

The 2023 PRINTING United Expo (“Show”) is owned, produced, and managed by the PRINTING United Alliance (“The Alliance”) (formerly Specialty Graphic Imaging Association (SGIA)), Printing Industries of America (PIA) and NAPCO Media (the “Show Management”). The Show is scheduled to be held at Georgia World Congress Center (“Facility”) on Oct. 18-20, 2023. The exhibit halls (“Exhibit Halls”), parking lots, air space and grounds of the Facility and designated areas of partner hotels, are hereinafter referred to as the “Exhibit Areas.” “Exhibitor” means, collectively, the entity that is applying to exhibit and/or is exhibiting at the Show, the authorized representative of that entity who is executing the exhibit contract/online application to exhibit at the Show (the “Exhibit Space Rental Application”) on its behalf (“Representative”) and, where applicable, that entity’s officers, employees, contractors, and agents. Show Management and the Exhibitor may be referenced herein individually as a “Party” and collectively as the “Parties.”

By executing the online Exhibit Space Rental Application, Exhibitor is agreeing to be legally bound by the terms of the Exhibit Space Rental Application, the Exhibitor Contract Terms and Conditions and these Rules and Regulations, (collectively the “Exhibitor Contract”) and Exhibitor is additionally agreeing to comply with all posted rules and regulations governing the participation of all Exhibitors at the Show.

1. BALLOONS

Helium Balloons/Blimps are not permitted in any exhibit space. Any balloons in booths can be subject to removal at the request of show management. Additional fees can be assessed.

2. GENERAL

These Rules and Regulations (“R&R”) in their entirety, the official exhibit space brochure, and enclosed attachments, if any, are a part of the Exhibitor Contract Terms and Conditions (“Contract”) between the Exhibitor and the Alliance. They have been formulated in the mutual interest of the Exhibitor, the Alliance, Shepard Exposition Services (“Show General Contractor”) and the Facility. Show Management respectfully asks the full cooperation of the Exhibitors in their observance. All points not covered are subject to the decisions of the Alliance. The Alliance reserves the right to make any changes necessary to the best interests of the Show. These rules are intended to be clear and complete. However, should any disagreement or controversy arise concerning interpretation of these rules, regulations and information, or should a situation arise not adequately or specifically covered by these R&R, then it is expressly agreed that the interpretation or the decision of the authorized agent of the Alliance with reference to such situation shall be conclusive, final and binding on all parties concerned or otherwise involved. In the event the Exhibitor shall persist in the violation of any covenants or interpretations of these R&R, after notice thereof, the Alliance may in its sole discretion cause the Exhibitor’s display to be promptly closed.

Show Management, Shepard, and the Facility shall not in any manner or for any cause be liable or responsible to the Exhibitor for any injury or damage to Exhibitor, Exhibitor’s employees or goods or other property in the Exhibit Areas, and any and all claims for such injuries or damages are hereby waived. The Exhibitor shall not assign or sublet any of the space granted to it pursuant to the Exhibit Space Rental Application (the “Assigned Exhibit Space”). Show Management will make every effort to accommodate the space needs of Exhibitor. It should be understood, however, that space is allocated based on its availability at the time that a formal exhibit space contract is executed. Any estimates or other statements by the Alliance personnel concerning the anticipated availability of space are estimates only and do not serve to reserve, set aside or guarantee any space. Alliance shall not be bound by any oral statement, but only by the formal space reservation agreement entered between the Alliance and the Exhibitor.

The Exhibitor is solely responsible for obtaining any and all insurance that the Exhibitor desires to have in order to protect Exhibitor’s goods and other property on or in the Exhibit Areas and the Exhibitor’s Assigned Exhibit Space from loss by fire or other casualty and Exhibitor shall obtain such insurance at its own expense. Show Management will not be responsible for the safety of such exhibits or the protection of such property against fire, theft, accident, damage in transit to the Facility or to the Exhibitor’s exhibit space or other cause. The Exhibitor shall have the right, subject to the provisions herein contained, to arrange the material that will be a part of conducting business and visible to attendees (the “Exhibit Space Display Materials”) within the Assigned Exhibit Space in the manner deemed by Exhibitor as best fitted for displaying and demonstrating the goods manufactured and/ or sold by it. This right, however, is subject to the power and authority of the Alliance to require the exhibit to be arranged in such manner as not to interfere with other exhibits, and those in close proximity to such exhibit of the Exhibitor.

