

RULES & REGULATIONS

ASSIGNMENT OF SPACE & PAYMENT

All exhibit space, with the exception of the island displays, will be allocated on a first-come, first-served basis. Confirmation of space will be sent immediately upon receipt of signed contract and full payment. ALEA reserves the right to reassign booth space if need be. Payment in full is due upon submission of contract for those contracts submitted after January 1, 2012. Exhibit space must be occupied solely by your organization in exhibiting your products at the ALEA 42nd Annual Conference and Exposition. No exhibitor shall assign, sublet, or share the whole, or any part of, the space contracted.

BOOTH SPECIFICATIONS

The standard booth size is 10' x 10' (approximately 3.05m x 3.05m). Except for custom-size or island displays, the booth price in this agreement provides for installation, maintenance and removal of standard framing materials. The materials include a quality fabric, 8' high backdrop; 42" high side divider rails; and an expertly lettered 7" x 44" exhibitor sign for each space.

EXHIBITOR NAME BADGES

We request that all badges be ordered via our website at www.alea.org. If web access is unavailable, please contact the ALEA office at 301-631-2406 or ccosens@alea.org.

The exhibitor badge entitles the wearer access to the exhibit floor only and exhibitor badges are issued only to personnel actually staffing the booth. The name of the exhibiting company, as it has been listed on the exhibit space contract, will appear on each badge. Three exhibitor badges will be provided for each 10' x 10' area of display space contracted, to a maximum of 30 badges. Additional badges are available at \$25 each.

Exhibitors are urged to order badges in advance to avoid long lines and additional charges at the registration desk. All exhibitor badges must be ordered by June 25, 2012. Badges requested onsite, including changes to badges, will incur a \$5.00 fee per badge. The registration desk is scheduled to be open beginning July 10, at 8:00 a.m., at which time, exhibitor badges will be available for pick-up.

One-day guest passes are available for your customers at \$80.00 each. This would entitle the guest access to the Expo Hall and the educational classes for that day ONLY. Go online at www.alea.org and order with your Visa, MasterCard, American Express or Discover.

The Annual Awards Luncheon will be held Saturday, July 14; separate tickets must be purchased for this event.

INSTALLATION & DISMANTLING

Installation of exhibits may commence on Tuesday, July 10, 2012 at 8 am, at the convention center. All exhibits must be fully assembled and ready for display no later than 3 pm on Wednesday, July 11, 2012. Dismantling of exhibits may begin after 4 pm on Friday, July 13, 2012. All exhibits and materials must be totally removed from the exhibit hall no later than 12 noon on Saturday, July 14, 2012. No dismantling allowed before 4 pm, Friday, July 13, 2012.

OFFICIAL SERVICE CONTRACTOR

BEC Group, Mr. Robert Chance, PO Box 1372, Abita Springs, LA 70420; Telephone: (985)871-9106; Fax: (888)722-3067; e-mail: rchance1@earthlink.net. Upon receipt of your completed contract and payment in full, an Exhibitor's Service Kit will be mailed or emailed to each exhibitor. This packet will include all necessary information and forms regarding: shipping of displays; display rental; floor coverings; telephone service; electrical service and utilities; furniture and accessories; etc.

CANCELLATION

Exhibitors may reduce or cancel contracted space by submitting written notice to the ALEA Home Office on the following schedule:

Written notice received 60 days or more from the event: 75% refund

Written notice received 30 - 59 days from the event: 50% refund

No refunds will be issued less than 30 days from the start of the event.

SECURITY

ALEA will provide 24-hour security services at the convention center for all displays for the duration of the Conference and Exposition. While every precaution will be taken, ALEA assumes no liability for providing this service. The ultimate responsibility remains with the individual exhibitors to protect their property and appropriate protection and insurance should be arranged.

LIABILITY, INSURANCE & HOLD HARMLESS

In consideration for the opportunity to display services and products at an ALEA Conference and Exposition, Exhibitor, its officers, directors, agents and insurers, agrees to indemnify and hold harmless ALEA, its officers, directors, contractors, employees and agents and the seminar facility, its governmental entity, agents and employees, from any loss, injury, suit, action or cause of action, or claim whatsoever resulting from any incident, accident, fire, theft or any claim or loss to any person claiming loss or injury, including any loss or damage to property of Exhibitor, its employees, agent or subcontractors, loss or injury to any manufacturer's demonstration participants, their employees, agents, guests and general public. Said indemnification and agreement to hold harmless, ALEA and the seminar facility, as aforesaid, shall include reimbursement for any costs, expenses and reasonable attorney's fees incurred by indemnities. Further, any claim of damage to the property of the seminar facility resulting in the immediate assessment of damages against ALEA from any act or omission of Exhibitor, its agents, employees, contractors and subcontractors, shall be immediately paid or assumed by Exhibitor. Any commercial exhibitor that brings an owned, leased or borrowed aircraft to the conference site, including the use of aircraft belonging to a governmental agency, agrees to name ALEA, Inc., its agents, officers, directors and employees and the exhibition convention center, its owners, management company, officers, directors, and employees as an "additional insured" on the exhibitor's policy of insurance covering the operation of aircraft. In addition, Exhibitor acknowledges that ALEA does not maintain any insurance to cover loss or damage to any property of Exhibitor. Exhibitors are advised to obtain commercial insurance to cover all losses and claims. Furthermore, it is requested that all exhibiting companies carry general liability and property insurance, including workers' compensation, if applicable.

RESTRICTIONS

ALEA reserves the right to determine the eligibility of a company or their product for inclusion in the exhibits, and reserves the right to restrict exhibits that, because of noise, method of operation, materials or for any other reason, become objectionable to ALEA. ALEA also reserves the right to prohibit any exhibit that, in the opinion of ALEA management, may detract from the general character of the exhibit show as a whole. In such event, ALEA shall not be liable to any exhibitor for any refund of exhibit fees or expenses incurred by exhibitor to exhibit. No signs will be affixed by any means to the walls, doors or any other surface in the exhibit area or seminar facility. ALEA policy firmly restricts representation or organization that has not been assigned an official exhibit booth from soliciting business and/or distributing promotional material of any type within the exhibit area or any other areas. Further, those organizations that have been assigned an official ALEA exhibit booth must conduct all business activities from within their assigned booth space and not impede traffic through the Exhibit Hall aisles or other areas. All children under the age of 18 must be accompanied by an adult.

You may also register and download forms at www.alea.org. Any questions, contact Carrie Cosens at ccosens@alea.org.

