



RULES AND REGULATIONS

MANAGEMENT

The IAAPA Attractions Expo 2010 is conducted by the International Association of Amusement Parks and Attractions, hereinafter designated as "the Association" or "IAAPA". IAAPA will appoint an official service contractor to provide all show services to the exhibitors. The exhibitor shall provide only the material and equipment, which he owns and that is to be used in the exhibit space. All other rental items or show services are to be provided only by IAAPA officially appointed contractors.

Exceptions to the foregoing may be granted at IAAPA's sole discretion where requested in writing and received by IAAPA before September 24, 2010. The request must include certificates of insurance from all agent representatives indemnifying the Association in limits satisfactory to IAAPA, a description of the work to be done and the personnel to be used.

IAAPA's LIABILITY

IAAPA shall have no responsibility of any kind for the following: (1) performance, or failure to perform, by any contractor, including the official Service Contractor; (2) performance or failure to perform services to the exhibitors by the Orange County Convention Center, hereinafter referred to as "the Building," or the "Exhibit Hall," (3) cancellation or delay in the show due to acts of God, war, government regulation, disaster, acts of terrorism, fire, strikes, civil disorder, or other similar cause beyond the control of IAAPA, (4) IAAPA's judgment that continuing the show would be inadvisable, illegal or impossible.

IAAPA's liability for cancellation for any reason shall be limited to any amounts paid by exhibitor pursuant to their contract.

CANCELLATIONS FEES AND DEADLINES

The Association reserves the right to cancel any reservation not paid in full, to lease such space to another exhibitor, and to retain as liquidated damages any amounts already paid. Exhibitor agrees that payments or deposits made by Exhibitor may be used toward satisfying any cancellation fees due to Association under this contract. In the event that an exhibitor cancels his contract for, or is unable to use the space beginning August 6, 2010, the Association shall retain as liquidated damages all amounts paid by such exhibitor. This includes company "no-shows," that do not occupy contracted on-site booth space. Upon receipt of cancellation notice from Exhibitor, Association shall have no further obligations to Exhibitor under this contract.

**ALL CANCELLATIONS MUST BE SUBMITTED IN WRITING
(Cancellations may be sent via fax, e-mail, or letter)**

SECURITY

Neither the Association nor the Orange County Convention Center shall in any way be liable or responsible for the loss or disappearance, by theft or otherwise, of any object, item, goods or materials, whether personal or commercial property, from Exhibitor's booth space or from the exhibit hall; except for such loss or disappearance as is due to intentional and tortuous theft committed by the employees of the Association or the Convention Center.

The Association and Convention Center provide certain security services including, the providing of advice on security measures to be taken, as a convenience to Exhibitor's, however, neither the providing of or failure to provide such services, nor the failure of security guards to prevent the theft or loss of property, shall be grounds for holding either the Association or the Convention Center liable for any related loss, damage, or claim.

Each Exhibitor is solely responsible for the security of their exhibit, product and property.

LIMITATION ON LIABILITY, HOLD HARMLESS AND INDEMNIFICATION

Exhibitor agrees that neither the Exhibit Hall nor the Association shall be liable for any claims, losses, damages, death, injuries, or liability whatever, which may be sustained or incurred by any person, who may be on the premises leased by or assigned to the exhibitor, including (but not limited to) any agent, employee, representative or guest of the exhibitor or for any losses, damages or injuries whatever to property of the exhibitor or any other person or entity. The exhibitor agrees that it will save harmless and indemnify the Exhibit Hall and the Association from any and all such claims, losses, damages, death, injuries or liability whatever (including without limitation, attorney's fees) whether to property, person or otherwise, that arise in whole or in part from acts or omissions of the Exhibit Hall or acts or omissions of Exhibitor, or its agents, employees, representatives, or guests related to or arising in connection with Exhibitor's performance and obligations under this contract. The parties agree that the total liability of Association to Exhibitor under this contract whether in contract or tort or any other legal theory shall not exceed the total amount of the Exhibitor's fees paid to Association. In no event shall Association be liable, whether in contract or tort, for any indirect, consequential, exemplary, punitive, or special damages or awards.

