



# SHOW RULES & REGULATIONS

All exhibitors displaying at CONEXPO-CON/AGG 2011 to be held in Las Vegas, Nevada, at the Las Vegas Convention Center from March 22-26, 2011, are required to complete an application, execute the contract for space and SUBSCRIBE TO ALL EXHIBIT RULES AND REGULATIONS. FAILURE TO FOLLOW EXHIBIT RULES AND REGULATIONS MAY RESULT IN CANCELLATION OF THE RIGHT TO EXHIBIT. (ALL EXHIBITS SHALL CONFORM TO ALL FEDERAL, STATE AND LOCAL LAWS AND REGULATIONS.) . The CONEXPO-CON/AGG 2011 Rules and Regulations as described herein have been prepared by the Exhibit Space & Rules Committee and approved by the Management Committee.

## GENERAL SHOW INFORMATION

Clean Floor Policy	Page 3
Definitions	Page 2
Education Programs	Page 4
Exhibitor Data	Page 3
Exhibitor Services Manual	Page 4
Exhibitor Meeting	Page 4
Exhibitor Representative	Page 4
Exhibition, Location, Dates & Times	Page 3
Failure to Hold the Exhibition	Page 4
Installation/Dismantling Schedule	Page 3
Target Installation Dates	Page 3

## ELIGIBILITY & EXHIBIT SPACE

Assignment of Exhibit Space & Priority Formula	Page 7
Cancellation Policy	Page 7
CECE Membership/Int'l Government Trade Associations	Page 5
Eligibility	Page 4
Exhibit Space Assignment Process	Page 7-8
Exhibit Space Costs & Payment Schedules	Page 6
Exhibit Space Sizes	Page 8
Exhibitor Package Plan	Page 6
Exhibits	Page 9
International Pavilions	Page 8
Membership Information	Page 4-5
Nature of Space Assignment	Page 7
No Hotel Exhibits	Page 9
No Other Exhibits	Page 9
Remanufactured & Used Equipment	Page 6
Shared Exhibit Space	Page 8
Space Reduction Policy	Page 7
Storage & Packing Materials	Page 9
Sub-leasing of Exhibit Space	Page 8

## ADMISSION TO EXHIBIT

Admission to Exhibits	Page 9
Badges & Work Passes	Page 9
Children	Page 10
Exhibitor Admittance During Non-Exhibition Hours	Page 10
Photographs & Videos	Page 10
Registration	Page 9

## WORK RULES & EXHIBITOR APPOINTED CONTRACTORS

Certificate of Insurance Requirements for EACs	Page 10-11
Exhibitor Appointed Contractors Explanation	Page 10
Gratuities to Exhibit Labor	Page 11
Rules & Regulations for EACs	Page 10-11
Services EACs Can Provide	Page 11
Work Rules: Exhibit Installation, Operation & Dismantling	Page 11

## BUILDING & OPERATING YOUR STAND

Buildings, Mobile Offices, Tents	Page 16
Canopies & Multi-Level or Covered Exhibit Stands	Page 15
Defacing of Building or Exhibit Facility	Page 12
Equipment Sales, Sold Signs, & Customer Names	Page 12
Exhibit Design & Use of Exhibit Space	Page 12
Exhibit Stand Height Regulations	Page 14-15
Extra Lighting	Page 12
Hanging Signs	Page 15
Illumination	Page 13
Inflatable Objects	Page 13
Landscaping Materials	Page 13
LVCVA Load Limits	Page 13
Motion & Noise Control	Page 13
Operating Equipment in Outdoor Areas	Page 17
Outdoor Canopies and/or Tent Structures	Page 16
Outdoor Exhibits	Page 16
Pipe & Drape	Page 14
Platforms	Page 16
Signs on Exhibits or Products	Page 13
Sound Devices, Movies, Slides, Videos & TV	Page 13-14
Submission of Floor Plans	Page 14
Towers	Page 16

## SAFETY & SECURITY

Flammable Materials	Page 17
Safety Devices	Page 17
Security	Page 17

## PROMOTING YOUR STAND ONSITE

Food & Beverage	Page 17-18
Literature Distribution	Page 18
Lotteries & Contests	Page 18
Press Conferences	Page 18
Prizes & Giveaways	Page 18
Promotional Items	Page 18-19
Use of CONEXPO-CON/AGG 2011 Logo	Page 19

## MEETING/FUNCTION SPACE AT LVCC

Entertainment Rules	Page 19
Field Trips	Page 20
Hospitality Suites & Hotel Function Space	Page 20
Invitations	Page 20
Post Show Functions in Exhibit Stands	Page 19-20
Pre-Show Functions in Exhibit Stands	Page 19
Utilization of Meeting/Function Space	Page 19

## AGREEMENT & ENFORCEMENT OF RULES & REGULATIONS

Agreement to Rules	Page 20
Certificate of Insurance Requirements for Exhibitors	Page 22
Closing Exhibit Stand Early	Page 20
Enforcement of Exhibition Rules	Page 20-21
Penalties for Violation of Exhibition Rules	Page 21
The Exhibitor Agrees	Page 21-22

## UPDATES FROM THE CONEXPO-CON/AGG 2008 RULES & REGULATIONS

The following rules and regulations have been updated since CONEXPO-CON/AGG 2008:

UPDATED FROM 2008	Auction Houses	Page 4
NEW RULE FOR 2011	Clean Floor Policy	Page 3
UPDATED FROM 2008	Hanging Signs	Page 15
UPDATED FROM 2008	Outdoor Canopies & Tents	Page 16
UPDATED FROM 2008	Submission of Floor Plans 1,000 Square Feet or Larger	Page 14

## DEADLINES WITHIN THE SHOW RULES & REGULATIONS

August 15, 2009	Applications due for priority space assignments.	Page 7-8
February 28, 2010	Second 25% payment is due.	Page 6
September 30, 2010	Final 50% payment is due.	Page 6
December 1, 2010	Floor plans for 1,000 square feet or larger due to Exhibition Management.	Page 14
January 15, 2011	Deadline for submitting non-official contractor request forms.	Page 10
January 15, 2011	Certificate of Insurance from exhibitors due to Exhibition Management.	Page 22
January 15, 2011	Certificate of Insurance from EACs due to Exhibition Management.	Page 11
February 15, 2011	Variance request for Exhibition Preview Period	Page 10

## GENERAL SHOW INFORMATION

### DEFINITIONS

CONEXPO-CON/AGG 2011	Referred to as the Exhibition.
COMMITTEES	Individual groups have been appointed by the Exhibition's Management Committee to supervise various aspects of the overall management and execution of CONEXPO-CON/AGG 2011. The official Exhibition Planning Committees are the Exhibit Space & Rules Committee, the Marketing Committee and the Education Committee.
EQUIPMENT/SERVICES	Product (equipment or services) displayed by any exhibitor, which comply with the rules for eligibility.
EXHIBIT SPACE	The indoor and/or outdoor area at the Las Vegas Convention Center and the Hilton Center assigned to an exhibitor for the purpose of displaying eligible products and services based on qualifications and full payment of the said display area.
EXHIBITION MANAGEMENT	The producer of CONEXPO-CON/AGG 2011 is the Association of Equipment Manufacturers (AEM).
EXHIBITION SPONSORS	The principal sponsors of CONEXPO-CON/AGG 2011 are the Association of Equipment Manufacturers (AEM), the National Ready Mixed Concrete Association (NRMCA) and the National Stone, Sand & Gravel Association (NSSGA). The Exhibition is also sponsored by the Associated General Contractors of America (AGC).
HOUSING	All sleeping accommodations, as well as hospitality facilities requested by exhibitors, employees, guests and visitors.
LAS VEGAS CONVENTION CENTER	To be referred hereafter as the LVCC, which includes all indoor facilities, parking lots, marshaling areas and exhibit areas.
LVCVA	The Las Vegas Convention & Visitors Authority, which operates the Las Vegas Convention Center.
MANAGEMENT COMMITTEE	Management of the Exhibition is guided by the CONEXPO-CON/AGG 2011 Management Board, which is comprised of equal representation of the Association of Equipment Manufacturers (AEM), the National Stone, Sand & Gravel Association (NSSGA) and the National Ready Mixed Concrete Association (NRCMA).
PRODUCT CONCENTRATION AREAS	Exhibit space will be divided by product types.

## **EXHIBITION LOCATION, DATES & HOURS**

CONEXPO-CON/AGG 2011 will be held at the Las Vegas Convention Center in Las Vegas, Nevada, USA. Exhibition dates and hours will be:

Tuesday, March 22, 2011	9:00 am to 5:00 pm
Wednesday, March 23, 2011	9:00 am to 5:00 pm
Thursday, March 24, 2011	9:00 am to 5:00 pm
Friday, March 25, 2011	9:00 am to 5:00 pm
Saturday, March 26, 2011	9:00 am to 3:00 pm

## **INSTALLATION & DISMANTLING SCHEDULE**

The following schedule represents the installation and dismantling periods for CONEXPO-CON/AGG 2011. These hours are the standard hours for installation. Exhibitors can have access to their stands 24 hours per day only if given permission in advance by Exhibition Management.

### **INSTALLATION SCHEDULE (INDOOR AND OUTDOOR EXHIBITS)**

March 14, 2011	8:00 am to 5:00 pm
March 15, 2011	8:00 am to 5:00 pm
March 16, 2011	8:00 am to 5:00 pm
March 17, 2011	8:00 am to 5:00 pm
March 18, 2011	8:00 am to 5:00 pm
March 19, 2011	8:00 am to 5:00 pm
March 20, 2011	8:00 am to 5:00 pm
March 21, 2011	8:00 am to 5:00 pm

On March 21, 2011 all crates must be tagged with empty stickers and ready for pick-up by 12 noon.

