



OFFICIAL RULES AND REGULATIONS

Rubber Expo™

October 12-14, 2010

Frontier Airlines Center

Milwaukee, WI

These Rules and Regulations governing the Rubber Expo are accepted as part of the "Contract for the Rental of Space." The following Rules and Regulations govern what Exhibitors can and cannot do with their exhibition space. Based on the physical characteristics of the exposition hall and safety, it is the intent of the Rubber Division to treat all Exhibitors fairly and equally.

1. The **RUBBER DIVISION** is referred to herein as the "Division" or "Management" represented by the Exposition & Meetings Manager and the Exhibits Committee.
- 2a. **THESE RULES AND REGULATIONS** serve as a basis of contract between the Exhibitor and the Division. They have been drawn up in the best interest and for the protection of the Division, the Exhibitors, the Convention Center and hotels. The Division pledges full cooperation for the arrangement and execution of a highly successful Conference and Exposition.
- 2b. Each Exhibitor must conform to the fire safety regulations required by the fire marshal in the exhibition city.
- 2c. Each Exhibitor is asked to recognize the rights of other Exhibitors. The general appearance and success of the Exposition and the interests of the Exhibitors in same must take precedence over that of any individual exhibit.
- 2d. The Exhibitor agrees that the Rules and Regulations of the Division are made a part of the Contract for the Rental of Space and that the said Contract includes such amendments and additions as the Division may in good faith make from time to time, and that the Division shall have the power to interpret and enforce all terms, conditions and Rules and Regulations in the manner which, in the sole discretion of the Division, is in the best interest of the Exposition.
3. **ELIGIBLE EXHIBITS.** The Division reserves the right to determine the eligibility of any company or product for inclusion in the Exposition and to bar any exhibit, promotion, or part thereof that in its opinion is not in keeping with the character and purpose of the Exhibit. Recruiting firms will not be accepted as Exhibitors.
4. **INTERNATIONAL EXHIBITS.** "Rubber Expo" has been designated by the U.S. Custom Service as "Bonded" under the Trade Fair Act of 1959. No equipment imported into the United States and placed in the bonded area may be removed from that area without the express permission of the U.S. Customs Service. If items in this category must be removed at any time from the exhibit area, the Exhibitor must make appropriate arrangements with the customs broker early in the business day. All international Exhibitors agree to provide power-of-attorney, if required, to the officially appointed Custom broker to facilitate the movement of freight in and out of the bonded area.
5. **BOOTH CONSTRUCTION RULES**, including examples, are attached and considered to be part of the Official Rules and Regulations.
6. **APPLICATION FOR SPACE.** Applicants must sign the official contract form, and pay their booth rental fee in full. Subject to the provisions of par. 10 herein below, a NON- REFUNDABLE DEPOSIT of 50% of the booth payment is included in the booth rental, upon acceptance of the application by the Division.



7. **RENTAL IS \$1,800.00 (US FUNDS) PER 10'X10' BOOTH AND INCLUDES THE FOLLOWING PACKAGE:** one (1) 8' high back wall draped (in show colors) and 33" side rail draped; one (1) 6' draped table; two (2) plastic contour chairs; one (1) waste basket and liner; one (1) 7"x44" ID sign with company name and booth number; electrical hookup (1outlet to 500 watts)carpet (in show color).
8. **ASSIGNMENT OF SPACE.** Classification of exhibits and assignment of space will be determined by the individual requirements and preferences as to location of each Exhibitor, but the Division reserves the right of final decision. The Division reserves the right to rearrange the floor plan or to relocate any exhibit, or both, at any time.
9. **SUBLETTING OF SPACE.** No Exhibitor shall assign, sublet, or apportion the whole or part of any space allotted, without the knowledge and written consent of the Division. Each Exhibitor represented in the Exposition must sign the official "Contract for the Rental of Space."
- 10a. **CANCELLATION, REJECTION AND PENALTIES.** The Division reserves the right to cancel any reservation not paid in full by January 1, 2010, to rent the space so reserved to another Exhibitor, and to retain as liquidated damages the amounts already paid by the applicant whose reservation is so canceled, not to exceed the amount of the non-refundable deposit. Any cancellations resulting by reason of this paragraph shall be deemed "for cause".
- 10b. The Division reserves the right to cancel any reservation or to reject, evict, or prohibit any exhibit, in whole or in part, or any Exhibitor or his representative with or without cause. If not for cause, liability of the Division shall not exceed the return to the Exhibitor of the amount of the rental unearned at the time of cancellation, rejection or eviction. If a reservation is canceled by an Exhibitor or an exhibit or Exhibitor is rejected or evicted for violation of these Rules and Regulations, or for any other reasons, such cancellation, rejection or eviction shall be deemed "for cause" and subject to provisions of par. 10a hereinabove and no return of rental shall be made. This section (10b.) sets forth the limitation of the Division's liability and Exhibitor agrees that under no circumstances shall the Division be liable to Exhibitor for any incidental, consequential, special or punitive damages or attorneys' fees.
- 10c. The Exhibitor agrees that its exhibit shall be admitted, and shall remain from day to day, solely on strict compliance with these Rules and Regulations herein set forth.
- 10d. Failure of Exhibitor to meet payment deadlines shall be deemed "for cause".
11. **CANCELLATION BY EXHIBITOR.** Any Exhibitor needing to cancel its exhibit space contract is instructed to telephone the Division at 330-972-7424. The Division requires written confirmation of the cancellation be received within three (3) business days of telephone notification. CANCELLATIONS ARE NOT CONSIDERED VALID UNTIL RECEIVED IN WRITING ON THE EXHIBITOR'S LETTERHEAD, by July 31, 2010. Please address written cancellations to Exposition & Meetings Manager, Rubber Division, ACS, P.O. Box 499, Akron, OH 44309-0499. **THE 50% DEPOSIT PAYMENT IS NON-REFUNDABLE AND NO REFUNDS WILL BE MADE AFTER AUGUST 1, 2010.**
12. **SELLING ON EXPOSITION FLOOR.** Exhibitors are allowed to sell or solicit orders on the exposition floor providing the Division has obtained the approval of the convention center and further providing the Exhibitor has obtained all necessary vendors' licenses and permits and strictly complies with all tax laws governing such sales or solicitation and collects and remits to the responsible state or local authorities all sales taxes.
- 13a. **INSTALLATION OF EXHIBITS.** Move-in and move-out, will be handled by the contractor designated by the Division and the Exhibitor will be billed directly by the contractor for such services. Each Exhibitor will be assigned a specific target date on which its booth and equipment must arrive at the Wisconsin Center District (Frontier Airlines Center). This target date refers to the arrival of all freight for the assigned space. Compliance with this date is mandatory. Any Exhibitor who fails to observe the target date jeopardizes the entire move-in operation and will be liable for all additional labor and other expenses.