DEMONSTRATION OF AMUSEMENT RIDES AND OTHER INTERACTIVE EQUIPMENT REQUIREMENTS

IAAPA Show Management must be notified and approve of any plans to operate rides/attractions or operationally demonstrate rides/attractions to buyers and attendees of the Trade Show. This applies to all participant interactive attractions, including but not limited to rides, climbing walls, or virtual reality attractions/rides, batting cages, involving Trade Show attendees, contracted participants or employees.

If you are exhibiting an amusement ride or device (see definition of amusement ride pg. 26) but will not be allowing people on it, or not giving rides / experiences to people, please note that the Audience Participation Safety Form need to be completed, but check the box that notes "static".

Notification via the *Audience Participation Safety Form* must be accomplished by September 30, 2010. Insurance Certificate must also be received at this time.

DEMONSTRATION OF AMUSEMENT RIDES AND OTHER INTERACTIVE EQUIPMENT REQUIREMENTS (cont)

The *Audience Participation Safety Form* lists additional supporting documentation that must be submitted by **October 15, 2010**. Multi-perspective photographs (digital photographs preferred) or overhead & side view renderings must be sent to the safety consultant. This documentation includes information about the set up space requirements, operation, design and maintenance history of the ride including the proper signage, rider qualifications and operator standard operating procedures. Approvals, licenses and certifications from private or public agencies evidencing a successful operational history should be included.

If the ride or attraction is a prototype, the required documentation will extend to major componentry. Attraction operator or attendant training records must be provided. This applies to anyone who will have control of the ride's operation at any time during the Trade Show. These operators and attendants must actually operate the ride during the pre-show inspection process.

Exhibitors must comply with all RULES AND REGULATIONS set forth in this Guide including licensing and regulatory approval, *Safety Consultant* approval and insurance qualification to name a few. You are solely responsible for compliance with federal, state and local laws governing the attraction or ride. An independent *Safety Consultant* will conduct a pre-show/on-site Safety Inspection. This inspection will review, inspect and approve all product demonstrations. This inspection will continue throughout the Trade Show and this *Safety Consultant* is authorized to stop any demonstration, any time during the show, that is not inspected, has safety concerns, inconsistencies with industry standards and applicable safety ordinances, codes and regulations relating to the construction or presentation of the exhibits, or is not in compliance with IAAPA RULES AND REGULATIONS.

The entire ride/attraction shall be protected by fencing consistent with ASTM standards. ASTM compliant fencing must be 42 inches in height and not have any openings greater than 4 inches. The fencing shall be designed, constructed, and installed so that the ride cannot be turned over by either riders or spectators. Where used, entrance and exit gates shall open away from the ride or device unless equipped with a positive latching device. Gates shall be designed such that if opened during the ride cycle, the gate will not make contact with the ride. Fences & gates must be constructed to prevent contact with the ride at all times and not obstruct aisles.

INSURANCE REQUIREMENTS AND OBLIGATIONS

Each Exhibitor must provide the Association with a certificate of insurance evidencing coverage adequate to fulfill this indemnification obligation no later than August 27, 2010.

At the time of making final payment for space under the exhibit space contract, every exhibitor shall provide the Association with an original, signed insurance certificate and endorsement, naming "IAAPA, it's entities, subsidiaries, agents, representatives, officers, staff, volunteers and employees," as additional insured under the exhibitors general liability insurance policy. The exact show dates, including move-in and move-out, November 11 – 21, 2010, must be included on this certificate.

Specific insurance requirements are determined by the type of products/services displayed, and in following with the ASTM 747-06 definition of an amusement ride or device. Please review the ASTM 747-06 definition and insurance requirements below to determine which level of insurance you will need.