Show Management reserves the right to prohibit the arrangement of the Exhibit Space Display Materials in any manner that in its opinion is not in keeping with the nature and character of the entire Show or not in harmony with the other exhibits and the decorations of said building, with the goal of presenting a unified and consistent theme and style for the Show to the attendees.

Show Management will provide, at no additional cost to the Exhibitors, an ink waste disposal program. There will be drums for flammable inks and drums for non-flammable inks in a designated area at the Facility to be determined at the Show. All containers must be sealed and not leaking. Chemicals must be identified as either flammable or non-flammable and must be kept separate. There will be a representative onsite to help with ink segregation. Please note any fees assessed to Show Management by the Facility will be passed along to the responsible Exhibitor or appropriate party. Please be sure to use this free service.

3. ADMISSION PROCEDURES

The badges described below will permit entrance to the Show on the days and times on the schedule.

A. Admission Procedure to the exhibit area: Admission to the Show is for the full 3 days as scheduled – October 18 – 20, 2023. Registration Badge: Valid for entry to the Show only during hours the Show is open to bonafide attendee registrants. Show Management recommends children not attend PRINTING United. Minors under 18 may attend the Show (i) ONLY during show hours and pay appropriate fees and (ii) are accompanied by an adult at all times. Assigned Exhibit Space Personnel Badges: Exhibitors receive 5 comp Exhibit + Education Passes badges per 100 square feet of exhibit space up to a maximum of 150 badges. Additional badges are: \$25 per badge through Sunday October 15; \$35 per badge beginning Monday, October 16. Assigned Exhibit Space personnel may obtain tickets for all convention events at the prevailing rate. To make a stronger commitment to the OEMs that partner with us and exhibit at the show, we are now instituting a non-exhibiting supplier attendee fee. This Exhibits Only fee is \$100 for members; non-members \$350 and additional charges apply for education.

B. Tentative Exhibit Schedule Including Installation and Removal. For move-in and move-out each Exhibitor is assigned target time and date. Exhibitors may access the Exhibit Halls at 8AM on Show days, one hour before the Show opens. Please do not schedule any meetings with attendees during this time as attendee badges are not granted early access. Show hours are 9AM – 5PM Wednesday and Thursday 9 AM – 3PM Friday. The Exhibit Halls are located on the ground level of the convention center in the B & C Halls.

4. ADVERTISING OUTSIDE EXHIBITOR'S SPACE

Exhibitor shall not distribute, or permit to be distributed, any advertising matter, literature, souvenir items or promotional materials in or about the Exhibit Areas except from its own Assigned Exhibit Space unless such distribution is approved in writing by Show Management. Exhibitor shall not post or exhibit any signs, advertisements, show bills, lithograph posters or cards of any description on any part of the premises of the Exhibit Areas, except within the Exhibitor's Assigned Exhibit Space and upon such space as is made available for such purposes by the Facility. Exhibitor shall not affix anything to the walls, columns, carpet, concrete, or pavement, nor shall Exhibitor cause or allow anything be projected on space or areas beyond Exhibitor's Assigned Exhibit Space without approval in writing from Show Management and the Facility. Show Management reserves the right to remove individuals or discard display materials that do not comply with these guidelines. PRINTING United has a zero-tolerance policy regarding "suitcasing" as stated in our Exhibitor Contract Terms and Conditions document.

Exhibits in any location other than prescribed areas on the floor plan, such as hotel room exhibits, etc. are not permitted. Soliciting of business will be permitted by Exhibitors only. Distribution of advertising matter, soliciting of orders or any conference in the interest of business by representatives of firms not a part of the Show is strictly forbidden. Advertising and sales promotion materials may be distributed only from your Assigned Exhibit Space at the Facility. Exhibitors allowing non-exhibiting companies to sell from their assigned space risk participation in future advance exhibit sales weeks and future events.

5. BADGES NON-TRANSFERABLE

The rights of an Exhibitor are not assignable to any other persons or firm whatsoever. Identification badges for Assigned Exhibit Space personnel are not transferable. Admission will be by badge only. Each Exhibitor shall be entitled to free

registration badges on a limited basis for the sole use of the Exhibitor's company personnel, when ordered in advance online. Exhibitors selling products manufactured by others are permitted to have personnel of the supplying firms work their Assigned Exhibit Space as representatives of said Exhibitors. However, all Exhibitor badges, show directory listings, Show advertising, etc., must carry only the name of the exhibiting company as shown on the approved Exhibit Space Rental Application. Exhibitor shall not assign, share or sublet its Assigned Exhibit Space without the written consent of Show Management.