- 13b. Exhibitors near freight doors may be required to delay installation and will be so advised by Division at the time of space assignment.
- 13c. The installation of exhibits shall be completed by 6:00 p.m., Monday of exhibit week, in order to remove all boxes and crating from the exposition floor. Exhibits arriving later than this hour cannot be installed until after the closing hour on Tuesday of exhibit week. Booth spaces will be available to start installation prior to the opening (subject to target date scheduling by the contractor), and are to be completed and ready for inspection by 6:00 p.m., Monday of the exhibit week by the Exposition & Meetings Manager.
- 13d. During installation and dismantling, no one under the age of 16 will be permitted on the exposition floor. During show hours anyone under the age of 16 must be accompanied by an adult at all times.
14. **DISMANTLING.** Instructions for dismantling will follow at a later date. The Exhibitor shall not dismantle their booth nor do any packing **BEFORE** the final closing hour (Thursday at 2:00 p.m.) of the Exposition. Any Exhibitor material (crates, boxes, etc.) left on the exposition floor will be removed at the Exhibitor's expense after the deadline date (to be announced later).
15. **CARE OF BUILDINGS.** Acceptance of exhibit space makes it obligatory on the part of the Exhibitor and his employees that he or they shall not deface, injure, or mar the Exposition property; and any damage done shall be the sole responsibility of the Exhibitor.
16. **INSURANCE.** In all cases, each Exhibitor is required to insure their goods and to do so at their own expense. The Division is not responsible for lost, stolen, or damaged goods.
- 17a. **LIABILITY.** The Exhibitor agrees to make no claim against the Division, its member agents, employees or any member, or against the Wisconsin Center District (Frontier Airlines Center), contractors and subcontractors, for injury to any Exhibitor, its employees, agents, or property, or for the loss by fire, theft, damage, delay, mechanical failure, labor trouble or any cause whatsoever, while Exhibitor, personnel or merchandise are in transit, or within the Wisconsin Center District (Frontier Airlines Center), or while being moved in or out of the Wisconsin Center District (Frontier Airlines Center), nor for any damage to his business for failure to provide space in the Exposition, nor for any action of the Division, its members, employees, agents, the Host Association or the Conference Committees for failure to hold the Exposition as scheduled.
- 17b. In the event an Exhibitor has failed to comply with the Official Rules and Regulations, the Division reserves the right with no liability whatsoever for damage or loss, inconvenience or business interference, to close down, dismantle, dispose of, store or clear from the premises any exhibit in violation of the Official Rules and Regulations at the sole expense of the Exhibitor.
18. **PERIPHERAL SECURITY GUARD SERVICE** is provided by the Division, but it is the responsibility of each Exhibitor to protect its materials from loss or damage. Exhibitors are urged to take every precaution to see that small display and personal items are secure before leaving the exhibit at any time. The Division will not be liable for any loss or damage to Exhibitor's property.
- 19a. **RESTRICTIONS.** The Division reserves the right to restrict, sanction, close, and remove any exhibit and/or Exhibitor which, because of noise, method of operations, uncooperative personnel, discordant advertising or actions, or for any other reason become objectionable to the overall conduct, success and high standards of the Exposition.
- 19b. The Division and Exhibits Committee reserve the right to prohibit any display or any part of a display that is judged to detract from the general character of the Exposition. This reservation includes persons, materials, printed matter, or anything of a character that is deemed objectionable to the Exposition as a whole.
- 19c. All aisle carpet will be provided by the Division. No other carpet will be permitted in the aisle area.