INSURANCE REQUIREMENTS AND OBLIGATIONS (cont)

ASTM 747-06:

Amusement ride or Amusement device: a device or combination of devices or elements that carry, convey or direct a person(s) over or through a fixed or restricted course or within a defined area, for the primary purpose of amusement or entertainment.

1. You have a display that does not include anything that falls under the definition of an amusement ride or amusement device, per ASTM 747-06.

Insurance Requirement - General Aggregate of a minimum of \$2 Million USD, with \$1 Million USD each Occurrence

2. You have a display that does not include anything that falls under the definition of an amusement ride or amusement device, per ASTM 747-06, but are using flammable materials, cooking or serving food.

Insurance Requirement - General Aggregate of a minimum of \$3 Million USD, with \$1 Million USD each Occurrence.

3. You have a display that does include anything that falls under the definition of an amusement ride or amusement device, per ASTM 747-06. This applies to all participant interactive attractions, including but not limited to rides, climbing walls, virtual reality rides, involving Trade Show attendees, contracted participants or employees.

Insurance Requirement* - General Aggregate of a minimum of \$3 Million USD, with \$1 Million USD each Occurrence.

***ADDITIONAL REQUIREMENTS FOR THIS TYPE OF BOOTH:** You must provide the Audience Participation Safety Form to CLM Entertainment, Inc. by October 7 with the required information.

- o IAAPA also recommends having the following additional coverage:
 - o \$300,000 USD fire damage,
 - o \$10,000 USD medical expenses,
 - o \$1,000,000 USD personal & advertised injury,
 - o \$2,000,000 USD products & completed operations policy.
- o Additionally, our international exhibitors must adhere to the above requirements and must also provide a certificate of insurance in English which states the following: "Liability claims occurring in the US are covered, including but not limited to legal fees, penalties and judgments".

The insurance company you use should be admitted to do business in the state of Florida and should be rated at least 'A' by A.M. Best, Inc. The Certificate of Insurance must be an original bearing an original authorized representative's signature. It must cover exact dates of the show including the move-in and move-out dates. Notwithstanding the above minimums, IAAPA reserves the right to require insurance coverage in excess of the amounts stated where the nature of the exhibit would seem to so require.

No exhibitor of whom a certificate of insurance is required will be allowed to move into the Exhibit Hall until such certificate is delivered to IAAPA. In the event of cancellation or disruption of the Trade Show for any cause, the Association shall have the right to retain such part of the exhibitor's rental payments as may be required to reimburse the Association for expenses incurred in connection with the trade show.

INSURANCE REQUIREMENTS AND OBLIGATIONS (cont)

International exhibitors must provide a certificate of insurance in English. International insurance policies must state that claims may be made anywhere. There may be no limitations on which countries claims may be brought.

FLAME-PROOFING AND SAFETY REGULATIONS

Exhibitors are responsible for any damage done by them or their employees.

No nails, bolts, tacks or screws can be driven into the wall, woodwork or floor of the Convention Center. See all limitations in the Orange County Convention Center section of this guide.

The use of flammable substances as decorative materials is prohibited. All decorative fabrics must be flame proofed in accordance with city fire regulations. No gasoline, kerosene, acetylene or other flammable or explosive substances permitted in the building.

Exhibitors using grease in preparation of food must utilize cooking hoods to prevent splatter.

LASERS

Due to an increase in exhibitors displaying high powered lasers and IAAPA's goal to maintain a safe environment for all attendees and exhibitors the following provisions are in place:

- Lasers must be projected onto a non-reflective surface with lasers being mounted 8 – 12 feet off the ground and projected in such a way to avoid purposeful or accidental eye contact.
- All lasers must be installed in accordance with International Electrotechnical Committee (IEC) regulations
- Lasers may only be projected in contracted booth space or perimeter wall space nearest your booth (with IAAPA written consent).
- Laser projections may NOT include exhibiting company name/reference, logo or booth number. The IAAPA logo or Attractions Expo logo may be displayed.
- Exhibitors demonstrating lasers MUST contact the Orange County Fire Rescue - Office of the Fire Marshal at 407-685-9811 for specific instructions on laser demonstrations at the Orange County Convention Center.
- Exhibitors must complete the Orange County Convention Center "Permit Application for Indoor Display of Fireworks, Pyrotechnics and Special Effects".