### **DISMANTLING SCHEDULE (INDOOR AND OUTDOOR EXHIBITS)**

March 26, 2011	beginning at 3:00 pm
March 27, 2011	8:00 am to 5:00 pm
March 28, 2011	8:00 am to 5:00 pm

## **TARGET INSTALLATION DATES**

Exhibitors will receive their targeted installation dates from the Official General Contractor. Every attempt will be made to ensure that their materials will be delivered to their stand on the day they are scheduled to arrive. Any exhibitor wishing to change their scheduled installation date must submit their request in writing to the Exhibition's Official General Contractor's Freight Department. Additional information will be provided in the Exhibitor Services Manual, which will be available in Spring 2010.

## **CLEAN FLOOR POLICY**

A clean floor policy will be implemented for CONEXPO-CON/AGG and IFPE 2011. Specific days and times will be assigned to the various exhibit areas when all crates must be labeled and ready for pick up. Crates not labeled and ready pick-up will be removed regardless of status. Labor and equipment charges will apply if this policy is not met.

All cardboard, fiber cases and access storage items must be labeled and ready for pick-up by 1:00 pm on Monday, March 21 in all halls and lots. All aisles must be 100% clean of product, ladders, gang boxes or any other items that may impede the final aisle clean up and installation of aisle carpet by 5:00 pm on Monday, March 21.

## **EXHIBITOR DATA**

As part of the application process, exhibitors are required to provide certain corporate or personal information, including but not limited to, name, address, telephone and fax numbers, e-mail addresses and the identity of and information pertaining to contact persons. By submitting an Exhibit Space Application & Contract, the exhibitor acknowledges and agrees that all data provided by the exhibitor in its application may be assigned or otherwise transferred by CONEXPO-CON/AGG to other exhibitors, in the absolute sole and exclusive discretion of CONEXPO-CON/AGG.

## **FAILURE TO HOLD THE EXHIBITION**

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Should any contingencies prevent the holding of the Exhibition, Exhibition Management will return such portion of the exhibit space payment as may be determined to be equitable by Exhibition Management, in consultation with the Management Committee. Should any contingencies require the moving or postponement of the Exhibition, no refunds will be made.

## **EXHIBITOR REPRESENTATIVE**

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Each exhibitor will be required to appoint at least one individual authorized to represent their company in all dealings with Exhibition Management. Each exhibitor will furnish Exhibition Management with the name of its official CONEXPO-CON/AGG 2011 Representative at the time it submits its space application. This representative shall be authorized to enter into such service contracts as may be necessary and for which the exhibitor shall be responsible. It is the responsibility of the exhibitor to notify Exhibition Management with the name of another representative in case the primary representative is unavailable.

## **EXHIBITOR MEETING**

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Every Exhibition planning detail will be discussed in detail - marketing, rules & regulations, new Exhibition features, and logistics. Exhibitors will be notified in advance of the dates for the CONEXPO-CON/AGG 2011 Exhibitor Meeting in Las Vegas. We strongly urge your representative to attend and to preview, in advance, the physical layout/specifications of the exhibit area your company has been assigned.

## **EXHIBITOR SERVICES MANUAL**

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The CONEXPO-CON/AGG 2011 Exhibitor Services Manual will be available online for exhibiting companies and non-official contractors in 1<sup>st</sup> quarter of 2010. The manual will contain all necessary information and forms for installation and services as well as registration, housing and official function schedules.

## **EDUCATION PROGRAMS**

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Exhibition Management plans to conduct education programs in conjunction with CONEXPO-CON/AGG 2011 to provide a learning opportunity for visitors.

# **ELIGIBILITY & EXHIBIT SPACE**

## **ELIGIBILITY**

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Exhibitors must manufacture equipment, components, parts and accessories, or provide services related to the construction and construction materials industries. Specific guidelines have been set for distributors, rental houses, product support providers and auction houses. These guidelines are as follows:

### **DISTRIBUTORS, RENTAL HOUSES & PRODUCT SUPPORT PROVIDERS**

Distributors, rental houses, product support providers can display their company's services however product cannot be displayed. Master distributors can display product if they are the sole U.S. distributor to a non-U.S. manufacturer.

### **AUCTION HOUSES**

Auction houses can display their services however new or used equipment cannot be sold from the company's exhibit stand. This includes actual products being displayed, online auctions or live auctions taking place during the official show period (Tuesday, March 22 through Saturday, March 26, 2011) from an offsite location. Auction houses can show an auction that has already taken place in their exhibit to showcase the service they provide. Live auctions or the broadcast of them from an offsite location are not allowed on the Exhibition floor.

## **MEMBERSHIP INFORMATION**

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In order to be eligible for member prices (see application or "Exhibit Space Cost and Payment Schedule" on page 6), applicants must adhere to the following guidelines:

Those exhibitors who in subsequent years fail to adhere to the membership guidelines for any of the following organizations will be invoiced at the adjusted non-member amount.

Exhibitors who are members of more than one of the following organizations should select the exhibit space rate that is most beneficial to them.

### **NRMCA AND NSSGA MEMBERS**

- Associate members of the National Ready Mixed Concrete Association or the National Stone, Sand & Gravel Association must be current in their membership for 2011 and must have been members in good standing for 2009 and 2010.
- Applicants must be current in their membership prior to the assignment of space.
- Companies who were not associate members of NRMCA or NSSGA prior to 2009 can qualify for member rates by paying dues for prior years (Example: a company joining NRMCA or NSSGA in January 2010 can participate in CONEXPO-CON/AGG 2011 by paying dues for 2009 and maintaining membership throughout the exhibition cycle {2010 & 2011}).
- Companies joining NRMCA or NSSGA after 2009 who did not begin operation or were ineligible for membership until after that date are required to pay dues only from the starting date of operation or the date the company became eligible for membership.
- National Ready Mixed Concrete Association (NRMCA) minimum associate member dues are currently \$1,000 to \$5,000 per year. For membership information, please contact Kathleen Carr-Smith, Managing Director, Membership & Communications at NRMCA (email: [kcarrsmith@nrmca.org](mailto:kcarrsmith@nrmca.org) or by phone: 301-587-1400 ext. 1145).
- Annual Membership for the National Stone, Sand & Gravel Association (NSSGA) currently ranges from \$750 to \$2,500 per year. For membership information, please contact Shannon Grace, Membership Coordinator at NSSGA (email: [sgrace@nssga.org](mailto:sgrace@nssga.org) or toll-free: 800-342-1415 or 703-525-8788).

### **AEM MEMBERS**

- Companies who exhibited in CONEXPO-CON/AGG 2008 as AEM members must be current in their membership for 2009 and must be members in good standing for 2010 and 2011.
- Companies joining AEM after CONEXPO-CON/AGG 2008 must have at least 3 years of membership dues paid in full prior to the Exhibition.
- Companies who join AEM after 2008 will be credited for future dues. (Example: a company joining AEM in January 2009 can participate in CONEXPO-CON/AGG 2011 by paying dues for 2009, 2010 and 2011.) Dues payments made for future years of membership are to be based on the company's last full year of sales of eligible products or services. Dues monies prepaid for future years to qualify a company for CONEXPO-CON/AGG 2011 participation are non-refundable.
- Companies joining AEM after 2008 who did not begin operation or were ineligible for membership until after that date are required to pay dues only from the starting date of operation or the date the company became eligible for membership.
- Please contact the Association of Equipment Manufacturers' Membership Department at 414-298-4153 or [pmalek@aem.org](mailto:pmalek@aem.org) for more information.
- ONLY EQUIPMENT WHOSE SALE IS UTILIZED AS PART OF THE TOTAL SALES VOLUME WHICH DETERMINES THE AEM MEMBER'S DUES CATEGORY MAY BE EXHIBITED using the space rate for members. A member exhibiting qualifying products which are not used to determine the member's dues category may be exhibited on a proportionate basis at the non-member space rate; except that if such products occupy 50 percent or more of the exhibit space, the non-member space rate will be charged for the entire exhibit space. Qualifying products or services include:
  1. Machines designed primarily for construction use, or of a type commonly used in the construction industry but modified or equipped with special attachments to adapt them to non-construction markets, such as forestry, mining, agriculture, etc.
  2. Components, attachments, accessories and parts sold for use in or with the above machines either at the Original Equipment Manufacturer (OEM) or after-market levels.
  3. Publications dealing with the construction industry.
  4. Services such as finance, management, consulting, etc., supplied to the construction industry.

### **CECE MEMBERS / INTERNATIONAL GOVERNMENT TRADE ASSOCIATIONS**

Any international-based member in good standing of the Committee for European Construction Equipment (CECE) or an approved International Government Trade Association is eligible to exhibit in CONEXPO-CON/AGG 2011 under the same conditions as the non-members. International Pavilion Organizers will receive a 15% discount off the total exhibit space cost paid to Exhibition Management. In order for an exhibitor to utilize these space rates, the company must exhibit within or through an International Pavilion organized by CECE or an International Trade Association approved by Exhibition Management. Additional Rules & Guidelines for International Pavilion Organizers will be sent to the Official International Pavilion Organizer representative.

## REMANUFACTURED AND USED EQUIPMENT

Remanufactured equipment and components may be exhibited by the Original Equipment Manufacturer (OEM) of that product or products for the purpose of showing the role of remanufacturing in the OEM's business. Exhibitors may not exhibit in their space any used equipment, except: (1.) remanufactured equipment as explained above, and (2.) equipment produced by the exhibiting company that has a historical theme or background.