- 20a. **PARTICIPATION.** Each Exhibitor must have personnel manning its booth areas during all Show Hours. All Exhibitor personnel must wear identification badges while within the booth areas.
- 20b. Exhibitors will have access to their exhibits at least two hours before the official opening hour each day. The booth and booth material may not be moved into or removed from the exhibit area during the official show hours. Only persons wearing an official Exhibitor badge will be allowed to carry merchandise through security checkpoints and into exhibit areas. Any merchandise leaving the Show must be accompanied by an official Rubber Division **PROPERTY REMOVAL PASS**, available from the GES Servicenter on the show floor or at the security check point.
21. **SAFETY REGULATIONS.** Exhibitors are solely responsible for compliance with all applicable laws, regulations and codes concerning fire, safety and health. Precautions must be taken when operating equipment and displaying materials. Shielding from chips, sparks, strong lights or moving machinery must be provided. Any smoke, fumes or like items must be properly vented or filtered. Adequate safeguarding, including safety markings, masking, flagging or railings must be placed around or on any machinery, operating equipment, projection or other object which might cause bodily harm. Flammable material may not be stored behind any back wall or between two back walls. The Division shall have sole judgment and authority on the adequacy of safeguarding shields, barriers and venting.
22. **HAZARDOUS MATERIALS.** Exhibitor shall comply with all federal, state and local safety, health and environmental laws concerning the use and disposal of industrial fluids, gasses and/or hazardous materials. Exhibitor assumes all responsibility for, and will be solely liable for, removing any and all such fluids, gasses and hazardous materials from the show premises promptly upon termination of the show or eviction of Exhibitor from the show as otherwise provided herein.
23. **NO HAZARDOUS DISPLAY WILL BE PERMITTED WITHOUT THE PRIOR WRITTEN APPROVAL OF THE DIVISION.** This includes any exhibit which involves lasers, radioactive materials, gasoline, kerosene, and any flammable, combustible or toxic liquid, solid or gas, pyrotechnics, smoke producing devices, heating appliances and any welding, brazing or cutting equipment. If approval is granted, the demonstration must be performed in a manner which ensures the absence of any danger to anyone or any nearby object. Plexiglass or similar protection must be utilized whenever sparking may occur. Specific fire extinguishers may also be required. All compressed gas cylinders in use must be securely anchored to prevent toppling.
- 24a. **PERFORMANCE OF MUSIC.** Exhibitor represents and warrants that no musical work protected by copyright will be staged, produced or otherwise performed, via either live or mechanical means, by or on behalf of the Exhibitor, unless Exhibitor has previously obtained written permission from the copyright owner or the copyright owner's designee (e.g., ASCAP, BMI or SESAC) for such use.
- 24b. Exhibitor further represents and warrants that it shall be fully responsible for the performance of all obligations under any agreement permitting the use of such music, including, but not limited to, all obligations to report data and to pay royalty fees.
- 24c. Exhibitor agrees to indemnify, save and hold harmless Division and its directors, officers, agents and employees and each of them from and against any and all claims, costs and expenses (including legal fees and expenses), demands, actions and liabilities of any kind and character whatsoever with respect to breach of any of the foregoing representations and warranties.
25. **FOOD AND BEVERAGE.** Exhibitors may elect to serve food and beverages in their booths. Food and beverages must be ordered from the designated food service contractor for the exhibit facility and must be consumed within the confines of an Exhibitor's booth. The use of alcoholic beverages in Exhibitor's booth is prohibited.
26. **CAMERAS.** Exhibitors are permitted to take pictures only of their own booth. News media and technical press are permitted to use cameras on the show floor to photograph Exhibitors' booths with such Exhibitors' permission. Attendees are not permitted to take cameras on the show floor.



27. **SMOKING.** The Frontier Airlines Center is a non-smoking building, except for designated areas.
28. **MAINTENANCE.** Exhibitors must make daily arrangements to keep their booths clean and free of accumulated rubbish.
29. **AMERICANS WITH DISABILITIES ACT.** Exhibitor is responsible for compliance with the Americans with Disabilities Act ("ADA") including, without limitations, arranging Exhibitor's exhibit so as to be accessible to persons covered by the ADA. Further information regarding the ADA is available from the Division, however, the Division makes no representation regarding the accuracy or adequacy of such information, and Exhibitors are advised to consult legal or other experts concerning the requirements of the ADA.
30. **INDEMNIFICATION.** Each Exhibitor shall indemnify, defend and hold harmless the Division, its employees, representatives and agents and guests, the Convention Center, its employees, representations and agents, and the Host Association, its employees, representatives and agents from and against all claims, demands, actions, damages, losses, costs, liabilities, judgments and expenses (including attorneys' fees and other legal expenses) arising out of or related or attributable to, either directly or indirectly, Exhibitor's breach of or failure to observe these Rules and Regulations, the Contract for the Rental of Space or any other agreement between Exhibitor and the Division, or from any act or omission, negligent, reckless, intentional or other, by Exhibitor, its employees, representatives or agents.
31. **DIFFERENT DIVISIONS OF THE SAME CORPORATION RESERVING BOOTH SPACE.** In contrast to the Rubber Expo where exhibit space is reserved to fit the equipment displayed by all exhibitors, the Exposition space requirements are restricted to a 10'x10' booth. Different Divisions of the same Corporation may each reserve a booth to present their respective messages as long as the Divisions are financially independent. The booths may not be adjacent to one another on the floor plan within a 20' radius. Each division must ONLY display its product and not any of the other division's products. The strength of the presentation will be the marketing tool used to inform current customers, develop new prospects, and maintain your leadership image.

Effective 1/2010



EXHIBIT MATERIALS AND SIGNAGE are limited to 10 feet in height in a standard and peninsula booth, 12 feet in height in a perimeter booth and 16 feet in height in an island booth (subject to ceiling height limitations of the exposition facility).

BOOTH WALLS MUST BE FINISHED: All back walls and side walls must be finished or draped, if exposed, or they will be draped by the Division at the Exhibitor's expense.

GRAPHICS: The backside of walls - the common border facing a neighboring booth - must be devoid of copy, logos, or other graphics, so as not to be an eyesore to neighboring Exhibitors.

AISLES: The aisles are the property of all Exhibitors. Therefore, each Exhibitor has the responsibility to assist in the proper flow of traffic through the entire show. When large crowds gather to watch a demonstration or entertainment and interfere with the flow of traffic down aisles or create excessive crowds in neighboring exhibits, this is an infringement on other Exhibitor's rights. Aisles must not be obstructed at any time.

AISLE BLOCKING OR INVASION OF NEIGHBORS' SPACE: Signs or decorative materials protruding into the aisles or encroaching upon neighboring booths is prohibited.

DEMONSTRATIONS AND LECTURES: Must be located so that attracted crowds will be within Exhibitor's space, not blocking aisles or neighboring exhibits.