The *Permit Application for Indoor Display of Fireworks, Pyrotechnics and Special Effects*, must be completed and returned to the Orange County Convention Center.

FIRE WATCH

Orange County Fire Rescue Services Department requires Fire Watch personnel for ALL exhibits having three hundred (300) total square feet (or more) of covered area, covered exhibits (of less than three hundred (300) square feet) that are less than ten (10) feet apart, and all multi-level booths, regardless of size. The following guidelines apply:

- Those exhibits requiring Fire Watch will be determined by the Orange County Convention Center Fire Marshal from the Orange County Fire Rescue Services Department.
- Exhibitors who require Fire Watch will be notified on-site (there is no way of determining all of those exhibitors who require this service in advance)

FIRE WATCH (cont.)

- Fire Watch personnel must be on duty in the area of your booth during all show hours.
- Fire Watch expenses will be shared among all exhibitors requiring this service.
- IAAPA will bill exhibitors for Fire Watch after the trade show.
- For both covered exhibits and multi-level exhibits, Floor Plans certified by a structural engineer must be submitted by September 18, 2010. Send two (2) copies of scaled, signed and dated blue prints (with front and side elevations), to:

Orange County Convention Center
Attn: Event Services Division
PO Box 691509
Orlando, FL 32869

EXHIBIT DESIGN RULES

The Manufacturer & Supplier Committee has passed several rules in recent years to improve the overall look of the trade show. It is extremely important—as well as vital to your self-interests—that you follow these new guidelines to the letter.

Exhibitors Producing Emissions or Waste

Exhibitors whose product produces fumes, gases or waste such as fog, confetti or bubbles, (but not limited to these examples,) must keep these emissions and products contained within their booth! This means that all emissions need to be vented, trapped or collected so as not to impact on any neighboring booths. Non-compliance will lead to your product being turned off and/or having your booth closed.

Inflatables and Inflatable Tubes

The current rule states that all exhibitors, including **inflatables and inflatable tubes** may only utilize 75% of contracted space leaving 25% of the footprint of their booth space free and clear and the majority of this open space should be open on the side of the closest or adjoining exhibitors. Due to the size and number of inflatable companies, exhibitors in this market should expect to be placed in similar positions or in close proximity to competition on the show floor. **All exhibitors displaying inflatable products MUST provide a diagram of their booth space, no later than September 17, 2010.**

Aisle Carpet and Cross-Aisle Signage

In order for an exhibiting firm to cover an aisle with their own choice of carpet, or to cross over the aisle with a sign, archway or any other structure, the exhibitor must occupy three adjacent islands that together total more than 3,000 net sq. ft. Additionally, only the aisles that are between the islands, and that border the side of each island and have the greatest dimension may be crossed. All such requests must be submitted and approved via the IAAPA Variance Request Form, and in accordance with the indicated procedures and deadlines for requesting a variance, as outlined in this Exhibitor Services Guide.

Please note: Certain exhibitors who have displays which have used signage and archways across aisles at the 2009 Trade Show may be allowed, with written permission from IAAPA, to use these displays for the 2010 Trade Show.

VIOLATIONS AND PENALTIES

In its sole discretion, IAAPA will be assessing penalties for rules and regulations violations on the show floor during IAAPA Attractions Expo 2010.

IAAPA will give exhibitors two warnings and then apply an appropriate penalty. Both the Manufacturers & Suppliers Committee and the Space Allocation Committee have determined penalties in advance, which could range from mild (cessation of product demonstration) to severe (loss of exhibitor priority, seniority points and a monetary fine).