## EXHIBIT SPACE COST AND PAYMENT SCHEDULE

### COST OF EXHIBIT SPACE

The cost of exhibit space is based on the desired amount of square footage multiplied by the appropriate rate. The square footage rate is based on the applicant's membership affiliation and status. The variation in the association member space rates is to offset the difference in membership dues. The space rates are devised to balance out the monies spent by each different member. If an applicant is a member of more than one organization, they should select the rate that best suits them financially. The rate structure is as follows:

AFFILIATION	RATES PRIOR TO AUGUST 15, 2009			RATES AFTER AUGUST 15, 2009		
	INDOOR (200 SF OR LESS)	INDOOR (201 SF OR MORE)	OUTDOOR	INDOOR (200 SF OR LESS)	INDOOR (201 SF OR MORE)	OUTDOOR
AEM	\$20.75	\$18.50	\$13.25	\$21.35	\$19.05	\$13.75
NRMCA, NSSGA	\$24.75	\$22.50	\$17.50	\$25.50	\$23.15	\$18.20
Int'l Pavilion Org.	Not Applicable	\$27.20	\$23.00	\$27.20	\$23.00	\$23.00
Non-Member	\$34.50	\$32.00	\$27.00	\$34.50	\$32.00	\$27.00

Information on Association Membership for any of the above organizations may be obtained by contacting:

#### AEM

Phone: (414) 298-4153  
 Fax: (414) 272-1170  
[www.aem.org](http://www.aem.org)

#### NRMCA

Phone: (301) 587-1400  
 Fax: (301) 585-4219  
[www.nrmca.org](http://www.nrmca.org)

#### NSSGA

Phone: 800-342-1415 or 703-525-8788  
 Fax: 703-525-7782  
[www.nssga.org](http://www.nssga.org)

### PAYMENT FOR EXHIBIT SPACE

Checks for exhibit space must be made payable to CONEXPO-CON/AGG 2011, and must be in U.S. funds or a draft drawn from a U.S. bank. Credit cards are not accepted for exhibit space payments. The following payment schedule must be followed:

- 25% of total cost of space due upon application
  - 25% of total cost of space due **February 28, 2010**
  - 50% of total cost of space due **September 30, 2010**
- Applications received prior to February 28, 2010 must be accompanied by 25% of the total cost of exhibit space.
  - Applications received on or after February 28, 2010, but prior to September 30, 2010 must be accompanied by 50% of the total cost of exhibit space.
  - Applications received on or after September 30, 2010 must be accompanied by full payment of exhibit space.
  - No exhibitor will be permitted to move into their designated space until the exhibit space is paid in full.
  - If space is not paid in full by **January 1, 2011**, Exhibition Management reserves the right to cancel the space.

## EXHIBITOR PACKAGE PLAN

The cost of exhibit space includes the following Exhibitor Package Plan, which will reduce the cost to exhibit and add value to your investment:

- Unloading and reloading of all crated shipments from all trucks.
- Delivery of machinery and crates to exhibit stands from marshaling area(s) and pick up of same machinery and crates at the close of the Exhibition.
- Removal of all cleating and blocking on inbound shipments, including materials where required.
- Handling of inbound and outbound shipments of exhibit materials to the LVCC or any other exhibit areas used for the Exhibition.
- Operators for self-propelled equipment and planking where required.
- Spotting of exhibitor's machinery or products for the initial installation only as the equipment is delivered to the exhibitor's stand, and provided an exhibitor representative is present during the initial placement.
- Exhibit crate removal, storage and return to exhibit stand at the close of the Exhibition.
- General cleaning of all exhibits including the vacuuming or sweeping of carpet/floor, emptying of wastebaskets before the opening of each Exhibition day.

## SPACE REDUCTION POLICY

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- Any company decreasing its space before December 1, 2010 must still pay at least the 25% deposit of the original space, regardless of the new space cost. If the new space cost is less than the original 25% deposit, the exhibitor will not be refunded the difference between the new space cost and the original 25% deposit. Overpayments beyond the 25% will be refunded if the reduction occurs before December 1, 2010.
- Any company reducing its space on or after December 1, 2010 but before February 1, 2011 must still pay at least 50% of the original space cost. Payments above the 50% level will be refunded.
- Any company reducing its space on or after February 1, 2011 will receive no refunds.

## CANCELLATION POLICY

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**Any notice of cancellation of exhibit space by an exhibitor must be made in writing to Exhibition Management. This cancellation policy does not depend upon whether the exhibit space is resold or re-assigned.**

- At no time will the deposit (25% of space cost) be refunded to an exhibitor canceling its space.
- Any company canceling its exhibit space before December 1, 2010 automatically loses the initial 25% deposit. The remaining balance paid to CONEXPO-CON/AGG will be refunded.
- Any company canceling its exhibit space on or after December 1, 2010 but before February 1, 2011 will lose 50% of the total cost of exhibit space reserved and the remaining 50% will be refunded.
- Any company canceling its exhibit space on or after February 1, 2011 will not receive any refund due to the late date in which Exhibition Management was informed of the cancellation.

## NATURE OF SPACE ASSIGNMENT

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The assignment of space to an exhibitor is not to be construed as a leasing of property. It is merely the granting to the exhibitor of a license to enter upon the designated space for the sole purpose of exhibiting products in conformity with these Rules and Regulations and subject to the terms of certain leases between LVCVA as lessors, and Exhibition Management, as lessee, for the period of CONEXPO-CON/AGG 2011.

## ASSIGNMENT OF EXHIBIT SPACE

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### PRIORITY FORMULA

The Priority Formula is used in a number of matters including the assignment of exhibit space. It is as follows:

$$\begin{array}{ccc} \text{Years of Membership} & + & \text{Total SF in 2008 Show} \\ \text{X 2} & & \text{100} \\ & & = \\ & & \text{PRIORITY} \\ & & \text{NUMBER} \end{array}$$

### DEFINITION OF MEMBERSHIP NUMBER

Exhibition Management chooses the company/division with the greatest number of membership years in AEM, NRMCA or NSSGA. An exhibitor must be a current member in good standing of AEM, NRMCA or NSSGA in order to have its years of membership used in calculating the membership number.

### DEFINITION OF PAST PARTICIPATION NUMBER

Exhibition Management uses the total square footage purchased by an exhibitor for CONEXPO-CON/AGG 2008. The total square feet cannot exceed the CONEXPO-CON/AGG 2008 maximum space sizes (40,000 square feet indoor, 50,000 square feet outdoor or 60,000 square feet combined). If a company acquired another company(s), the parent company can use the newly acquired company(s) but cannot exceed the maximum space sizes set from CONEXPO-CON/AGG 2008.

## EXHIBIT SPACE ASSIGNMENT PROCESS

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Exhibitors who submit applications and deposits prior to **August 15, 2009** will be a part of the Priority Assignment Process in October 2009. Every attempt will be made to accommodate exhibitor space requests. The first assignment of exhibit space priority will be based on the above mentioned priority formula and the designated product concentration areas.

The first assignment process is as follows: all past CONEXPO-CON/AGG 2008 exhibitors will be assigned by priority number first, all other exhibitors returning their application and 25% by August 15, 2009 will be assigned by priority number second. Applications received after August 15, 2009 will be assigned on a first-come, first-serve basis by Exhibition Management.

No applicant will be allowed to select an exhibit space unless the application is signed and payment has been received based on the following schedule:

- Applications received prior to February 28, 2010 must be accompanied by 25% of the total cost of exhibit space.
- Applications received on or after February 28, 2010, but prior to September 30, 2010 must be accompanied by 50% of the total cost of exhibit space.
- Applications received on or after September 30, 2010 must be accompanied by full payment of exhibit space.

Exhibition Management will make every attempt to accommodate every request for space, including the preferred product concentration area and stand dimensions. In the event that all of the available space has been assigned, a waiting list for space will be kept. When an opening becomes available, exhibit space will be assigned on the basis of the date the application was received.

## **EXHIBIT SPACE SIZES**

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The maximum space sizes are set in order to create a floor plan that will adhere to fire and safety regulations for the city of Las Vegas and the LVCC. The maximum space sizes are set to include the parent company and all of its divisions and subsidiaries. Companies and their divisions/subsidiaries applying for multiple exhibit spaces still may not exceed the maximum limits of 40,000 indoor, 50,000 outdoor or 60,000 combined set by the Exhibit Space & Rules Committee and the Management Board for their space totals.

**40,000**  
INDOOR

**50,000**  
OUTDOOR

**60,000**  
COMBINED

A space size reduction shall not be required for an exhibitor who acquires another exhibiting company within one year (March 22, 2010) prior to the opening of CONEXPO-CON/AGG 2011 (March 22, 2011), even if the combined space size of the exhibitor and the acquired exhibitor exceeds the maximum space sizes stated above.

## **SUB-LEASING OF EXHIBIT SPACE**

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The exhibitor agrees not to reassign, grant, sublease or license the use of space, or any part thereof allotted to them. Exhibitors are not permitted to display separately in their space any equipment, components or products built by non-exhibiting manufacturers or other non-qualifying divisions of exhibiting manufacturers (hereafter “non-exhibiting manufacturers”), unless the space shared is with a member in good standing of one of the principal sponsoring organizations.

If a component made by a non-exhibiting manufacturer is normally furnished as an integral part of the equipment being exhibited, the exhibitor of the equipment may include the component but cannot call any special attention to it. If equipment made by a non-exhibiting manufacturer is normally furnished as an integral part of the component being exhibited, the exhibitor of the component may include the equipment but cannot call special attention to it. In either case, the exhibitor shall pay the non-member space rate for that portion of the exhibit space occupied by the non-exhibiting manufacturer’s product, except if the non-exhibiting manufacturer’s equipment product occupies 50% or more of the exhibit space, then the non-member space rate will be charged for the entire exhibit space.

## **INTERNATIONAL PAVILIONS**

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Exhibition Management may in its discretion make international pavilion exhibit space available to a non-U.S. construction industry manufacturer trade organization for resale to the organization’s members. The organization and each of its exhibitors in an international pavilion shall be subject to, and shall agree to comply with, these exhibition rules and regulations and the guidelines for International Pavilion Organizers, including but not limited to the eligibility requirements and exhibiting only qualifying products. The exhibit space rates for international pavilions shall be at the non-member rate minus a 15% discount per square foot for indoor and outdoor space. Exhibition Management may in its sole discretion limit the overall size of an International Pavilion and the maximum size of any exhibit space within an International Pavilion.