ADDITIONAL MATERIALS: Materials posted, tacked, nailed, or screwed to columns, walls, floor, or other parts of the building is prohibited. Any damage or defacement caused by infractions of this rule will be remedied by the Division at the expense of the Exhibitor involved.

SOUND LEVELS: Sound level of presentations should be kept within the confines of the booth area and must not interfere with neighboring exhibits. THIS WILL BE ENFORCED.

HANDOUTS: The distribution of literature, samples, or other material outside your contracted exhibit space is prohibited.

GOOD TASTE AND THE RIGHTS OF OTHERS: The Division may require any Exhibitor to make changes in their exhibit if, in the Division's opinion, the exhibit does not conform with prevailing standards of good taste or interferes with the rights of other Exhibitors.

ARRANGEMENTS OF EXHIBITS: Displays shall be arranged as not to obstruct the general view nor hide the displays of others. Plans for specially built displays in which you are not sure of the accordance with the terms and conditions of the RUBBER DIVISION, ACS Contract and the official rules and regulations, must submit detailed plans of their proposed display for approval before construction is ordered to:

Beth Berkheimer, CMP
Exposition & Meetings Manager
Rubber Division, ACS
P.O. Box 499
Akron OH 44309-0499
Email: bethb@rubber.org

Linear Booth

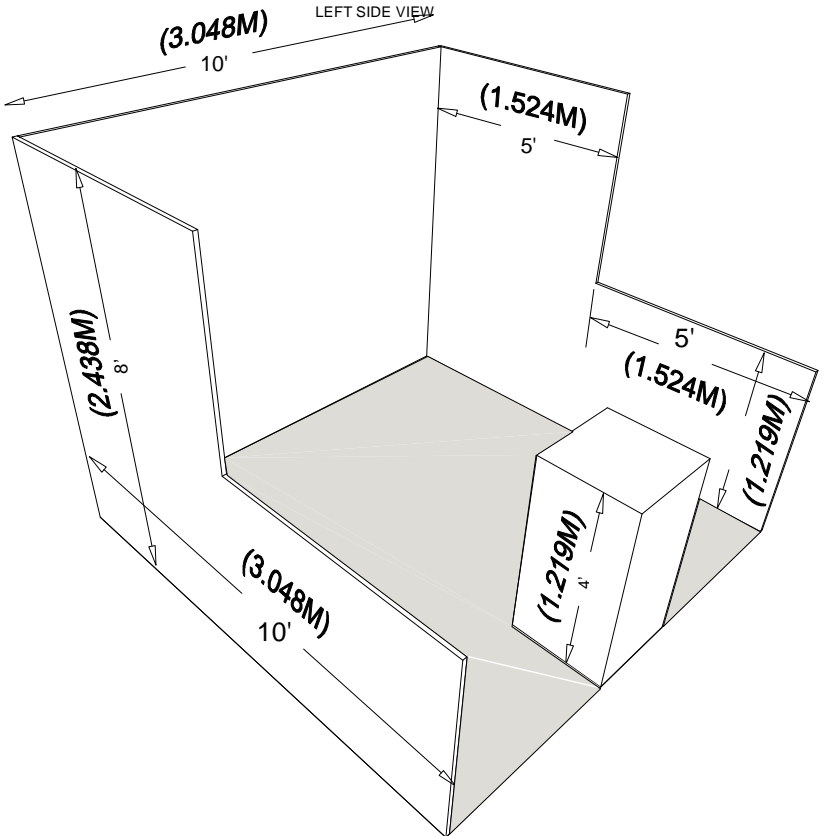
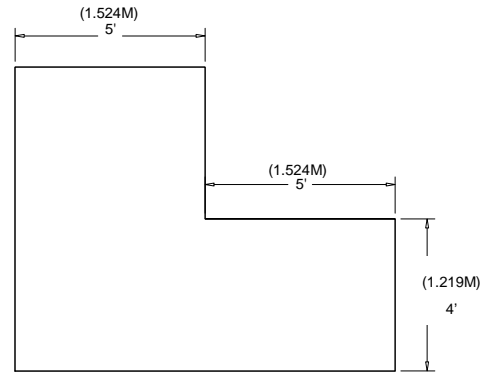
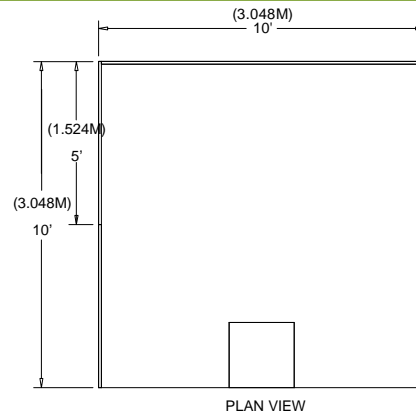
Linear Booths have only one side exposed to an aisle and are generally arranged in a series along a straight line. They are also called "in-line" booths.

Dimensions

For purposes of consistency and ease of layout and/ or reconfiguration, floor plan design in increments of 10ft (3.05m) has become the de facto standard in the United States. Therefore, unless constricted by space or other limitations, Linear Booths are most commonly 10ft (3.05m) wide and 10ft (3.05m) deep, i.e. 10ft by 10ft (3.05m by 3.05m). A maximum back wall height limitation of 8ft. (2.44m) is allowed.

Use of Space

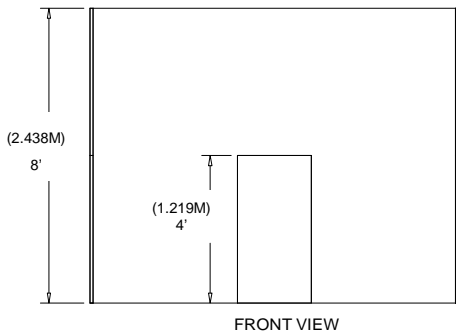
Regardless of the number of Linear Booths utilized, e.g. 10ft by 20ft (3.05m by 6.10m), 10ft by 30ft (3.05m by 9.14m), 10ft by 40ft (3.05m by 12.19m), etc. display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8ft (2.44m) is allowed only in the rear half of the booth space, with a 4ft (1.22m) height restriction space forward to the aisle. (See Line-of-Sight exception on page 8.) Note: When three or more Linear Booths are used in combination as a single exhibit space, the 4ft (1.22m) height limitation is applied only to that portion of exhibit space which is within 10ft (3.05m) of an adjoining booth.