Violations may be added or amended at any time as is seen necessary by committee members. Penalties include but are not limited to; loss of one to three years of exhibit seniority, booth closure, exhibitor suspension, monetary penalty or a combination of penalties listed.

Please read your Exhibitor Services Guide carefully and contact IAAPA convention staff should you have any questions concerning show rules and/or this policy.

Below is a list of *booth and safety violations* and the suggested penalty that may be enforced.

Setback / Visual Line of Site Infringement	Subtract 1 year from Exhibit Seniority	\$250 Penalty
Height Violation	Subtract 1 year from Exhibit Seniority	\$250 Penalty
Display Unfinished or Unsightly	Subtract 1 year from Exhibit Seniority	\$250 Penalty
Awning/Overhang beyond booth boundaries	Subtract 1 year from Exhibit Seniority	\$250 Penalty
Noise Violation	Subtract 1 year from Exhibit Seniority	\$250 Penalty
Customers in aisle due to booth design	Subtract 1 year from Exhibit Seniority	\$250 Penalty
Construction/Setup during Show Hours	Subtract 2 years from Exhibit Seniority	\$250 Penalty
Underage (less than 18) Children in Booth during Move-In/Move-Out	Subtract 2 years from Exhibit Seniority	\$250 Penalty
Product and/or Literature Displayed and/or distributed Outside of Booth (includes fog, lasers, confetti, etc.)	Subtract 2 years from Exhibit Seniority	\$250 Penalty
Costumed Characters Outside of booth (unless in transit to enter/exit)	Subtract 2 years from Exhibit Seniority	\$250 Penalty
Subletting Booth Space	Subtract 2 years from Exhibit Seniority	\$250 Penalty
Early Tear-Down/Dismantle	Subtract 3 years from Exhibit Seniority	\$500 Penalty
Violation of ASTM F24 Standards applicable to Amusement Rides / Devices	Subtract 6 years from Exhibit Seniority	\$500 Penalty
Static Ride Placed into Operation without Approval	Subtract 6 years from Exhibit Seniority	\$500 Penalty
Mechanical devices and structures in the exhibit area are not properly assembled	Subtract 6 years from Exhibit Seniority	\$500 Penalty

BOOTH SET-UP DEADLINE

Booth must be set-up and complete for inspection and the surrounding aisles clear of exhibitor's equipment and debris no later than 7:00 p.m. on Monday, November 15.

RESTRICTIONS

Exhibit activity by any non-exhibiting firm or person is strictly prohibited.

Exhibitors agree to keep their exhibits properly staffed and intact during the published trade show hours. Early dismantle is strictly prohibited.

IAAPA reserves the right in its sole discretion to prohibit or restrict any display or activity, which, because of noise, odors, or other disturbing features, is offensive to other exhibitors or attendees. Furthermore this discretionary right of IAAPA applies to any demonstration or activities by any exhibitor that results in an obstruction of aisles, attendees, buyers, line-of-sight, access to a nearby exhibitor's booth, offending exhibitor's demonstration or activities. All personnel working in an exhibit booth must be employees of the exhibitor. Each exhibitor will be granted five exhibitor badges for the first 100 net square feet of indoor booth space and two additional badges for each additional 100 net square feet of indoor booth space up to a maximum of 50 badges. Additional badges will cost \$99.00 each. Booth personnel must show company business card for admittance at the \$99.00 rate and display their badges at all times.

No food or beverages may be sold on the premises, although samples may be given away in limited portions. See the General Information Section of this Exhibitor Services Guide for additional information.

Exhibitors are responsible for knowledge of and compliance with all laws, regulations, and ordinances that may apply to any exhibit. These include, but are not limited to, any United States, Florida, or Orlando laws, regulations and ordinances. IAAPA will not interpret laws, regulations, and ordinances for any exhibitor. Exhibitors with products the sale of which may be illegal in certain jurisdictions must display a sign in their booths to that effect. Please give special attention to amusement related laws and regulations, i.e. gaming etc.