## **SHARED EXHIBIT SPACE**

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Exhibitors must notify Exhibition Management of their intent to share their allocated space. If an exhibitor does not notify Exhibition Management, Exhibition Management will take action described under the “Penalties for Violation of Exhibition Rules” section on page 21.

## **EXHIBITS**

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Exhibits are permitted only in the official exhibit areas of the CONEXPO-CON/AGG 2011 Exhibition.

### **NO HOTEL EXHIBITS**

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The Las Vegas hotels have entered into signed agreements with Exhibition Management not to: (1.) rent or assign any public space, or sleeping rooms for exhibit purposes at any time during the official Exhibition days of CONEXPO-CON/AGG 2011; nor (2.) permit the use of any public space, or sleeping rooms for entertainment purposes or press conferences during the hours of the official Exhibition days.

### **NO OTHER EXHIBITS**

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CONEXPO-CON/AGG exhibitors will not exhibit or participate in any exhibit within 100 miles of Las Vegas during the period of the Exhibition (Tuesday, March 22 through Saturday, March 26). CONEXPO-CON/AGG exhibitors shall not conduct any auctions or sales events within 100 miles of Las Vegas during Exhibition hours.

### **STORAGE AND PACKING MATERIALS**

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The storage of packing boxes, crates, etc. for the duration of the Exhibition is included in the space rates. Proper identification tags will be available at the Contractor Service Desks. Two of these tags must be attached to each piece to be placed in storage. All flammable packing materials such as paper, straw, etc. must be totally enclosed in containers. Materials not complying with these requirements will be considered refuse and disposed of by the cleaners.

## **ADMISSION TO EXHIBITS**

### **REGISTRATION**

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Anyone attending the Exhibition will be required to register and agree to comply with the Exhibition Rules. Exhibitors who have been assigned exhibit space for the Exhibition will be required to submit a registration form, which will be included in the Exhibitor Services Manual. We strongly recommend that all exhibiting personnel register in advance of the Exhibition. To encourage advance registration, the cost to register in advance will be \$TBD, and on-site will be \$TBD per registrant. Additional information will be provided in the Exhibitor Services Manual.

### **ADMISSION TO THE EXHIBITS**

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Admission to the Exhibition floor will be by badge only. Adequate precautions will be taken to ensure that only authorized persons are admitted to the exhibit area.

During the installation and dismantle periods, only Exhibition Management and their official agents, exhibitors and contractors appointed by exhibitors (Exhibitor Appointed Contractors (EAC), with "Work Passes" (for the purpose of erecting or dismantling display material), will be allowed on the floor. A form will be included in the Exhibitor Services Manual to assist in the registration of exhibitor staff and exhibitor appointed contractors/independent service contractors involved in the installation and dismantling process.

Attendee registration badges will not provide access to the exhibit areas during non-Exhibition hours. If an exhibitor wishes to have any dealers or customers in their stand during non-Exhibition hours, permission must be received in writing, in advance from Exhibition Management. Permission granted for such a request will only be valid for the time period of two hours prior to the opening of the Exhibition and two hours after the closing of the Exhibition.

Exhibition Management will take immediate and firm steps to remove anyone from the exhibit floor who is not entitled to be there in accordance with Exhibition Rules. All spouses and guests must register for the Exhibition. This action will be particularly prompt in the case of children under the age of 18 who are brought into the Exhibition during non-Exhibition hours. Spouses, guests and all labor personnel who are employees in the business and are at the Exhibition to assist in set-up, dismantle, or work the stand, must register as an "Exhibitor".

### **BADGES & WORK PASSES**

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Exhibitors and their employees and all non-official contractors will be required to wear work passes throughout the installation/dismantling periods of the Exhibition and Exhibition badges during Official Exhibition Days. This will assist in maintaining security and keeping unwarranted personnel out of the exhibit halls. Exhibition Management shall produce all work passes and badges. Exhibitor work passes and registration badges can be ordered in advance by completing the designated forms in the Exhibitor Services Manual.

## EXHIBITOR ADMITTANCE DURING NON-EXHIBITION HOURS

### EXHIBITION INSTALLATION

Exhibitor personnel are allowed to enter the exhibit area during installation only if they are part of the crew assembling the exhibit area and are identified with work passes obtained from Exhibition Management.

### ADMITTANCE ON OFFICIAL EXHIBITION DAYS

Representatives of exhibiting companies will be permitted to enter the exhibit area on a 24-hour basis with permission from Exhibition Management, provided they have properly signed in with Exhibition security.

### EXHIBITOR EXHIBITION PREVIEWS

Exhibitors are allowed to bring their personnel assigned to work their exhibit to their stands during the designated Exhibition Preview Period of 1:00 to 5:00 pm on March 10, 2011 for training purposes only. Any variance request in the Exhibition Preview Period must be made in writing to Exhibition Management at least 30 days before the Exhibition opens.

## CHILDREN

Under no circumstances will children under 18 years of age be permitted onsite during the installation and dismantling periods. During Exhibition hours, children under 18 years of age will be allowed in the Exhibition only under the supervision of an adult who is registered to attend the Exhibition. Children under 18 will not be required to purchase a badge but will be provided a badge free of charge for identification purposes.

## PHOTOGRAPHS & VIDEOS

Any exhibitor can prohibit the taking of photographs within their exhibit either completely or selectively. Attendees will not be allowed to take photos and/or videos during the installation or dismantling periods without permission from the exhibitor. Attendees will be allowed to take photographs from the aisle during hours of the Exhibition.

# WORK RULES & EXHIBITOR APPOINTED CONTRACTORS

## EXHIBITOR APPOINTED CONTRACTORS

An Exhibitor Appointed Contractor (EAC) is any company other than the designated official contractors that provide services such as display installation and dismantling, models, florists, photographers, audio visual firms, etc. and need access to your exhibit any time during installation, Exhibition dates or dismantling.

### RULES & REGULATIONS

If the exhibitor wishes to use an EAC, the following rules and regulations must be adhered to by the exhibitor and the EAC. THESE RULES WILL BE STRICTLY ENFORCED. The exhibitor must complete the Non-Official Contractor form in the Exhibitor Services Manual. Also, the exhibitor must inform whether this contractor is authorized to order Exhibition services on the exhibitor's behalf.

1. Exhibitors must submit a Non-Official Contractor form for all EAC working on their behalf **no later than January 15, 2011**. This form can be found in the Exhibitor Services Manual.
2. The EAC shall refrain from placing an undue burden on the Official Contractors by interfering, in any way, with the official contractor's work.
3. The EAC will not solicit business on the Exhibition floor during any of the overall days of the exhibition, including installation, Exhibition dates and dismantling.
4. The EAC is responsible for adhering to all rules and regulations requiring badging.
5. If the EAC, in any way, disrupts the orderly conduct of business by any of the official contractors, or impairs the smooth installation and dismantling of the exhibition, the EAC will immediately cease such disruption or be removed from the exhibition site. Exhibition Management will have the final decision in such instances.
6. EAC who provide installation and dismantling services will be sent the proper information from the Exhibitor Services Manual upon receipt of request by the authorizing exhibitor.

Exhibition Management will give authorization to the EAC to provide installation and dismantling services to the exhibiting firm upon receipt of:

1. Certificate of Insurance for workers' compensation and employers' liability, comprehensive general liability and automobile liability insurance. The workers' compensation and employers' liability insurance must provide a minimum limit of \$500,000 and meet the requirements established by the State in which the exhibition is being held. Comprehensive general liability coverage must provide at least \$1 million/\$2 million in coverage and shall name Exhibition Management, the Sponsoring Associations, the Exhibition Owners, and the General Contractor as additional insureds. Automobile liability should include all owned, non-owned and hired vehicles with limits of \$500,000 bodily

injury and \$500,000 property damage liability. Exhibition Management must receive the Certificate of Insurance no later than 30 days prior to the commencement of installation.

The Certificate of Insurance can be mailed or faxed to Exhibition Management at:  
6737 W. Washington Street, Suite 2400  
Milwaukee, WI 53214 -- Fax Number: 414-272-2672

2. Written acceptance that the EAC will abide by all Rules and Regulations, especially those as contained herein for EAC. This must be received by Exhibition Management **on or before January 15, 2011**.

In performing work for their clients, the EAC shall cooperate fully with the Official Contractors and shall comply with existing labor regulations or contracts as determined by the commitments made and obligations assumed by Exhibition Management in any contracts with the Official Contractors.

Failure to comply with these regulations will result in refusal or loss of authorization to perform services and immediate removal from the Exhibit site.

### **SERVICES PROVIDED REGULATIONS**

Exhibitor appointed contractor/independent contractor services will be limited to the erection, dismantle, and preparation of "display" materials only. Labor and/or services for the installation and dismantling of "products" to be displayed by exhibitors must be contracted from the Official Contractor designated by Exhibition Management for that service. Exhibitor appointed contractors/Independent Service Contractors must submit a Certificate of Insurance to Exhibition Management no later than 30 days prior to the commencement of installation.

The Official Contractor will handle the use of power washers to clean equipment. The use of power sprayers or spray paint to touch up equipment and tires will only be allowed in designated areas in the marshaling and assembly areas. Exhibitors and their employees can hand wipe, buff or touch up paint (with brushes) their own equipment and display pieces within the exhibitor's assigned exhibit space; exhibitor appointed contractor are not permitted to perform these services.

The LVCVA requires Exhibitor Appointed Contractors to abide by certain guidelines and regulations. These regulations are detailed as an attachment to the Exhibition rules & regulations.