10' X 10' LINEAR BOOTH

Corner Booth

A Corner Booth is a Linear Booth exposed to aisles on two sides. All other guidelines for Linear Booths apply.



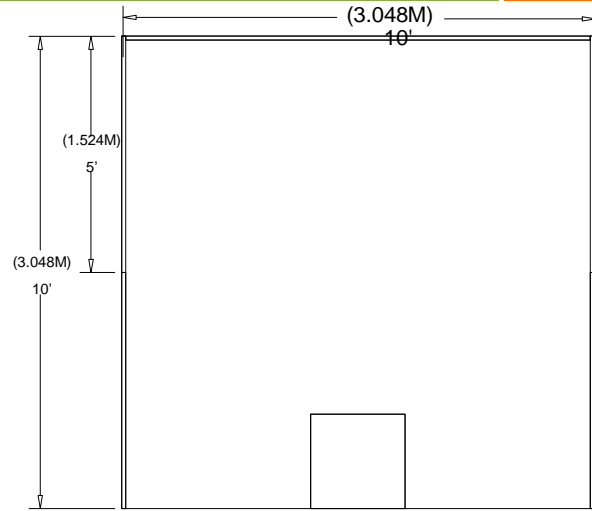
10' X 10' LINEAR BOOTH

Perimeter Booth

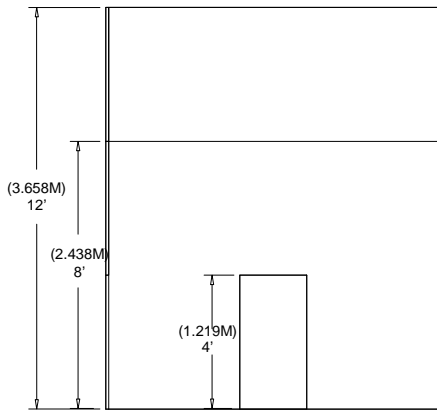
A Perimeter Booth is a Linear Booth that backs to an outside wall of the exhibit facility rather than to another exhibit.

Dimensions and Use of Space

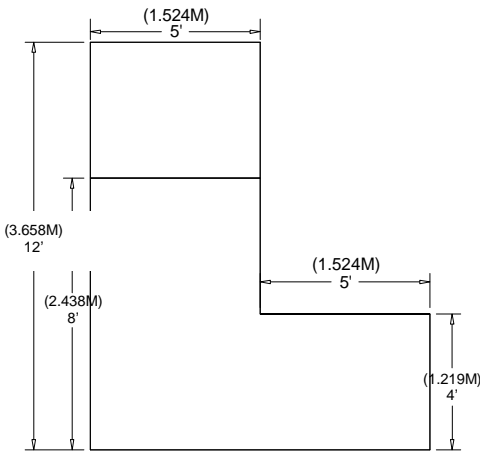
All guidelines for Linear Booths apply to Perimeter Booths except that the typical maximum back wall height is 12 ft.