6. EXHIBIT SPACE REVIEW AND REQUIREMENTS

Included with Assigned Exhibit Space Purchase

Only inline Assigned Exhibit Spaces will come with 8' tall backwall drape, 36" high side rail drape. All other Assigned Exhibit Spaces are sold as raw space. All Exhibitors are responsible for their own Assigned Exhibit Space flooring. All Exhibit Space Display Materials must adhere to the exhibit space regulations for height, set back rules, and hanging signs as outlined in the Exhibitor Service Manual. For additional Facility regulations please reference the Exhibitor Space Rules & Specifications document outlining the various exhibit space types and regulations available in the Exhibitor Service Manual.

Note: No combustible materials, merchandise or signs shall be attached to, hung from, or draped over flameproof side and rear divider draperies of any Assigned Exhibit Space, or attached to table skirting facing aisles, unless flame proofed. Remember Inline (linear) booths (10x10, 10x20, etc.) must provide their own flooring or rent flooring through our Show General Contractor. Adhesive flooring (i.e., floor graphics) need pre-approval from the venue in writing.

All potential exhibit areas are as shown on the floor plan, and dimensions indicated are believed to be accurate, but are only warranted to be approximate. Do not begin setting up your exhibit space if you do not think it is the proper size.

Immediately contact the show office. Once you have set up, it will be too late to resolve the problem and neither Show Management nor its contractors will be responsible. No walls, partitions, decorations, or other obstructions may be erected which in any way interfere with the view of any other Assigned Exhibit Space. Placement of equipment must be done to avoid blocking visibility of neighboring Exhibitors. All exposed parts of the display must be finished so as not to be objectionable to other Exhibitors or to the Alliance. This rule must be adhered to so that no Exhibit Space Display Materials will interfere with the other Assigned Exhibit Spaces to the right and left of it. Each Exhibitor will be confined to the space limits of its respective Assigned Exhibit Space as indicated on the floor plan. Please refer to all Assigned Exhibit Space configuration guidelines, and rules and regulations located in the Exhibitor Service Manual.

Types of Exhibit Spaces

To get a better understanding of types of potential exhibit spaces and the associated rules and specifications, please see the Exhibit Space Rules and Specifications on our website.

Line-of-Sight Guidelines

All Exhibit Space Display Materials, regardless of size or type of the Assigned Exhibit Space, should keep in consideration line of sight obstructions from one Assigned Exhibit Space to the next. It is inappropriate for Island, Split Island and Peninsula Assigned Exhibit Spaces to use solid perimeter walls that obstruct the view of neighboring Exhibitors. In consideration of your fellow Exhibitors, the length of any solid perimeter wall, structure, video wall, or combination of elements exceeding 8' (2.4384m) from the ground located within 3' of any adjoining aisle is limited to half the length (or width) of your Assigned Exhibit Space. Additionally, Island, Split Island and Peninsula Exhibitors are asked to take their neighboring Exhibitors' lines of sight into consideration when positioning hanging signs to ensure signage does not impede the view of their neighbors. Variances may be granted at the discretion of Show Management. Exhibitors may use Plexiglas or similar see-through material to create a wall that will allow for a line of sight from one Assigned Exhibit Space to the next.

Assigned Exhibit Space Displays/Stand Drawings

Stand drawings are due to Show Management submitted via the online form (exhibit@printingunited.com) by August 1, 2023. All island exhibit space Exhibitors (>400 sq.ft.) must submit their stand drawings via the online form, including a rendering and a scaled floor plan (with front and side elevations) of their Assigned Exhibit Space. Double deck structures must submit additional requirements for approval from the Fire Marshal.

All exposed parts of constructed displays must be finished to present an attractive appearance when viewed from the aisles or adjoining exhibit spaces. Any exposed backwalls will be asked to be finished at the Exhibitor's expense. Exposed

back and side walls may not display copy, logos, graphics, or any other advertising or signage (island exhibit spaces are exempt). Exhibitors using curved pop-up backdrops/displays will be required to provide side masking drape, at their own expense, if the curvature of the display exposes the back scaffolding and/or electrical cords.

Exception: To better distribute signage and improve visibility, for Title, Diamond, Platinum and Gold Sponsored Island Assigned Exhibit Spaces, any part of any display, to include exhibit fixtures, components, and hanging identification signs, will be permitted and increase of height for hanging signs over the reserved area provided the ceiling structures can safely hold the sign.

