

# RULES & REGULATIONS

## 1. Payment and Allotment

Applications must be accompanied by a deposit of \$320 per 10'x10' booth. Cancellations prior to September 1, 2011, full refund, less \$75 administrative fee; cancellations after September 1, 2011, no refund. The balance of the rental fee is due no later than January 6, 2012. Reduction of booth space results in loss of deposit for space dropped. Applications for space accepted after January 6, 2012, must be accompanied by full payment. Reserved space will not be held after January 6, 2012, unless paid in full. Space allotments will be made by the management, if possible, in keeping with the preferences and priorities requested by the exhibitor as to location. The management, however, reserves the right to make reasonable shifts as to the locations of exhibitor's booth spaces for the benefit of the exhibit and the betterment of the entire exhibit. No contract shall be in force until accepted by the management. It is explicitly agreed by the exhibitor that in the event he fails to install his product in his exhibit space within the time limit set for opening exhibits or fails to pay the space rental at the time specified or fails to comply with any other provisions concerning his use of exhibit space, the management shall have the right to take possession of said space and lease same, or any part thereof, to such parties and upon such terms and conditions as it may deem proper. In the event that it is found impossible to lease said space, the management reserves the right to utilize said space in any manner deemed expedient, in which case liquidated damages from the defaulting exhibitor shall be deemed to be the rental price of the space.

In case the exposition shall not be held for any reason whatsoever, then the thereupon rental and lease of space to the exhibitor shall be terminated. In such case the limit of claim for damage and/or compensation by the exhibitor shall be the return to exhibitor of the pro rata amount already paid for space in the hall for this specific event.

## 2. Liability and Insurance

Watchmen will be on the premises. Every reasonable precaution will be taken to protect property during installation, exhibit period and removal. However, no Association, management, service contractors nor the management of the hall, nor any of the officers, staff members or directors of any of the same, are responsible for the safety of the property of exhibitors from theft, damage by fire, accident, vandalism or other causes.

All property of exhibitor is understood to remain under his custody and control, in transit to or from or within the confines of the hall, subject to the rules and regulations of the exhibition. Exhibitors are advised to carry floater insurance to cover exhibit material against damage and loss and public liability insurance against injury to the person and property of others.

Any exhibitor dispensing alcoholic beverages is required to furnish a copy of certificate of insurance including the host liquor liability coverage.

## 3. Use of space

(a) All demonstration or other activities must be confined to the limits of the exhibit booth. No exhibitor shall assign, sublet or share the space allotted without the knowledge and consent of management. Exhibitors must show goods manufactured or dealt in by them in the regular course of business. Exhibitors are not permitted to feature names or advertisement of non-exhibiting manufacturers, distributors or agents in the exhibitors' display (parent, subsidiary or affiliated companies excluded).

Should an article or non-exhibiting firm be required for operation or demonstration in any exhibitor's display, identification of such article shall be limited to the usual and regular nameplate, imprint, or trademark under which same is sold in the general course of business.

Any merchandising, advertising or promotional scheme which involves attracting visitors to an exhibitor's location by any inducement which may be construed to be a lottery is strictly prohibited. Under laws governing games of chance, lotteries and the like, every individual is charged with knowledge of national, state and local legal restrictions on such operations. No prize winners will be announced by show management via loudspeaker, etc.

(b) Distribution of circulars or promotion material may be made only within the booth assigned to the exhibitor presenting such materials. No firm or organization not assigned space in the exhibit will be permitted to solicit business within the exhibit area. No advertising circulars, catalogues, folders or devices shall be distributed in the aisles, meeting rooms or registration area.

(c) No radio or public address system may be used. Operators of noise-making exhibits must secure approval of trade show management before the exhibit opens.

(d) Exhibitors are expected to have their exhibit space neat and orderly at all times.

(e) Exhibitors will not exhibit or participate in any exhibit in the Myrtle Beach area (including plant tours of their physical facilities) during the show hours.

## 4. Arrangement of Exhibits

All exposed parts of displays and/or equipment must be finished or covered in a workmanlike and neat manner so that they will not present an unsightly appearance when viewed from adjoining booths or aisles.

The standard booth equipment furnished will consist of 8' high backwall of draperies with aluminum uprights and stanchions. The division rails will be 36" high with draperies. A sign measuring 7" x 44" showing the exhibiting company name and booth number will be provided as part of standard booth equipment.

**No fabricated exhibit or other construction shall exceed 8' in background height, including signs, or 36" in division rail height except as provided below. Backgrounds 8' high shall not extend out from the booth backline to exceed more than one-half of the booth depth.**

In island spaces with aisles on all four sides, overhead panels or "bridge type" construction may be permitted to a maximum height of 16 ft. along the center line of the space or along the aisle lines. In peninsula spaces, surrounded by aisles on only three sides, the background at the point is to be centered and not over 8 ft. high. The length of the background shall not exceed one-half the dimension of the side. Plans for such displays must be submitted to and approved by the exposition management.

No construction will be allowed on the sides of any booth that would obstruct the view of the adjacent booths.

None of these rules applies to a piece of equipment that is made and regularly used within the petroleum or c-store industry, except that the equipment must be placed so that it will not obstruct the view of adjoining booths.

