

BOOTH SPECIFICATIONS/ RULES & REGULATIONS

In-Line and Perimeter Booth

Display material for in-line and perimeter booths is restricted to a maximum height of 4' (1.22M) in the front 5' (1.52M) of the booth, and 8' (2.5M) in the rear 5' (1.52M). The back wall on in-lines and perimeter booths is limited to 8' (2.5M) in height, including signs or company name, logo or product information. Each in-line and perimeter booth will have an 8' high draped background and 3' high drape divider defining the sides of the space. All in-line and perimeter booths must clear a ceiling height of 8'.

Island Booth

Island booths (booths bounded on four sides by aisles) may use the full cubic content of the space assigned. Exhibits may extend to all outer edges of the booth space but the design of the booth must allow accessibility from all four aisles and sufficient see-through areas so the view of the adjacent exhibits is not blocked. ASE requires a 50% see-through effect on the portion of the booth from the floor up to a maximum of 8' in height (no exceptions). No exhibit may expand into the aisle. Demonstration areas should be located within the booth to allow sufficient space for spectators. Aisles cannot be obstructed due to any activities within the booth. All island booths must clear a ceiling height of 16'. Island display schematics are submitted to exhibit management approximately 6 weeks prior to the meeting to ensure compliance of ASE and building rules and regulations.

Carpet and Drapes

Aisle carpet will be provided by ASE. ASE will provide: 8' high back drape; (2) 36" high side drape dividers; and (1) 7"x44" identification sign for in-line and perimeter booths. All exhibitors must carpet their booth space. Rental is available through Freeman.

Signs

Signs and banners are allowed over island booths, but must be hung by Freeman and are subject to ASE approval. There is an 18ft booth height restriction with an easement between hanging banners of 2ft., not to exceed a total height restriction, including booth display of 24ft.

Dismantling of Exhibits

No packing of equipment, literature, or dismantling of exhibits will be permitted until the official closing time of 4:30pm on Monday, July 2nd. Dismantling and move-out will take place from 4:30pm until

8:00pm on Monday and 8:00am until 12:00pm on Tuesday. Cartons for display materials will be returned to each booth as promptly as possible after the official closing time. To avoid damage to equipment or display materials, exhibitors should remain with the exhibit until crates are returned and all materials are packed. ASE and the host site do not assume any responsibility for loss or damage to exhibits, equipment, personal belongings, etc. during the installation and dismantling periods. Exhibitors must be packed and ready for shipment by 12:00pm on Tuesday, July 3rd.

Installation and Dismantling Labor

Freeman has an agreement with Decorators Union to provide labor for display installation and dismantling. Full-time employees of the exhibiting companies, however, may set their own exhibits without assistance from these locals. The Decorators Union must render any local services that may be required beyond what your regular full-time employees can provide. Labor can be ordered in advance by returning the Display Labor order form provided in the Exhibitor Service Kit, or at the show site by visiting the Freeman service desk.

Exhibitor-Appointed Contractors

The contract for space is between ASE and the exhibiting company. As such, ASE will work only with the exhibiting company. Coordination with exhibitor-appointed contractors is the responsibility of the exhibiting company. If you plan to use a service contractor other than the official ASE contractor, fill out the Exhibitor-Appointed Contractor Work Authorization form provided in the Exhibitor Service Kit and return to Scott Ford, Freeman, no later than April 30, 2012. Otherwise, the exhibitor-appointed contractor will not be permitted to set up or work on your booth. Exhibiting companies are responsible for notifying the exhibitor appointed contractor of ASE's rules and regulations. These rules include providing ASE with a current certificate of insurance. The Exhibitor Service Kit will be sent to the exhibitor contact only, not to the exhibitor-appointed contractor. EAC badges may be picked up outside the exhibit hall beginning Thursday.

Material Handling

Material handling labor can be ordered in advance through Freeman by returning the Labor Form found in the Exhibitor Service Kit. A material handling charge based on CWT (per 100 lbs. with a minimum of 200 lbs.) will be applicable if exhibitor

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freight is handled by Freeman. This applies to handling freight from the show site dock to the exhibitor's booth, providing empty stickers, storing empties, returning empties at the close of the show and loading onto the exhibitor-appointed carrier. Exhibitors may hand-carry their own materials into the exhibit facility if they wish. The use of dollies, flat trucks and other mechanical equipment, however, is not permitted. Freeman will control access to the loading docks in order to provide for a safe and orderly move-in/move-out. If an exhibitor uses the loading dock for material delivery, Freeman material handling charges will apply.

Fire and Safety

All federal, state and local fire and safety regulations will be strictly enforced and the exhibitor assumes all responsibility for compliance with such regulations. All decorations must be flameproof and electrical wiring must meet the safety requirements of all building and city codes. No combustible material shall be stored in or around exhibit booths.

Liability

ASE shall bear no liability for personnel injuries suffered by an exhibitor or that exhibitor's employees, contractors or business invitees. ASE will also assume no liability for damage or loss of the property of an exhibitor or that exhibitor's employees, contractors or business invitees, regardless of the cause, unless such injury or damage results from or is caused by the negligence or wrongful acts of ASE.

Upon application for exhibit space, each exhibitor agrees to protect, indemnify, and hold harmless ASE, A. Fassano & Company, Freeman and the contracted venue from any and all claims, liability, damages or expenses asserted against them or incurred by them as a result of, or in connection with, any loss of or damage to property, or injury to persons resulting from, arising out of, or in any way connected with the negligence or wrongful acts of the exhibitor or its agents, servants or employees. In no event shall ASE be liable to an exhibitor for any loss of business, business opportunities or any other type of direct or consequential damages alleged to be due from a breach of this contract. It is understood and agreed that the sole liability of ASE to the exhibitor for any breach of this contract shall be for the refund of all amounts paid by the exhibitor pursuant to this contract, as an exclusive remedy.

Exhibiting companies will be held responsible for any damage done to the facility by company employees or contracted personnel. No part of an exhibit, signs or other materials may be posted, nailed, taped or otherwise affixed to walls, columns, doors or floor surface in a way that will mar or deface the premises.

Insurance

It is the responsibility of each exhibiting organization to maintain adequate insurance coverage against injury to persons, damage to or loss of property and against inability to meet its obligations outlined in the ASE policy. Proof of insurance should be sent directly to ASE by April 30, 2012. Each exhibiting company should carry its own insurance to cover exhibit materials against loss or damage, and general liability and personnel insurance of \$1,000,000.

Media and Press Policy

All media personnel must register with ASE either in advance or on-site at the Registration Desk. Only reporters with official ASE badges will be permitted in the Exhibit Hall and educational classrooms. No filming, recording, or onsite interviewing is permitted without permission from the ASE Marketing and Public Relations Department. Please direct any questions to Cathy Kerr, at ckerr@asecho.org. (See also Photography and Videotaping below.)

No Smoking

ASE policy prohibits smoking in all areas of the Scientific Sessions at any time during installation, show days or dismantle. Exhibitors are responsible for ensuring that all individuals associated with the exhibiting company are in compliance with this policy.

Photography and Videotaping

Photography and videotaping is prohibited on the show floor unless by the official ASE photographer. Representatives from exhibiting companies are prohibited from photographing or videotaping another exhibitor's booth. Exhibitors who violate this rule will lose Priority Points and could lose the privilege of exhibiting the following year. (See also Media and Press Policy above.) Exhibitors wishing to photograph their booth must send a formal request prior to the event for ASE approval. Exhibitors may contract with the official ASE photographer for their photography needs. Contact Cathy Kerr, at ckerr@asecho.org for more information.