

ADDITIONAL CONDITIONS TO EXHIBITION RULES

Compliance with Laws:

Exhibitor shall observe and abide by all applicable federal, state, and local laws, codes, ordinances, rules and regulations; as well as all rules and regulations of Show Management and the Exhibition Hall. Exhibitor shall conduct itself and shall require its agents, employees, independent contractors and representatives to conduct themselves at all times in accordance with customary standards of decorum and good taste in the industry.

Exhibits:

Unightly Booths: Any unsightly booth areas must be masked off by Exhibitor. Show Management, in its sole discretion, will determine whether or not booths are unsightly or have unsightly areas.

Booth Backwalls: The standard booth height limit at the Exhibition is eight (8) feet, but this limitation is also determined by Exhibitor's booth size and location on the floor. The following chart will show the acceptable heights. However, **any exhibit exceeding eight (8) feet in height (including signs) must be approved by PennWell regardless of booth size or location.** If Exhibitor desires to exceed the standard heights, Exhibitor must submit a request in writing along with a rendering of the proposed booth for approval to Karissa Coltman at karissac@pennwell.com or by fax to 918-831-9834.

<u>Inline Booth</u>	<u>Perimeter Booth (against a wall)</u>	<u>Peninsulas</u>	<u>Island Booth (aisles on all sides)</u>
8'	12'	8'	16'

All height restrictions are subject to physical limitations of the Exhibition hall. Prior to construction, Exhibitor has the responsibility to check on height capabilities for Exhibitor's assigned location

Columns: Exhibits with a full column in the booth area may utilize the column to enhance the booth design, provided fire cabinets and strobe lights remain visible and accessible. Column widths vary in size and PennWell recommends that Exhibitor contact its Exhibitor Services Representative if Exhibitor has any questions. Exhibitor may use the columns to the maximum height within the perimeter of the booth only. Consult with Freeman for specific measurements and location of columns prior to installation. **Note: Columns with fire houses will require special attention so that fire hoses remain accessible.**

Two-Story Booths: Certificates of construction may be required for double-decker booths. If Exhibitor desires to utilize a two-story booth, Exhibitor must submit such certificate to Karissa Coltman prior to January 30, 2010 for approval.

Aisles: All aisles must be clear of exhibits. Interviews, demonstrations, and distribution of literature must be made inside Exhibitor's booth.

Booth Number: A booth number must appear on all specially-built backwalls. No signs are allowed above the permissible backwall height.

Installation: All Exhibitor displays must be completely installed within the time designated by Show Management for this purpose.

Carpet: Exhibitor must carpet its booth(s).

Copyrighted Materials:

Exhibitor agrees not to play, broadcast, perform, or distribute any copyrighted material owned by others without first obtaining (at its own expense) all necessary rights and licenses and paying in full all required royalties or other fees.

Exhibit Activities/Demonstrations:

"Live" demonstrations and costumed characters for the purpose of promoting Exhibitor's products will be permitted on the Exhibition floor only within the confines of Exhibitor's booth. Exhibitor shall not conduct any activities in aisles or in space other than Exhibitor's booth space. All sound amplification devices and other sound-producing equipment and activities shall be limited to reasonable volume levels which shall not project beyond the boundaries of Exhibitor's booth space or otherwise interfere with the Exhibition or other exhibitors' activities. An audiometer may be used to measure sound levels. PennWell reserves the right to bar or eject Exhibitor from the Exhibition and/or close Exhibitor's booth for failure to comply with any provision of the Agreement.

No Assignment:

Exhibitor understands and agrees that it may not assign the Agreement, in whole or in part, or any rights thereunder to any third-party without the prior written permission of Show Management. In addition, Exhibitor is not authorized and has no right to sublet any portion of its exhibit space or booth without the prior written permission of Show Management.

Limited License in Exhibitor's Name:

Exhibitor grants to PennWell a fully-paid, perpetual, worldwide, non-exclusive license to use, display, and reproduce (in print, electronically, or otherwise) Exhibitor's name, trade names, logos, and product names in any listing of those companies exhibiting at or registered to exhibit at the Exhibition and in Exhibition promotional materials. In addition, Exhibitor authorizes PennWell to take photographs of Exhibitor's booth, exhibit, and staff during, before, or after the Exhibition and to use such photographs for any legitimate promotional purpose of PennWell.