OBLIGATIONS AT END OF LICENSE PERIOD

Before the termination of the license period (license period being from 8:00 a.m. Thursday, November 11 until 12 noon Sunday, November 21, 2010) exhibitor shall vacate the Exhibit Hall and the facilities and return the equipment, all in the same condition and repair as originally furnished to the exhibitor, normal wear and tear only excepted.

In the event the Exhibit Hall or the facilities are not so vacated by the exhibitor, then the Association is authorized, at the expense of the exhibitor, to remove items and to store or to return to exhibitor, or, except where the Exhibitor's failure is due to an event beyond the control of the Exhibitor such as strikes beyond its control or Acts of God, to treat as abandoned and discarded property and accordingly dispose of all goods, wares, merchandise and property of any and all kinds and description placed therein by the exhibitor or which may be then occupying the same, and the Association shall not be liable for any damages or loss to such goods, wares, merchandise or other property, which may be sustained either in the course of such removal, or in the course of transit, or by virtue of the Association's disposal of the property, and the Association, is hereby expressly released from any and such claims for damages of whatsoever kind or nature.

Except within the facilities licensed for which security and related matters may be provided by the Association, the Exhibit Hall shall have the sole right, for the benefit of the owners thereof, to collect and have the custody of articles other than those described in the preceding paragraph left in the Exhibit Hall by persons attending any performance, exhibition or entertainment given or held in the building, and the Association shall not collect nor interfere with the collection or custody of such articles.

CONTRACT COMPLIANCE

The above regulations, covenants and conditions are all deemed to be of the essence of your exhibit contract. A material breach of any of them shall be deemed a breach of contract entitling IAAPA to cancel the exhibitor's contract and retain any monies paid on account thereof. Upon due notice of cancellation, IAAPA may take possession of the exhibitor's space, remove all persons and properties of the exhibitor and hold the exhibitor accountable for all risk and expense incurred in such removal. The Association reserves the right to make any changes necessary for the best interest of the trade show.

APPLICABLE LAW

Any claim or cause of action arising out of these Rules and Regulations shall be governed exclusively by the law of the Commonwealth of Virginia without regard to its conflict of laws principles and any claim or cause of action arising under these Rules and Regulations shall be adjudicated exclusively in the state or federal courts of northern Virginia.

Note: The floor plan and the exhibit contract are based on the present regulations of the Fire Department. These regulations are subject to review from time to time. Exhibitors will be notified in sufficient time if changes in these regulations affect booth location and display.

Should any controversy arise concerning the interpretation of these rules and regulations, or should a situation arise not adequately or specifically covered in these rules and regulations then it is agreed that the interpretation of the decision of the IAAPA with reference to such situations shall be binding on all parties concerned. If any provisions hereof are held invalid by a court, all other provisions shall remain in full force and effect.

All exhibitors must adhere to all rules and regulations pertaining to displays and product as outlined in the IAAPA Booth Specifications and diagrams.

OUTBOARDING POLICY

Outboarding is defined as marketing, sales, and hospitality events conducted by exhibitors and others capitalizing on the presence of buyers and/or sellers attending the original show without previously notifying the original show organizer and finalizing an arrangement that benefits both parties. This practice is considered unethical and is condemned by IAAPA. It includes practices such as "coat-tailing," "piggy-backing," co-location of events, and large-scale hospitality events, particularly during show hours.

SUITCASING POLICY

Please note that while all meeting attendees are invited to the exhibition, any attendees who are observed to be soliciting business in the aisles or other public spaces or in another company's booth will be asked to return their badges and to leave the show floor immediately. Violators will not be allowed to return to the show and no refunds will be made. Additional penalties may apply. IAAPA asks that both attendees and exhibitors report any violations they may observe to the Show Organizer's Office.