All sales or marketing activity is restricted to the Assigned Exhibit Space leased to the Exhibitor. The distribution of literature or promotional products elsewhere in the Facility or on Exhibit Areas, advertising signage in the Facility or on Exhibit Areas, or on sandwich boards or similar activity is prohibited.

No part of an Exhibit Space Display Materials, or signs relating thereto, may be taped, nailed, tacked, stapled, pasted or otherwise fastened to ceilings, walls, doors, windows, painted surfaces, columns, marble or fabric in any way. No holes may be drilled, cored, or punched in the Facility's walls or floors. Damages to the Facility arising from failure to observe these rules will be billed to the Exhibitor.

The Show General Contractor (Shepard Exhibition Services), has been designated the official decorator for the Show. Special Assigned Exhibit Space decorations, signs, displays, furniture, etc. can be obtained through the Show General Contractor. Order forms will be included in the Exhibitor Services Manual.

U.S. Americans With Disabilities Act (ADA)

In the U.S., all exhibiting companies are required to follow the U.S. Americans with Disabilities Act (ADA), and are encouraged to be as reasonably accommodating as possible, to attendees and other exhibitors with disabilities. Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information Line (800) 514-0301, and from the ADA website at www.ada.gov. A few examples of how to design an exhibit for ADA compliance:

- Make exhibits wheelchair accessible by ramping raised exhibit flooring.
- Note: A standard wheelchair ramp should have a grade no steeper than 1:12. This means that for every inch of rise (height), there should be 12 inches of run (length). Ramps should have a minimum width of 36 inches.
- Ramp the exhibit entry
- Avoid double-padded plush carpet to ease mobility device navigation.
- Provide the same attendee experience on both levels of a two-story exhibit.
- Offer a signer or other auxiliary hearing-impaired system for sound presentations or have a printed copy of the presentation available.
- Run an audio presentation for people with sight problems.
- Arrange touch screen displays at a height to accommodate a person sitting in a wheelchair. To avoid potential fines by the U. S. Department of Justice, exhibitors must adhere to the ADA rules.
- Exhibits are not exempt from ADA compliance.

Structural Integrity

All exhibit booth displays should be designed and constructed in a manner that will withstand normal contact or vibration caused by neighboring exhibitors, hall laborers, or installation/dismantling equipment, such as forklifts, and attendees. Exhibit booths should also be able to withstand moderate wind effects that may occur in the exhibit hall, especially when freight doors are open. We recommend referring to local building codes that regulate temporary structures.

7. EXHIBIT SPACE PERSONNEL/MODELS/HOSTS/HOSTESSES/MASCOTS

Assigned Exhibit Space personnel, manufacturer representatives, models, hosts/hostesses, and mascots (Exhibitor Representatives) must always wear an Exhibitor or Manufacturer Representative badge. Additionally, they must remain within the boundaries of the Assigned Exhibit Space and provide a professional appearance. Any gender used by Exhibitors to advertise their products at the Show by using explicitly sexual or indecent approaches is prohibited. If for any

reason any Exhibitor Representatives are deemed to be unacceptable as determined by Show Management in its sole discretion, the Exhibitor will be asked to modify the wardrobe of its staff.

Show Management further advises that you urge your Representatives to:

- Refrain from explicit statements or offensive humor, which would criticize or disrespect any person or group;
- Substitute asexual words (e.g. sales representative or salesperson instead of sales woman);
- Abstain from using labels (e.g., referring to women as “girls”); and
- Eradicate from all promotion or advertising collateral sexist language (i.e., substitute male pronouns with he or she, or reword sentences or phrases) and prejudiced jokes or visual aids that show people in stereotypical positions by portraying persons without bias regardless of sex, race, age, groups, etc.

8. CARPET/PROFESSIONAL FLOOR COVERING

Carpet or professional flooring in your Assigned Exhibit Space is MANDATORY but not included with your Assigned Exhibit Space purchase. Floor covering must be over the totality of your Assigned Exhibit Space; area rugs are prohibited. If you are not supplying your own floor covering, you may rent it via the Show General Contractor. Vinyl/ graphic coverings are allowed provided a) A sample substrate has been sent to the venue in advance and has been approved by the venue in writing. b) The graphic/vinyl must cover the totality of your booth space.

Booths deprived of floor covering by 5 p.m. on Tuesday, October 17, 2023, the Show General Contractor will automatically have carpet installed by Show Management (billed by the Show General Contractor) at the Exhibitor's expense.