## **5. Exhibits and Public Policy**

(a) Exhibitor is charged with knowledge of all laws, ordinances and regulations pertaining to health, fire prevention, customs and public safety, while participating in this showing.

While in the Convention Center, any handling or processing of food stuffs shall be in strict compliance with all of the South Carolina DHEC rules and regulations. Copies are available by calling 843/828-1151.

Compliance with such laws is mandatory for all exhibitors and the sole responsibility is that of the exhibitor.

The exhibition management and service contractors have no responsibility pertaining to the compliance with laws as to public policy as far as individual exhibitor's space, materials and operation is concerned. Should an exhibitor have any questions as to the application of such laws, ordinances and regulations to his exhibit or display, the management will endeavor to answer such problems. Early attention to such details may save the exhibitor time and money.

(b) All booth decorations must be flameproofed and all hangings must clear the floor. Electrical wiring must conform with the National Electrical Code Safety Rules. If inspection indicates that any exhibitor has neglected to comply with these regulations or otherwise incurs fire hazard, the right is reserved to cancel all or such part of his exhibit as may be irregular, and affect the removal of same at exhibitor's sole expense.

(c) If unusual equipment or machinery is to be installed, or if appliances that might come under fire codes are to be used, the exhibitor should communicate with the management for information concerning facilities or regulations. City and state fire regulations must be complied with.

## **6. Exhibitor's Authorized Representative**

Each exhibitor must name at least one person to be his representative in connection with installation, operation and removal of exhibit. Such representative shall be authorized to enter into such service contracts as may be necessary, and for which the exhibitor shall be responsible and exhibitor assumes responsibility for such representative being in attendance throughout all exposition periods. All invoices for services must be approved or paid before the close of the exposition.

## **7. Installation and Dismantling of Exhibits**

Installation may begin at the earliest hour and day announced for such purpose in the management's latest advisory letter or brochure. All exhibits must be erected or completely arranged by the hour and date officially announced for the opening of the exhibition or for the official inspection by management officials.

Noisy or unsightly work in any exhibitor's booth after the above deadline is strictly prohibited during exhibition hours.

Goods received after the opening of the exhibition must be delivered to the booth and arranged at times other than the official exposition hours.

Goods and materials used in any exhibit (except bona fide literature) shall not be removed from the exhibit hall until the exhibition officially has been closed. Any exception to this rule must have the approval of the management or its representative.

The deadline for clearance of all materials from the exhibit hall will be strictly enforced. Due announcement will be made to exhibitors and it is the sole responsibility of each exhibitor to have materials packed and cleared for shipment by such time.

The management hereby reserves the right with no liability whatsoever for damage, spoilage or loss, to dismantle, dispose of, store and clean from the premises, any display material, goods, property or merchandise of an exhibitor who has failed to comply with the above requirement, or order such work or removal to be done at the sole expense of the exhibitor. The exhibitor hereby constitutes the management the exhibitor's agent, either to affect such removal or order the same done. In such case reasonable care will be taken to protect such goods and property, but no liability for any damage whatsoever will inure to the management, purveyors or any association, the sole negligence in such case being that of the exhibitor. The management reserves the right to place any such property of an exhibitor in storage at the exhibitor's sole responsibility and expense or order the same to be done.

## **8. Restrictions in Operation of Exhibits**

The management reserves the right to restrict exhibits which because of noise, method of operation, materials or for any reason become objectionable, and also to prohibit or to evict any exhibit which, in the opinion of the management, may detract from the general character of the exhibit as a whole. This reservation includes persons, things, conduct, printed matter, or anything of a character which the management determines is objectionable to the exhibit.

Those exhibitors cooking in their booths must have a fire extinguisher, at least 5 lbs and ABC approved.

## **9. Care of Building and Equipment**

Exhibitors, or their agents, shall not injure or deface the walls or floor of the building, the booths, or the equipment of the booths. Exhibitors are required to ensure that all equipment in the Convention Center does not drip oil or any other staining solutions. When such damage appears, the exhibitor is liable to the owner of the property so damaged.

Under no circumstances are helium balloons or adhesive-backed decals to be given away or permitted to be used in the Convention Center.

## **10. No Smoking Policy**

The Myrtle Beach Convention Center is a smoke-free facility. Smoking is restricted to area(s) designated by Convention Center management.

## **11. Labor Loading and Storage**

For necessary additional labor (in or out), contact the designated decorator. Storage prior to show will be available, and information will be sent by exhibit contractor around December 1, 2009 as well as displayed on the web site.

## **12. Storage of Packing Crates and Boxes**

Exhibitors will not be permitted to store packing crates and boxes in their booths during the exhibit period, but these, when properly marked or identified may be stored by the contractor.

Because of the lack of storage facilities, it may be necessary to store crates outside the building. Every effort will be made to protect the crates from the elements, but neither the management nor the contractors will assume any responsibility for damage to them.

The removal and return of large crates that cannot be handled by hand trucks will be charged for at prevailing rates.

## **13. Other regulations**

By signing space application, the exhibitor agrees to abide by Rules and Regulations and decisions of the management.