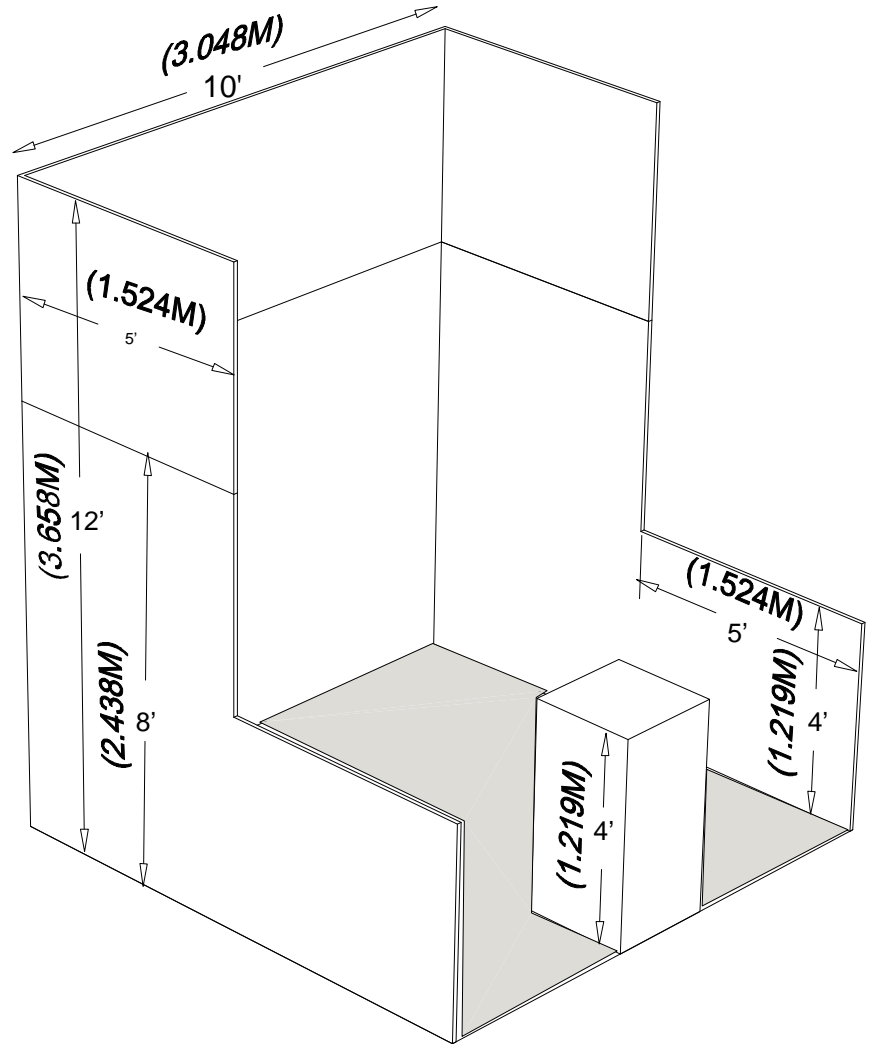
PLAN VIEW



FRONT VIEW



LEFT SIDE VIEW



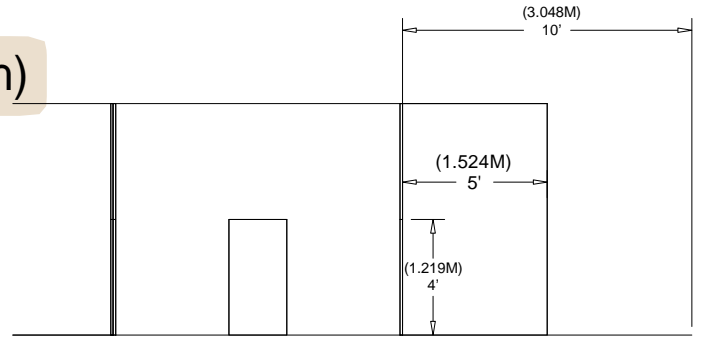
10' X 10' PERIMETER BOOTH

End-Cap Booth (or Peninsula Booth)

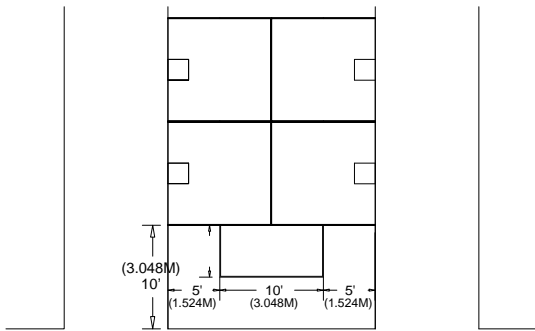
An End-cap Booth is exposed to aisles on three sides and composed of two booths.

Dimensions

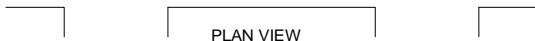
End-cap Booths are generally ten feet (10') deep by twenty feet (20') wide. The maximum backwall height of eight feet (8') is allowed only in the rear half of the booth space and within five feet (5') of the two side aisles with a four foot (4') height restriction imposed on all materials in the remaining space forward to the aisle.



