

Exhibit Regulations – 2010 MidAmerica GIS Symposium

Show Management

The exhibition is organized and managed by the MidAmerica GIS Symposium, the MidAmerica GIS Consortium (MAGIC), and Custom Meeting Planners, Inc. Any matters not covered in these rules and regulations are subject to the interpretation of the MidAmerica GIS Symposium Executive Committee, MAGIC Executive Committee, Custom Meeting Planners, Inc. or their designees, and all exhibitors must abide by their decisions. Exhibitors must comply with the Westin Crown Center policies and procedures.

Exhibit Hall Services

Geo E. Fern, Co. is the official contractor to provide all services in the exhibit area. Complete information, instructions and schedule of prices regarding shipping, dryage, labor for installation and dismantling, electrical service, furniture, etc. will be included in the Exhibitor Service Kit. A Geo E. Fern, Co. representative will be available during applicable hours to facilitate services requested for additional needs of exhibitors. Under no circumstances will the MidAmerica GIS Symposium, MAGIC, Custom Meeting Planners, Inc. or the Westin assume responsibility for loss or damage to goods consigned to Geo E. Fern, Co. Advance shipments of exhibit materials must be completed as specified in the Exhibitor Service Kit. Should any shipments not be made as specified in the kit, it will be removed by the official contractor and stored until the exhibit hall is ready to accept materials for the Symposium and all costs involved will be charged to the exhibiting company. Exhibitors are responsible the information provided in the Exhibitor Service Kit.

Arrangement of Exhibits

Any portion of an exhibit that obstructs the view, interferes with the privileges of other exhibitors, extends beyond the designated booth space or for any reason becomes objectionable, must be immediately modified or removed by the exhibitor. The Show Management reserves the right to inspect the quality of the appearance of each booth prior to the show opening. Where necessary, masking drapes will be placed to cover unsightly wires, unfinished back walls, etc. at the exhibitor's expense.

Booth Design

Each exhibitor is provided with an official Exhibitor Service Kit. The Exhibitor Service Kit describes the type and arrangement of the exhibit space and the standard equipment provided by the official exhibit hall contractor for booth construction. All booth space must be arranged and constructed in accordance with the guidelines, provisions, and limitations contained in the Exhibitor Service Kit. In the sole opinion of the Show Management, if the exhibit fails to conform to the Exhibitor Service Kit guidelines or the provisions set forth herein, such exhibit will be prohibited from functioning at any time during the Symposium. Each exhibitor is responsible for keeping the aisles near its exhibit space free of congestion caused by demonstrations or other promotions. All demonstrations or all other promotional activities must be confined to the limits of the exhibit space. Sufficient space must be provided within the exhibit space for the comfort and safety of persons watching demonstrations and other promotional activities.

Subleasing Space

Exhibitors may not sublet their space, nor any part thereof, or make any arrangements for the display by a non-exhibiting company.

Fire, Safety and Health

The exhibitor assumes all responsibility for compliance with local, city and state ordinances and regulations covering fire, safety and health. All exhibitor equipment and materials must be located within the booth. Only fireproof materials may be used in displays and all necessary fire precautions must be taken by the exhibitor. No combustible material will be stored in or around exhibit booths.

Labor

Rules and regulations for union labor are made by the local unions and may change at any time. Where union labor is required because of building or contractor requirements, it will be necessary for the exhibitor to comply with these regulations. Information regarding specific regulations which are applicable may be obtained from the official contractor. Display painters, carpenters, electricians and other skilled labor can be arranged through the official contractor at established rates. Labor order forms will be included in the Exhibitor Service Kit.

Sound Devices and Lighting

Public address, sound producing or amplification devices that project sound must be kept at a conversational level and must not interfere with other exhibitors. Any form of attention-getting devices or presentations must be terminated when crowds obstruct aisles or infringe upon another exhibitor's display. MAGIC reserves the right to restrict the use of glaring lights or objectionable lighting effects. Music, whether vocal or instrumental, is prohibited.

Delivery and Removal during Show

Show Management reserves the right to fix the time for installation of a booth prior to the show opening and for its removal after the conclusion of the show. Under no circumstances will the addition to or removal of any portion of the exhibit be permitted during show hours. All booths must remain intact until the close of the show. Installation must occur only during the installation times designated in the Exhibitor Service Kit. Installation and tear down must follow the rules outlined in the Exhibitor Service Kit. Early dismantle and/or removal of an exhibit may result in the loss of exhibit privileges at future shows.