### **WORK RULES: EXHIBIT INSTALLATION, OPERATION AND DISMANTLING**

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All work involved in the erection and dismantling of exhibits or the movement of freight in the LVCC is under the official contractor's jurisdiction. Exhibitor appointed contractor services will be limited to the erection, dismantle, and preparation of "display" materials only. Labor and/or services for the installation and dismantling of "products" to be displayed by exhibitors must be contracted from the Official Contractor designated by Exhibition Management for that service. Exhibitors are expected to comply with the official contractor's union requirements in effect at the LVCC.

In the interest of the exhibitors, Exhibition Management has selected certain firms as official contractors for such services as cartage and handling of exhibit shipments; rental of furniture and other stand equipment, decorations, signs, flowers, etc. All service contractors selected by Exhibition Management employ appropriate union personnel. Exhibitors must use the Official Contractor for drayage and rigging, hanging truss, electrical, plumbing, custom cleaning (please refer to the Exhibitor Appointed Contractors section of the rules on page 10 for details) and food service.

For other services, exhibitors desiring to use contractors other than those officially appointed by Exhibition Management should refer to the Exhibitor Appointed Contractors section.

### **GRATUITIES TO EXHIBIT LABOR**

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Exhibition Management and Exhibition contractors have established a strict "no tipping" rule. Exhibitors must observe this rule during the entire period of the exhibition, from the commencement of installation until the completion of dismantling. This rule provides that no exhibitor, or representative of an exhibitor, may give any amount of gratuities, tips or gifts of any kind to workers, foremen or anyone else connected with the hauling of equipment or setting up or removal of the exhibit for any reason whatsoever. Any infractions should be reported to Exhibition Management or a floor manager immediately. The official contractor has agreed to refuse acceptance of any time card to which a tip has been added. There will be no gratuities included on any drayage invoices.

Any exhibitor who pays gratuities to labor is acting not only against their own interest, but against the interest of the Exhibition. Any exhibitor who is solicited for a gratuity should report such solicitation immediately either to Exhibition Management or to an official with the Official Contractor.

# BUILDING & OPERATING YOUR STAND

## EXHIBIT DESIGN AND USE OF EXHIBIT SPACE

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These rules and regulations are designed to allow each exhibitor the opportunity to maximize the use of its space without infringing on the ability of the surrounding exhibitors to maximize use of their space.

Exhibits shall be arranged based on the "Cubic Content" concept. All exhibitors will be allowed to utilize their total contracted exhibit space within the height restrictions of their prospective stand types as described below.

No portion of a machine, product or display piece may extend beyond the boundaries of the exhibitor's assigned exhibit space. The only exception to this rule will be for tower cranes and fixed angle cranes with towers over 100 feet in height. Due to the nature of the booms, only these products will be allowed to extend beyond the exhibitor's assigned exhibit space with the following guidelines and limitations and in accordance with federal, state and local OSHA laws and regulations:

1. Only at the point of 100 feet in height or higher can the boom begin to extend out of the exhibit area.
2. At least 50% of the boom with a tower over 100 feet in height must be within the confines of the assigned exhibit space.
3. Exhibitors must submit a foot print of the machine extending beyond the exhibit area, including the boom height, length and position to Exhibition Management **no later than December 1, 2010**.
4. Exhibitors must include a detailed plan for handling the machine in the event of high winds or other environmental factors that require the boom to free swing or be brought down.
5. Exhibitors in exhibit areas affected by the boom will be notified by Exhibition Management of the boom extensions in their stand.
6. Exhibition Management reserves the right to limit an exhibitor from placing crane booms outside of the exhibit for safety reasons.

Due to new regulations set by OSHA, manufacturers of tower cranes will be required to furnish OSHA with official site plans. Exhibition Management will work with these manufacturers, OSHA and the Official Craning and Rigging Contractor to ensure that all of the proper information is sent to OSHA.

ANY DEMONSTRATION OR ACTIVITY THAT RESULTS IN EXCESSIVE OBSTRUCTION OF AISLES OR PREVENTS READY ACCESS TO A NEARBY EXHIBITOR'S STAND SHALL BE SUSPENDED FOR ANY PERIOD SPECIFIED BY EXHIBITION MANAGEMENT.

## DEFACING OF BUILDING OR EXHIBIT FACILITIES

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Each exhibitor is liable for any defacing or damage from their own acts to the exhibit building or exhibit facilities. Painting of the floor in exhibit spaces will not be permitted, and no floor coverings may be attached or adhered (except carpet tape) in any manner whatsoever without the written consent of the LVCVA. Any damages will be charged directly to the exhibitor.

Anchoring to the floor or building structure may be permitted, but approval must be obtained from the Facility Department of the LVCVA. Please contact the LVCC Facilities Department at 702-892-0711 for approval.

The portion of the columns that are entirely within the limits of an exhibit space may be covered by the exhibitor but must meet the height guidelines stated within these rules. All column covers must meet with the approval of the Facility Department of the LVCVA and Exhibition Management.

## EQUIPMENT SALES, SOLD SIGNS & CUSTOMER NAMES

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An exhibitor may receive orders for, or sell its equipment during the Exhibition and shall be responsible for collecting and paying any applicable local, state and federal taxes and obtain any necessary licenses needed to sell merchandise.

No "SOLD" signs, "FOR SALE" signs or signs listing the price are allowed to be displayed on products. Permanently affixed customer names may be included on products but are limited to eligible products and cannot be included on any signs or literature.

## EXTRA LIGHTING

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All special illumination must be indirect and completely shielded so as to eliminate glare and interference with other exhibitors and guests. The use of flashing or rotating lights will not be allowed. Products on display which have such lighting must be pre-approved by Exhibition Management. All lighting must be in compliance with LVCVA's Halogen Light policy. This policy is an attachment to these Rules & Regulations.

## ILLUMINATION

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Electricity is the sole permissible agent for illuminating purposes.

## INFLATABLE OBJECTS

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Helium filled balloons and other inflatable objects are permitted in outdoor spaces or within the height restrictions indoor as long as the objects are within the confines of the assigned space. No hot air balloons will be permitted.

Exhibition Management and the Customer Account Manager at the LVCC must approve the use of balloons.

Helium gas cylinders for refilling must be secured in an upright position on safety stands with the regulators and gauges protected from damage. Overnight storage of helium or compressed air cylinders in the building is prohibited.

## LANDSCAPING MATERIALS

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Exhibitors are required to remove and dispose of all landscaping materials (including but not limited to sand, stone, gravel, dirt, mulch, railroad ties, carpet, exhibit materials, etc.) placed in their exhibit stands. Exhibitors will be charged for the removal and disposal of any materials left in the exhibit stand at the close of the dismantling period.

## LVCVA LOAD LIMITS

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The floor load limit on the Central 3 Concourse is 175 pounds per square foot. The floor load limit on the second level of the South Hall is 300 pounds per square foot. All other exhibit areas are unlimited however any equipment 1 million pounds or heavier must submit a detailed floor plan to the LVCC Facilities Department – 3150 Paradise Road, Las Vegas, NV 89109.

## MOTION & NOISE CONTROL

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Loudspeakers of any kind must be directed toward the interior of the exhibitor's exhibit space. Speakers may not face aisles or other exhibitors' booths.

Demonstrations found by Exhibition Management to be objectionable due to noise or sound pressure/vibration level will be closed down. Exhibitors shall be responsible for supervising the actions of employees, visitors or spectators testing display equipment located in their exhibit area. Exhibitors must make every effort to respond to neighboring exhibitors' complaints concerning noise, sound and/or vibration nuisances.

Exhibition Management will intervene if necessary, and reserves the right to shut down exhibits deemed objectionable by Exhibition Management. Floor managers in each Exhibition location will rove through the exhibit areas monitoring the decibel level during Exhibition hours. Measurements will be taken at a distance no greater than 10' from the offending display.

**FIRST WARNING** – The exhibitor shall be issued a written warning indicating a violation has occurred and instructing the exhibitor to immediately lower the noise level.

**SECOND WARNING** – The source of the noise shall be shut off for a maximum of one hour.

**THIRD WARNING FINAL** – The source of the noise shall be shut off for the remainder of the Exhibition. There will be no refund, in whole or in part, of any exhibit fees.

## SIGNS ON EXHIBITS OR PRODUCTS

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No company sign or advertising indoors shall be displayed on exhibits and/or products at a height that exceeds the height regulations for the exhibitor's stand (for height regulations, please see page 14-15.), except that the permanently affixed name, trademark, or insignia of the exhibitor and its customer used on a product as sold may be carried on the product exhibited.

There are no size and height restrictions outdoors on signage except that signs should be planned in good taste so as not to be offensive to visitors or other exhibitors, must not be hazardous and must be within the confines of the exhibit space.

## SOUND DEVICES, MOVIES, SLIDES, VIDEOS & TV

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Audiovisual presentations and closed circuit exhibitor-generated materials are permitted within a given exhibit as long as they are not operating to the detriment of a neighboring exhibitor. The use of sound devices such as: megaphones,

loudspeakers, or other devices, to attract attention is prohibited. The operation of radio or television sets receiving outside broadcasts are prohibited. Recording, filming, taping with hand-held or tripod mounted video equipment on the Exhibition grounds during CONEXPO-CON/AGG hours is prohibited without the permission of both Exhibition Management and the exhibitor or exhibitors being recorded, and these activities cannot interfere with exhibit operations or pedestrian traffic. Exhibitors shall be responsible for securing any and all necessary licenses or consents for any performances, displays or other uses of copyrighted works, patented inventions or other intellectual property in connection with their exhibit, housing and hospitality facilities at the Exhibition. Exhibition Management is authorized to record and use audio/visual materials recorded at CONEXPO-CON/AGG 2011.

Radio and television reporters and cameramen seeking "news segments" during Exhibition hours, must obtain and wear official PRESS CREDENTIALS during their visits and their activities cannot interfere with exhibit operations nor pedestrian traffic.