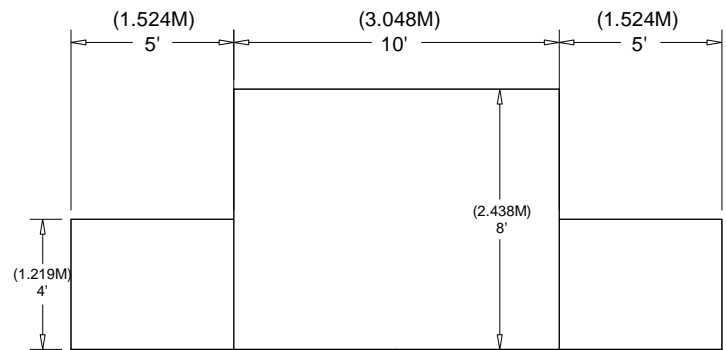
LEFT SIDE VIEW



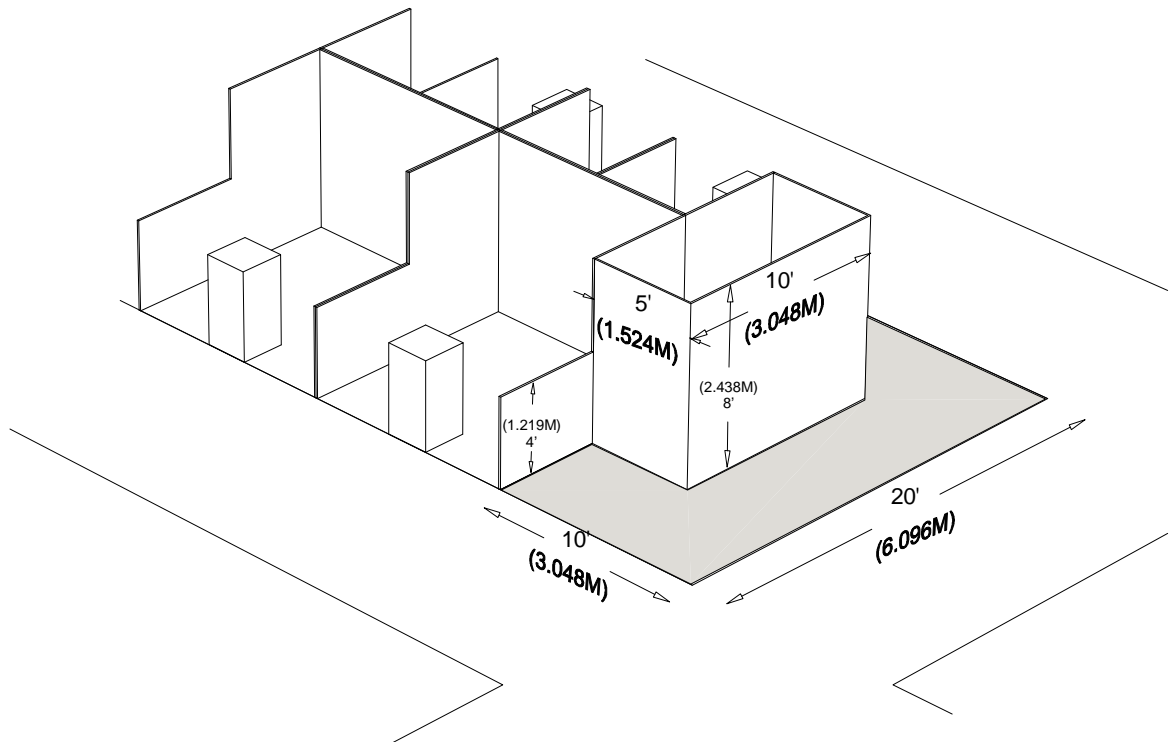
AISLE



PLAN VIEW



FRONT VIEW



END-CAP BOOTH

Island Booth

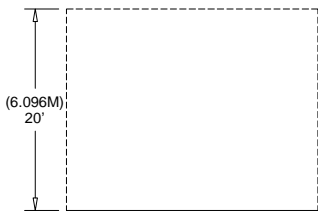
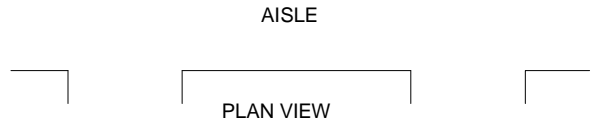
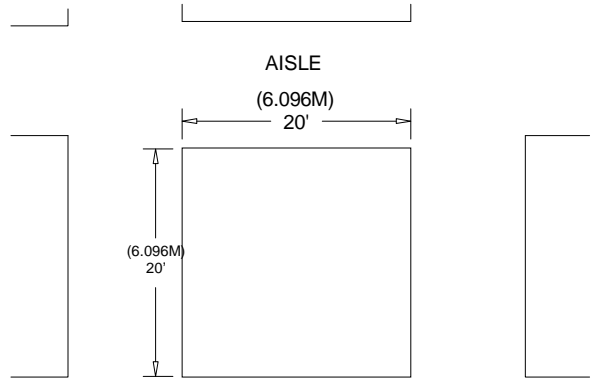
An Island Booth is any size booth exposed to aisles on all four sides.

Dimensions

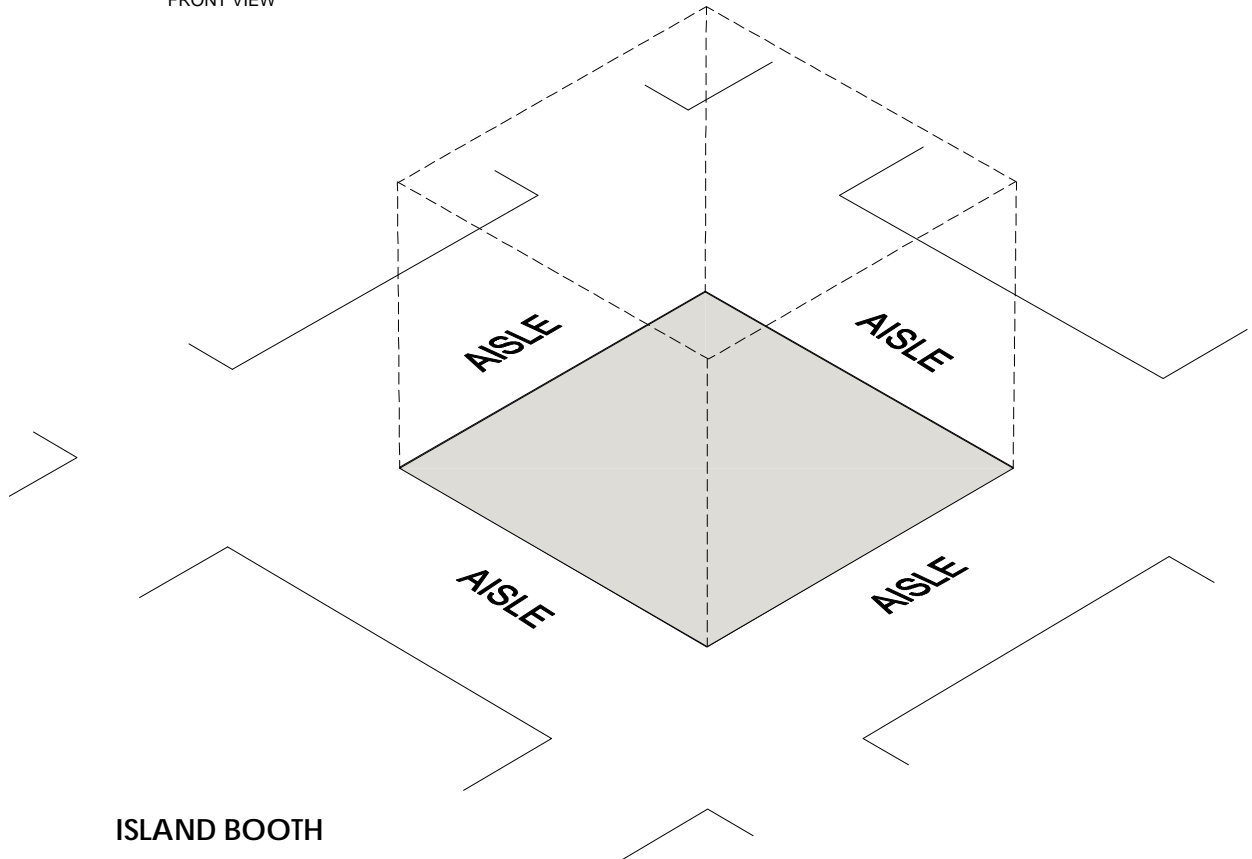
An Island Booth is typically 20' x 20' or larger, although it may be configured differently.