Exhibitors Personnel

Booth should be manned by company specialists who are qualified to discuss details of their company's products and services. At least one representative must be present in the exhibitor's booth during open exhibit hours. An Advance Registration Form will be mailed to exhibiting companies. This form must be completed and returned to facilitate company personnel registration for services and activities provided by the Symposium.

Handouts and Giveaways

Distribution of advertising materials and souvenirs must be confined to the exhibitor's booth. Canvassing or distribution of advertising materials or souvenirs in the exhibit hall by representatives of non-exhibiting firms is strictly forbidden. Selling merchandise on the exhibit floor is strictly prohibited.

Storage

The exhibitor should make arrangements with the Exhibit Hall Service Contractor (Geo E. Fern Co.) for storage of packing boxes and crates during the exhibition. The MidAmerica GIS Symposium, MAGIC, Custom Meeting Planners, Inc. and the Westin assume no responsibility for damage or loss of packing boxes or crates.

Food and Beverage

Exhibitor distribution of food and beverage is prohibited.

Security

MAGIC provides general hall security at scheduled times throughout the conference. MAGIC makes no warranty, express or implied, that the services it furnishes will avert or prevent occurrences which may result in loss or damage.

Liability

The MidAmerica GIS Symposium, MAGIC Custom Meeting Planners, Inc. and the Westin will not be liable for loss or damage to the property of exhibitors or their representatives or employees from theft, fire, accident, or other causes. The MidAmerica GIS Symposium, MAGIC, Custom Meeting Planners, Inc. and the Westin will not be liable for injuries to exhibitors, or their employees for damage to property in their custody, owned or controlled by them which claims for damages, injury, etc. may be incidental to or arise from or be in any way connected with their use or occupation of display space, and exhibitors indemnify and hold harmless these organizations against such claim. The exhibitor assumes liability for any damage to the facility's floor, walls, lighting fixtures, etc. as a result of exhibitor negligence. The exhibitor will abide by and observe all laws, rules, regulations and ordinances of any governmental authority and of the contracted facility. The exhibitor will hold harmless MidAmerica GIS Symposium, MAGIC, Custom Meeting Planners, Inc and the Westin for any and all damages, loss or liability of any kind whatsoever resulting from injuries to persons or property occurring within the convention center or property adjacent thereto occasioned by any act, neglect or wrong doing of the exhibitor or any officers, agents, representatives, guests, employees, invites or other persons permitted by the exhibitor on the premises, and the exhibitor will at its own cost and expense defend and protect MidAmerica GIS Symposium, MAGIC, Custom Meeting Planners, Inc, and the Westin against any and all such claims and demands.

Trademarks

The MidAmerica GIS Symposium, MAGIC, and Custom Meeting Planners, Inc. will be held harmless for any trademark, trade name, copyright or patent infringements on any printed materials belonging to or distributed by any exhibitor.

Cancellation Policy

A \$150.00 fee per booth will be assessed on all cancellations received on or before January 31, 2010; no refunds will be processed after January 31, 2010. In the event that fire, strike or other circumstances beyond the control of the Show Management causes the Symposium to be cancelled, full refund of the exhibit rental fees will be made which is the limit and extent of MAGIC's liability for such cancellation.

Failure to Occupy Space

Space not occupied by 3:00 pm on Tuesday, April 20, 2010, will be forfeited by exhibitors and their space may be resold, reassigned or used by the exhibit management without refund.

Conduct

All exhibits will be operated in a manner that will serve the interest of the conference attendees and that will not detract from other exhibits, the exhibition, or the Symposium as a whole. The Show Management reserves the right to request the immediate withdrawal of any exhibit that MidAmerica GIS Symposium, MAGIC, or Custom Meeting Planners, Inc. believes to be injurious to the MidAmerica GIS Symposium, MAGIC or Custom Meeting Planners, Inc. Management reserves the right to refuse to admit and to eject from the exhibit building any objectionable or undesirable person or persons. Cameras are not permitted in the exhibit hall. Children under the age of 18 are not permitted in the exhibit hall unless accompanied by an adult.

Solicitation of Exhibitors

No person will be permitted in the exhibit hall for the purpose of soliciting, advertising, or other exhibiting without the express written consent of MAGIC.