## **SUBMISSION OF FLOOR PLANS FOR 1,000 SQUARE FEET OR LARGER**

Exhibitors with exhibit space of 1,000 square feet or larger must submit a detailed floor plan to Exhibition Management for approval **no later than December 1, 2010**. The floor plan should include the dimensions and descriptions of all structures in the exhibit including signs, offices, walls, drapes and products to be displayed. All plans will be treated in strict confidence. All exhibitors will receive written approval from Exhibition Management of their floor plans within 30 days of the submission date. If your company does not receive written approval, from Exhibition Management, do not assume approval has been granted. Exhibitors and exhibitor appointed contractors are required to comply with all exhibit stand regulations when designing their company's exhibit. Exhibition Management recognizes floor plan modification can happen during show planning, however these modifications can impact neighboring exhibitors. Any modifications to the approved floor plan made prior to the show installation by the exhibitor or their appointed contractor must be re-submitted for approval by Exhibition Management. Any modifications to the approved floor plan made onsite during show installation must be approved by Exhibition Management prior to implementing the change. Modifications made without the consent of Exhibition Management may be denied and any costs incurred are at the expense of the exhibitor.

Floor plans can be mailed or faxed to Exhibition Management at:  
6737 W. Washington Street, Suite 2400  
Milwaukee, WI 53214  
Fax Number: 414-272-2672 or Email: msanford@conexpoconagg.com

Exhibitors wishing to exhibit tower and/or luffing cranes are required to furnish Exhibition Management with the foot print and the boom height, length and angle. Please see Rules and Regulations detailed on page 12.

All Exhibition Rules pertaining to height, signs, etc., restrictions do not include the exhibitor's products. Exhibitors are warned not to depend upon measurements scaled from the Exhibition floor plan; if detailed measurements are required, contact Exhibition Management. Exhibitors are cautioned not to arrange for their exhibit construction until written approval of their dimensional sketch has been given by Exhibition Management.

## **BUILDING & OPERATING YOUR STAND -- RULES FOR INDOOR EXHIBITS ONLY**

### **PIPE & DRAPE**

Standard/Inline booths will be furnished at no charge with 8-foot high drape background and 3-foot high drape partitions. Due to the nature of peninsula, perimeter and island booths, they will not be furnished with back drape or drape partitions.

### **EXHIBIT STAND HEIGHT REGULATIONS**

#### **STANDARD BOOTH**

One or more standard units in a straight line with booths on both sides and behind its back wall. Exhibitors occupying these stands must adhere to the following height guidelines: Exhibit materials, components and identification signs will be permitted to a maximum height of 10 feet (3m).

#### **CORNER BOOTH (499 SF or LESS)**

A standard booth located on a corner (two sides open to aisles) less than 20' deep and totaling less than 500 square feet. Exhibitors occupying these stands must adhere to the following height guidelines: Exhibit materials, components and identification signs will be permitted to a maximum height of 10 feet (3m).

### **CORNER BOOTH (500 SF or MORE)**

A standard booth located on a corner (two sides open to aisles) at least 20' deep and totaling 500 square feet or more. Exhibitors occupying these stands must adhere to the following height guidelines: Exhibit materials, components and identification signs will be permitted to a maximum height of 15 feet (4.5m).

### **PERIMETER WALL BOOTH**

A standard booth located on the outer-perimeter wall of the floor. Exhibitors occupying these stands must adhere to the following height guidelines: Exhibit materials, components and identification signs will be permitted to a maximum height of 15 feet (4.5m).

### **PENINSULA BOOTH**

An exhibit space with an aisle on three sides and whose back wall is shared by another exhibiting company is considered a peninsula space. Exhibitors occupying these stands must adhere to the following height guidelines: Exhibit materials, components and identification signs will be permitted to a maximum height of 20 feet (6m).

### **ISLAND BOOTH**

An exhibit space with all four sides open to aisles. Exhibitors occupying these stands must adhere to the following height guidelines: Exhibit materials, components and identification signs will be permitted to a maximum height of 20 feet (6m).

The height regulation that corresponds to the exhibitor's exhibit stand assignment will be printed on the official exhibitor assignment letter.

## **HANGING SIGNS**

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Exhibit materials, components and identification and/or graphic signs will be permitted to a maximum height of:

Standard Booth:	10 feet
Corner Booth (499 SF or Less)	10 feet
Corner Booth (500 SF or More)	15 feet
Perimeter Booth	15 feet
Peninsula Booth	20 feet (less than 399 SF)
Island Booth	20 feet (less than 399 SF)

Exhibitors with a depth of 10-feet or less are not permitted to have hanging signs.

**HEIGHT** -- Hanging identification sign(s) and/or graphic(s) may be at an unlimited height.

**SIZE** -- Hanging signs and/or graphics in a peninsula booth must be hung 10-feet from the back of the booth to avoid encroaching on the neighboring exhibitor's booth. Hanging signs and/or graphics in island booths can be placed on the booth line on all 4 sides.

**STRUCTURAL INTEGRITY / LAS VEGAS CONVENTION CENTER RULES** -- The maximum weight for hanging signs is 1,500 pounds. All hanging signs are subject to approval of the LVCC and drawings must be reviewed and approved by the Customer Account Manager at the LVCC. Exhibitors are encouraged to use lightweight materials in the construction of a hanging sign to eliminate excessive stress to the facility ceiling structure.

Exhibitors are fully responsible for all costs associated with rigging installation and dismantle of hanging signs above their exhibit space(s). Due to life safety, liability and union jurisdiction, all hanging sign assembly and rigging must be arranged through the Exhibition's Official Contractor.

## **CANOPIES AND MULTI-LEVEL OR COVERED EXHIBIT STANDS**

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Covered exhibits, canopies or double deck stands must have Fire Underwriter approved smoke alarms. Floor plans must be submitted to the LVCVA Fire and Safety officer for approval. If you have a question about this regulation or any of the other fire protection requirements, contact Exhibition Management or the Fire and Safety officer, Las Vegas Convention Center, 3150 Paradise Road, Las Vegas, Nevada 89109; (702) 892-7400.

Canopies, false ceilings and umbrellas will be permitted to a height that corresponds to the height regulation for the appropriate exhibit configuration of which they are a part. For example, canopies will not exceed 10 feet (3m) in height in a standard booth configuration. Furthermore, canopies, false ceilings or umbrellas will not be used for identification or display purposes except as would normally be allowed for any exhibit component within the regulations set forth for the exhibit configuration. The LVCVA fire and safety regulations are included as an attachment to the Exhibition rules and regulations.

## PLATFORMS

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Equipment and viewing platforms are not limited in height, but the platform may not exceed the height of the equipment.

## TOWERS

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A tower is considered a freestanding exhibit component separate from the main exhibit fixture that is used for identification and display purposes only.

1. Towers will be permitted to a height and depth that correspond to the height regulations for the appropriate exhibit configuration of which they are a part. For example, towers that are part of a peninsula exhibit will not exceed 20' (5m) in height.
2. All towers in excess of 12'0" (3.66m) must have drawings available for inspection by Exposition Management and the Official Contractor, during the time the tower is being erected, exhibited and dismantled at the Exposition site. The plans must include a signature or stamp of a reviewing structural engineer indicating that the structure designed is properly engineered for its proposed use. A signature of an authorized official of the exhibit building company indicating that the structure is built in compliance with the details and specifications set forth on the drawings must also be included.

## BUILDING & OPERATING YOUR STAND – RULES FOR OUTDOOR EXHIBITS ONLY

### OUTDOOR EXHIBITS

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All Rules and Regulations approved by Exhibition Management shall be applicable to outdoor exhibits except that part pertaining to height restrictions of exhibit materials explained in the "Exhibit Design and Use of Exhibit Space" section on page 12. Exhibitors using outdoor space may erect temporary shelters for protection from the elements. All expenses associated with such shelter are to be borne by the exhibitor. However, in order to ensure that all the proper approvals, licenses and permits are obtained, Exhibition Management will designate several exclusive companies to provide outdoor canopies and/or tent structures to exhibitors. These companies will be the only companies allowed on the Exhibition floor to install and dismantle canopies and/or tent structures. If any exhibitor does erect a temporary structure, it must be totally within the confines of the space so allocated. Outdoor exhibits shall be subject to the same Rules and Regulations as specified under "Operating Equipment."

Mobile offices, recreational vehicles or mobile homes are permitted, but cannot be moved from their assigned outdoor space during the Exhibition period or after the installation until the dismantling period. Overhead canopies or simulated ceilings are also permitted (see Rules & Regulations detailed in the first paragraph). Exhibitors renting or leasing trailers, recreational vehicles, temporary structures or other such structures are prohibited from using the sanitary facilities associated with or a part of the structure or vehicle. Sanitary facilities will be provided by Exhibition Management.

Security personnel, fencing and moderate lighting will be provided in the outdoor area, but the exhibiting company must determine its own security requirements and plan accordingly.

### OUTDOOR CANOPIES AND/OR TENT STRUCTURES

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All exhibitors placing buildings, mobile offices and/or tents that will be anchored into the surface of the pavement must submit a detailed drawing with the exact placement of the structure to the LVCVA Customer Account Manager for approval **no later than December 1, 2010**. Exhibitors and their appointed contractors must adhere to the TG-65 procedures set by the Clark County Fire Department. These regulations will be sent to all outdoor exhibitors.

The LVCVA fire and safety regulations are included as an attachment to the Exhibition rules and regulations.

### BUILDINGS, MOBILE OFFICES, TENTS

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Due to regulations set by the Clark County Fire Marshall, all exhibitors placing buildings, mobile offices, and/or tents must supply Exhibition Management with a drawing detailing the exact placement of the structure. Exhibitors must adhere to the TG-65 procedures set by the Clark County fire Department. These regulations will be sent to all outdoor exhibitors.