Use of Space

The entire cubic content of the space may be used up to the maximum allowable height, which is sixteen feet (16'), including signage.



FRONT VIEW



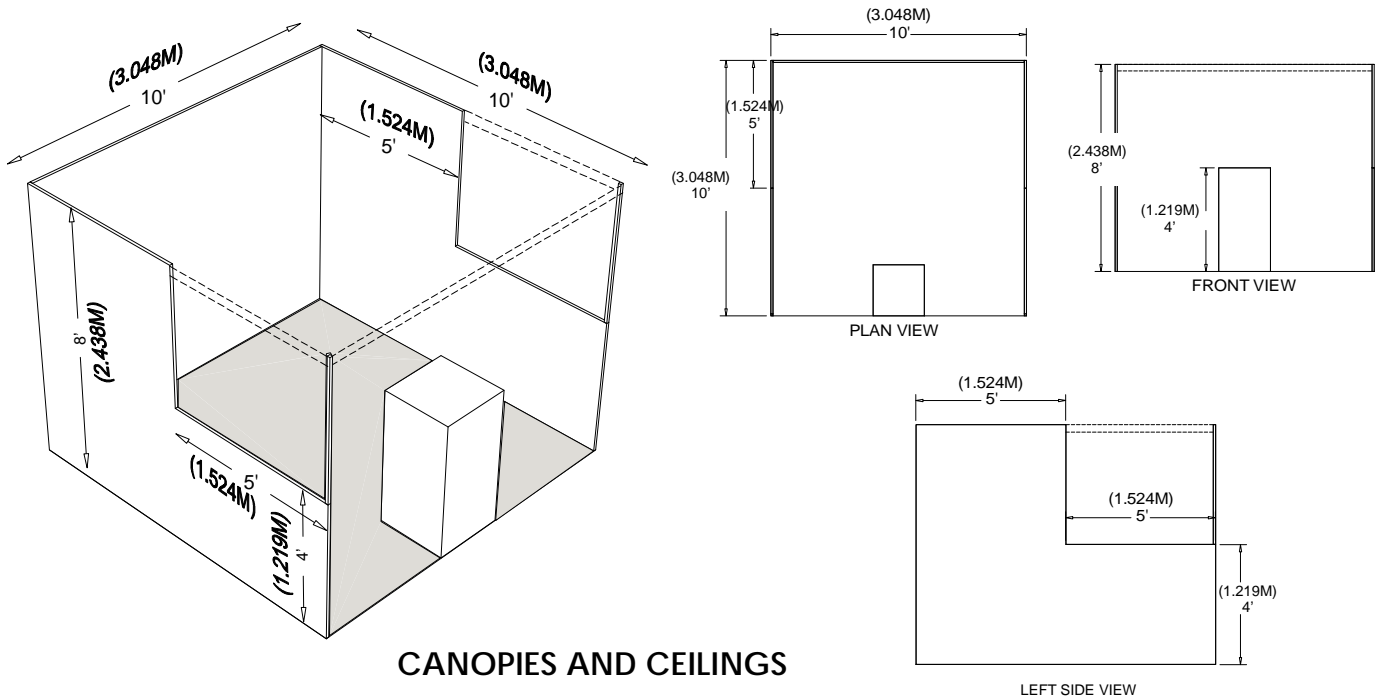
ISLAND BOOTH

Other Important Considerations

Canopies and Ceilings

Canopies, including ceilings, umbrellas and canopy frames, can be either decorative or functional (such as to shade computer monitors from ambient light or for hanging products). Canopies for Linear or Perimeter Booths should comply with line of sight requirements (see "Use of Space for Linear or Perimeter Booths").

The base of the Canopy should not be lower than seven feet (7') from the floor within five feet (5') of any aisle. Canopy supports should be no wider than three inches (3"). This applies to any booth configuration that has a sightline restriction, such as a Linear Booth. Fire and safety regulations in many facilities strictly govern the use of canopies, ceilings and other similar coverings. Check with the appropriate local agencies prior to determining specific exhibition rules.



Hanging Signs & Graphics

Hanging signs and graphics are permitted in all standard Peninsula and Island Booths, usually to a maximum height of sixteen feet (16'). Whether suspended from above or supported from below, they should comply with all ordinary use-of-space requirements (for example, the highest point of any sign should not exceed the maximum allowable height for the booth type).

Hanging Signs & Graphics should be set back ten feet (10') from adjacent booths.

Approval for the use of Hanging Signs & Graphics should be received from the exhibition organizer at least 60 days prior to installation. Drawings should be available for inspection.

Towers

A Tower is a freestanding exhibit component separate from the main exhibit fixture. The height restriction is the same as that which applies to the appropriate exhibit configuration being used.

Towers in excess of eight feet (8') should have drawings available for inspection. Fire and safety regulations in many facilities strictly govern the use of towers. A building permit may be required.

Multi-Story Exhibit

A Multi-story Exhibit is a booth where the display fixtures exceed twelve feet (12'), including Double-decker and Triple-decker Booths. In many cities, a Multi-storied Exhibit requires prior approval by the exhibit facility and/or relevant local government agency because it is deemed to be a "structure" for building purposes. The city building department generally needs to issue a building permit based on an application and drawings prepared and submitted by a licensed architect or engineer. Exhibitors should obtain local building regulations early on to ensure that all time constraints are met. Exhibition organizers should be prepared to assist exhibitors in this application process.



For questions regarding heights and measurements of your booth, please contact:

GES Exposition Services

Phone: 800-475-2098

Fax: 866-329-1437

www.ges.com

Beth Berkheimer, CMP
Exposition & Meetings Manager
Rubber Division, ACS
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Akron OH 44309-0499
Email: bethb@rubber.org