the Food & Beverage department.
- Some dry and refrigerated storage may be available, but must be requested through the Food & Beverage Department. A fee may accompany this service.
- All services and payments must be contracted with Ovations separately. If you are planning to use the catering services, please call our ABC Ovations contact directly at 609-449-2058, or send e-mail to: Jennifer.ice@ovationsfs.com. You can also download the order form at: www.abconvention.com.
- Plan Early!