## **OPERATING EQUIPMENT IN OUTDOOR AREAS**

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Operating equipment must be confined to the space assigned to the exhibitor.

The pavement is an asphalt surface and the recommended load limit from LVCVA is 250 pounds per square foot. Any piece of equipment that is over 250 pounds per square foot should be trench plated and the Facilities Department at LVCVA must be notified prior to the installation of the equipment. The equipment cannot break into the surface unless written permission is received from LVCVA and Exhibition Management.

Anchoring equipment into the surface of the pavement is permitted; however, approval from LVCVA is required and the area must be restored to its original condition at the expense of the exhibitor at the conclusion of the Exhibition. However, drilling and/or anchoring into the concrete portions of the lots is not permitted by LVCVA.

Companies demonstrating their equipment in action are permitted to build up the interior of the exhibit area with sand, gravel, stones, etc.; however, the material must be enclosed with railroad ties, concrete block walls, etc., to retain the material inside the stand area. For details on using Landscaping Materials, please review the Rules & Regulations on page 13.

Gasoline and diesel engines can be operated outdoors only and there is no restriction on the height of equipment being demonstrated as long as the exhibitor's equipment remains inside the perimeter of their space, or in the case of tower and luffing cranes, the agreed upon designated area.

There are no utilities other than electrical in the outdoor exhibit areas. Exhibitors must arrange for utilities required at their own expense.

Any exhibit with "motion" must be adequately safeguarded.

All other Rules and Regulations, not contrary to the foregoing, apply to outdoor operating exhibits.

## **SAFETY & SECURITY**

### **SECURITY**

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Every reasonable precaution will be taken to protect property during the installation, Exhibition and dismantling periods. However, neither Exhibition Management, service contractors nor LVCVA are responsible for the safety of the property of exhibitors from theft, damage by fire, accident, vandalism or other causes. Exhibition Management recommends that exhibitors make special arrangements with the Official Security Contractor of CONEXPO-CON/AGG 2011 for additional protection of their stands.

### **SAFETY DEVICES**

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The exhibitor agrees to accept full responsibility for compliance with federal, state or local safety, fire and other regulations and to provide and maintain adequate safety devices.

### **FLAMMABLE MATERIALS**

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Fuel and diesel fuel tanks on mobile equipment located indoors do not have to be drained or full, but shall be sealed with a locking cap or taped shut when the machine is positioned. All gasoline tanks for mobile equipment shall be "topped off" or full, sealed with a locking cap or taped shut. Empty, new unused gasoline tanks on small or hand-guided equipment shall not be filled just sealed with a locking cap or taped shut. The storage or use of any flammable liquids or gases in a public assembly building must be approved by the Facility Department of the LVCVA prior to the Exhibition.

No flammable materials of any nature, including decorative material, may be used in any stand. In accordance with federal, state and local fire regulations any fabric used in a stand shall be flameproof.

## **PROMOTING YOUR STAND ONSITE**

### **FOOD & BEVERAGE SERVICE**

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ARAMARK has exclusive rights to all food and beverage (including bottled water) at the Las Vegas Convention Center facility. Food and beverage consumed, prepared or distributed, including food and beverage items used for promotional purposes,

must be purchased through ARAMARK and are subject to regulations and permit requirements of the Clark County Nevada Health District, the LVCC and ARAMARK.

Alcoholic beverages and food may be served by exhibitors during Exhibition hours provided that:

1. The beverages and food are served in an enclosed area within the boundaries of the exhibitor's rented space or the second story of the exhibit. - OR - The beverages and food are served in an area that is set back at least 5 feet from the aisle or neighboring exhibit.
2. The exhibitor must obtain host liquor liability insurance and provide Exhibition Management with documentation of the insurance.

## **LITERATURE DISTRIBUTION**

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Circulars, catalogs, magazines, folders and other matter may be distributed only by an exhibitor at the exhibitor's stand and must be related strictly to the products and/or services on display or eligible for display (see Eligible Equipment on page 4) and which are directly available from the exhibitor.

Distribution from stand-to-stand or in the aisles is forbidden, and exhibitors must confine their exhibit activities to the space for which they have contracted.

Strolling entertainment or moving advertisements (robots, persons carrying or wearing signs, etc.) outside an exhibitor's space are not permitted. Repeat violations will result in the confiscation of materials/promotion items involved in the violations. Please see "Penalties for Violations of Exhibition Rules" on page 21.

Only literature published or approved by Exhibition Management may be distributed in the registration area, meeting rooms, exhibit hall (outside the individual stands) or on transportation leased to Exhibition Management.

Canvassing on any part of the LVCC property is strictly prohibited and any person doing so will be requested to leave the premises, and their material will be removed at the same time. The only exception to this rule are those survey organizations who have obtained Exhibition Management approval.

## **LOTTERIES & CONTESTS**

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Drawings and contests, if permitted by law, are allowed in exhibitor's stands. Exhibitors considering a raffle, drawing, give away, game of chance, the use of slot machines or the like in their exhibit stand are encouraged to contact the Nevada Gaming Control Board at 702-486-2000 to confirm that the activity is lawful.

## **PRESS CONFERENCES**

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Press conferences during Exhibition days shall be coordinated through Exhibition Management and held in rooms designated by Exhibition Management. Suitable rooms on the Exhibition grounds will be made available for exhibitors interested in conducting a press conference, briefing or other event involving invitations to accredited media attending or traveling to the Exhibition. Exhibitors must apply for the meeting room space, make arrangements for the media function and obtain authorization for the event, through Exhibition Management. Every effort will be made to accommodate all requests.

Events involving an invitation to accredited media must be sponsored and administered by exhibitors in the Exhibition who shall accept responsibility for adherence to the official Exhibition Rules and Regulations. No press conferences will be allowed during Exhibition hours outside of this designated area including hotel, restaurant or proving ground areas.

## **PRIZES & GIVEAWAYS**

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Distribution of giveaways or drawing for prizes is permitted in the exhibit area during the Exhibition. Food or beverages (including bottled water) to be distributed by an exhibitor must be ordered from the Official Facilities Caterer. Exhibitors are responsible for federal, state and local taxes, if any.

## **PROMOTIONAL ITEMS**

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Promotional items directly related to the exhibitor's business and products (company hats, t-shirts, scale models, etc.) may be sold at the Exhibition, if desired. Food or beverages (including bottled water) to be distributed by an exhibitor must be ordered from the Official Facilities Caterer. This is considered a method of promoting interest in the exhibitor's equipment

and/or services, similar to the distribution of sales literature, technical information, etc. The exhibitor is responsible for collecting and paying any applicable local, state and federal taxes.

## **USE OF CONEXPO-CON/AGG 2011 LOGO**

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The exhibitor acknowledges that the CONEXPO-CON/AGG name and the CONEXPO-CON/AGG 2011® exhibition logo are registered trademarks owned by AEM, NRMCA, and NSSGA. Appropriate use of the Exhibition name and logo is permitted by companies exhibiting in the 2011 exhibition who wish to publicize the exhibition and/or the fact that the exhibitor is participating in the exhibition. Any reproduction of the exhibition logo shall include the trademark registration symbol, ®.

Exhibitors at CONEXPO-CON/AGG 2011 may also request permission from Exhibition Management to use the CONEXPO-CON/AGG name and exhibition logo on commemorative items to be given away by the exhibitor. Any request shall be made in writing to Exhibition Management, describing the proposed use, the type of items on which the name and logo would be placed and a statement that such items would not be sold. Exhibition Management reserves the right to deny any request, or any use of the exhibition name and logo, that it finds to be inappropriate, offensive or not in the best interests of the Exhibition.

## **MEETING/FUNCTION SPACE AT THE LAS VEGAS CONVENTION CENTER**

### **UTILIZATION OF MEETING/FUNCTION SPACE**

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CONEXPO-CON/AGG allocates a limited number of meeting rooms at the LVCC for meetings, offices, storage, hospitality or entertainment. All rules and regulations for the utilization of meeting space shall be determined by the Exhibition Services Committee and approved by the Management Board. Information pertaining to meeting space is included in the Exhibitor Services Manual.

### **ENTERTAINMENT RULES**

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Exhibitors are not allowed to utilize hospitality suites or hold hospitality functions outside their rented space in official exhibit areas during Exhibition hours. CONEXPO-CON/AGG 2011 Exhibition hours are: 9:00 am-5:00 pm Tuesday, March 11 through Friday, March 14 and 9:00 am -3:00 pm Saturday, March 15.

### **PRE-SHOW FUNCTIONS IN EXHIBIT STAND**

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Pre-show functions can begin at 7:00 am on all show days.

1. Exhibitors are required to submit a request in writing to Exhibition Management that provides the details of the event being held before the show opening. Details should include date and time of the event; projected number of attendees; will an invitation list be provided to Exhibition Management or will attendees be given an invitation that can be shown to security and Exhibition Management.
2. Once the request is submitted, Exhibition Management will determine the best perimeter entrance for attendees to get to the event and a floor plan will be sent to the exhibitor showing the entrance their attendees should be directed to.
3. An exhibitor staff person should be stationed at the entrance with security in order to allow attendees through the gate.
4. Exhibitors are required to staff their booth with one or more security guards (depends on size of the stand) to ensure that attendees stay within the confines of the host exhibitor's exhibit space. The fire-watch guards can also serve as the security guards.

### **POST-SHOW FUNCTIONS IN EXHIBIT STANDS**

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Post-show functions may begin at 5:00 pm – Tuesday through Friday (Events cannot be held on the show floor on Saturday due to the dismantling period) and must conclude by 8:00 pm.

1. Exhibitors are required to submit a request in writing to Exhibition Management that provides the details of the event being held after the show closes. Details should include date and time of the event; projected number of attendees. If the exhibitor thinks attendees who are not on the show floor at the official show closing, invitations should be provided to those attendees in order for the security guards to let them back into the show.

2. Once the request is submitted, Exhibition Management will determine the best perimeter entrance for attendees to get to the event who are not on the show floor already and a floor plan will be sent to the exhibitor showing the entrance their attendees should be directed to.
3. An exhibitor staff person should be stationed at the entrance with security in order to allow attendees through the gate.
4. Exhibitors are required to staff their booth with one or more security guards (depends on size of the stand) to ensure that attendees stay within the confines of the host exhibitor's exhibit space. The fire- watch guards can also serve as the security guards.

## **FIELD TRIPS**

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No CONEXPO-CON/AGG exhibitor shall organize any field trips to plants, equipment installations or other places or events involving the display of the exhibitor's equipment or services during Exhibition period.

## **HOSPITALITY SUITES & HOTEL FUNCTION SPACE**

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Information pertaining to hospitality suites and hotel function space will be included in the Exhibitor Services Manual.

## **INVITATIONS**

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Exhibitors are encouraged to write to Exhibition visitors in advance of the Exhibition urging visits to exhibit stands or hospitality functions.

Pre-printed cards suitable for distribution to Exhibition visitors as invitations to visit hospitality suites are permissible, provided the information on such cards is limited to company name, room or suite number, name of the individual handing out the card, and the hours, within the limits of this general policy, when the hospitality suites will be open. Invitations are limited to exhibitors.

# **AGREEMENT & ENFORCEMENT OF RULES & REGULATIONS**

## **CLOSING EXHIBIT STANDS EARLY**

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Any exhibitor who begins to dismantle or pack part of their exhibit before the close of the Exhibition will lose their priority number in the next Exhibition.

## **AGREEMENT TO RULES**

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The exhibitor agrees that the exhibiting company and its employees and agents will abide by these rules and by any amendments that may be put into effect by Exhibition Management, provided that such amendments shall not substantially diminish rights or increase the liability of an exhibitor (and written notice is given to exhibitors). The Exhibit Space Application form must be signed by an official of the exhibiting company indicating that these rules have been read and agreed to before any space assignment will be made. Exhibitors will receive a copy of their signed contract along with their confirmation letter.

EXHIBITION MANAGEMENT RESERVES THE RIGHT TO RESTRICT ACTIVITIES, RESTRICT AND/OR CLOSE EXHIBITS WHICH, IN THE OPINION OF EXHIBITION MANAGEMENT, BECOME OBJECTIONABLE.

This includes persons, things, conduct, printed matter, or anything of a character which is deemed not to be in the best interests of all exhibitors or Exhibition Management. An exhibitor's space shall not be used to publicize meetings to be held outside the Exhibition that will detract from Exhibition attendance. All matters and questions not covered by these Rules and Regulations and all interpretations of these Rules and Regulations, are subject to final decision by Exhibition Management. Any questions should be addressed to Exhibition Management.

## **ENFORCEMENT OF EXHIBITION RULES**

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Reasons for Enforcement—The primary reasons for the enforcement of Exhibition rules are to: (1.) protect the integrity of CONEXPO-CON/AGG 2011, its participants, sponsors and Exhibition Management, (2.) insure compliance with the laws, codes, ordinances and contracts of the exhibit facility, municipality and the State in which the Exhibition is held, and (3.) insure that all exhibitors are treated fairly.

## **PREVENTION OF VIOLATIONS**

(Pre-Exhibition Planning) -To prevent violations by exhibitors, Exhibition Management will:

1. Send special alert mailings and newsletters to exhibitor representatives to make them aware of the intent of important Exhibition Rules.
2. Establish and publish a clear procedure for handling Exhibition violations and the penalties to be implemented by Exhibition Management to deal with violators.

## **PROCEDURES FOR IDENTIFYING AND HANDLING VIOLATIONS**

Exhibition Installation, Exhibition Days and Dismantling:

1. An exhibitor should contact Exhibition Management if there are any questions concerning the procedures for identifying and handling violations of the Exhibition Rules and Regulations.
2. Exhibition Management and floor managers under the supervision of Exhibition Management will routinely inspect the exhibit floor during Exhibition installation, Exhibition days and dismantling. Their duty will be to assist in the interpretation and enforcement of the rules. The Exhibit Space & Rules Committee and the Management Board will have the final decision concerning all Exhibition rules.
3. Upon discovery of a violation of the Exhibition Rules in an exhibit, Exhibition Management or the floor manager will issue a written notice to the exhibitor representatives in the exhibit and explain the nature of the violation.
4. The written notice will explain that the violation must be corrected: (a) immediately, if the violation poses a safety hazard, (b) by 6 p.m. on March 11, 2011, if the violation occurs during Exhibition installation, or (c) before the opening of the next Exhibition day, if the violation occurs during Exhibition days. (If the exhibit in violation is unoccupied, Exhibition Management will alert the representatives of the exhibit.)
5. Violations involving ineligible equipment or exhibitors must be corrected IMMEDIATELY during Exhibition days and are subject to the penalties listed below.
6. An exhibitor receiving a written notice of a violation will have its exhibit re-inspected by floor managers at the time specified on the written notice.
7. If the inspection reveals that the violation has not been corrected or if the same violation is found at any time after the first violation, a second notice will be given and the procedure noted above for the first violation will be repeated.
8. Failure to correct a violation immediately in the case of ineligible equipment, (item 5 listed above) or after the second notice in the case of other violations, or a third occurrence of the same violation, will result in a penalty being administered by Exhibition Management in accordance with the Exhibition Rules and Regulations listed below.
9. An exhibitor wishing to appeal a written notice must do so by contacting Exhibition Management within the time allowed on the written notice to correct the violation.

## **PENALTIES FOR VIOLATION OF EXHIBITION RULES**

Exhibition Management reserves the right to penalize an exhibitor for an uncorrected violation in the Exhibition Rules and Regulations. Violations during the installation period or Exhibition days will result in one or more of the following:

1. Draping off or covering the item in violation for a period specified by Exhibition Management at the exhibitor's expense.
2. Immediate removal or draping off the entire exhibit at the exhibitor's expense.
3. Removal of the item in violation at the exhibitor's expense.
4. Loss of priority status for future CONEXPO-CON/AGG events.
5. Other sanctions deemed appropriate by Exhibition Management.

## **THE EXHIBITOR AGREES...**

1. The Exhibitor shall make no claim for any reason whatsoever against either the LVCVA or Exhibition Management for loss or damage or for injury to himself or his employees while in or about the LVCC or for loss or damage by reason of failure to hold the Exhibition as scheduled, failure to provide exhibit space, removal of the exhibit or any other act of Exhibition Management. This includes but is not limited to any indirect, incidental, consequential, punitive or special damages, lost profits, lost savings, loss of goodwill or otherwise arising out of or relating to the Exhibition or any act or omission of Exhibition Management or the LVCVA.
2. Exhibitor shall bear their own risks of loss or damage to property and injury.
3. The Exhibitor shall make no claim against Exhibition Management for any reason for the acts or omissions of any contractor or for charges or billings (including overtime charges) for services rendered to the Exhibitor by any contractor, or due to any change to the targeted move-in or move-out time for the exhibit, or any delays in move-in or move-out of the exhibit.
4. Exhibition Management shall not be liable for any delay, failure in performance, loss or damage due to: fire, explosion, power blackout, earthquake, flood, the elements, strike, embargo, labor disputes, acts of civil or military authority, war,

acts of God, acts of terrorism, acts or omissions of carriers or suppliers, acts of regulatory or governmental agencies, or other cause beyond its reasonable control, whether or not similar to the foregoing.

5. That Exhibitor shall:
  - A. insure against said risks of loss or damage to property and injury and secure and furnish Exhibition Management with each insurer's covenant not to exercise any legal or equitable right it may have against Exhibition Management or the LVCVA and provide Exhibition Management with a Certificate of Insurance evidencing such coverage with Exhibition Management, the Exhibition Sponsors (AEM, NRMCA, NSSGA and AGC) and the LVCVA named as insureds.
  - B. if failing to insure against all such risks, or failing to secure and furnish each insurer's covenant not to sue, the exhibitor shall indemnify and hold harmless Exhibition and the LVCVA from any and all loss or damage to property and injury aforesaid.
  - C. follow the LVCVA Building Users Manual rules and all other applicable laws, ordinances, codes and regulations as applicable to the exhibit space. Pertinent information from this manual will be distributed within the Exhibitor Services Manual.
6. Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save Exhibition Management, the LVCC, the LVCVA and their employees and agents, harmless against all claims, liability, losses or damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by exhibitor's installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of the indemnitee.
7. The Exhibitor agrees that the preceding paragraphs shall also apply to the Las Vegas Hilton Center and any exhibit space at locations other than the LVCC.

#### **CERTIFICATE OF INSURANCE REQUIREMENTS**

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Exhibitors must provide Exhibition Management with a Certificate of Insurance for workers' compensation and employers' liability, comprehensive general liability and automobile liability insurance. The workers' compensation and employers' liability insurance must provide a minimum limit of \$500,000 and meet the requirements established by the State in which the exhibition is being held. Comprehensive general liability coverage must provide at least \$1 million/\$2 million in coverage and shall name Exhibition Management, the Exhibition Sponsors, the LVCVA, and the General Contractor as additional insureds. Automobile liability should include all owned, non-owned and hired vehicles with limits of \$500,000 bodily injury and \$500,000 property damage liability. Exhibition Management must receive the Certificate of Insurance no later than 30 days prior to the commencement of installation.

The Certificate of Insurance can be mailed or faxed to Exhibition Management at:

**MAIL:** 6737 W. Washington Street, Suite 2400  
Milwaukee, WI 53214

**FAX NUMBER:** 414-272-2672

**EMAIL:** exhibits@conexpoconagg.com