PLEASE NOTE: Any Exhibitor who damages the carpet in any way (i.e., ink, oil, rips, grease, or any stain) will be responsible for paying the replacement charge. Minimum loss is 100 square feet. If you have any questions prior to set up, you must report them to the service desk immediately. If not reported, it shall be assumed damage occurred during use, and the Exhibitor shall be held responsible for replacement cost. Flooring is concrete, with the floor load capacity of 400 pounds per square foot in Building B (slab on grade) and 350 pounds per square foot in Building C (slab on grade) The exhibition hall is located on the ground level. The floor under all exhibit spaces will NOT be carpeted, and carpeting is NOT included in the Assigned Exhibit Space fee.

9. CEILING HEIGHT AND BUILDING RULES

Reference the Georgia World Congress Convention Centers Show Planning Guide for building rules and other specific questions about the GWCC.

Most ceiling heights are 30'. See our floor plan key on www.printingunited.com for more specifics.

All cross aisles are at least 10' (3.05m) wide.

10. CHILDREN

Show Management further reserves the right to prohibit any arrangement of the Exhibit Space Display Materials that in its opinion may in any way cause danger to persons attending the Show or any risk of injury to them. Show Management recommends children not attend the Show. Minors under 18 may attend the Show (1) only during Official Hours and (2) only if they (i) register and pay appropriate fees and (ii) are accompanied by an adult at all times. A waiver will be required during the registration process.

11. CONFLICTING ACTIVITY/OUTSIDE EVENTS

To protect all Exhibitors and Show Management's interest in optimum audience attendance during all scheduled events, there shall be no interference in or dilution of programmed general convention activity through any conflicting private parties, tours, or other activities thereby denying other Exhibitors and the convention full exposure to the conventioners in attendance. Exhibitor hospitality suites may be open only during those hours when no general convention or Show events are scheduled.

12. ELECTRICAL INSTALLATIONS

POWER REQUIREMENTS ABOVE 400-AMPS, SPECIAL VOLTAGE AND TRANSFORMERS ARE AVAILABLE – PRICES UPON REQUEST.

Electrical Services may be ordered via email at prevailing rates or through online ordering by filling out an electrical services order form (“Electrical Services Order Form”). Advance rates are available when orders are processed through our online portal 21 calendars prior to first day of show move-in. Onsite rates will be applied to all orders placed during move-in and show dates. Notification of cancellations must be received in writing a minimum of fourteen (14) calendar days prior to the scheduled show opening date. Credit will not be given for electrical service installed but not used. Payment in full and a scaled diagram indicating the number and location of outlets, including the Assigned Exhibit Space dimensions and neighboring exhibit space/aisle numbers MUST be included before services are provided. Orders without payment will NOT be processed and service will be withheld until payment is received. Any complaint or claim must be brought to the Service Desk prior to the close of the Show. The Exhibitor shall maintain such insurance as is necessary to protect against loss or damage to any equipment or other property. The Exhibitor agrees to bear the risk of inadequacy or failure of any insurance or any insurer insuring the Exhibitor or any Show licensee or their respective equipment or other property.

All equipment and other property furnished by the Facility under the Electrical Services Order Form shall remain the property of the Georgia World Congress Center Authority’s (“Authority”) Engineering Department (“Edlen Electrical”) and may be removed only by house technicians following conclusion of the Show. Unless otherwise authorized in writing by the Facility, only Edlen electricians are authorized to cut floor coverings to permit installation of services. All equipment to be connected by the Facility must comply with NEC, federal, state, and local codes, and the directives of the Edlen Electrical. Prices are based upon rates at the time of the order and are subject to change without notice. Moreover, engineers and technicians employed by or under contract with the Exhibitors or Show licensees must obtain advance written authorization from the Facility prior to assembling, diagnosing, wiring, or servicing any electrical equipment. Exhibitors and Show licensees are required to ensure that outlets, columns, and permanent building outlets are not obstructed at any time. All electrical cords and appurtenances must be supplied by the Engineering Department. Rates quoted cover routing of service to the rear of the exhibit space in the most convenient manner. Special routing, connection of equipment and all other work will be charged on a time and material basis in addition to the service rate.

All equipment shall be properly tagged and wired by the Exhibitor with complete information as to type of current, voltage, phase, cycle, horsepower, and such other information as the Engineering Department reasonably may require. Electrical power for lights and displays may be turned on daily approximately one hour prior to Show opening time and off at approximately Show closing time. Twenty-four (24) hour power may be requested for services that require continuing electrical service after-hours (e.g., refrigerators, programmable machinery, etc.), provided, however, the Exhibitor and the Show licensee both acknowledge that electrical power is generated and delivered by a public utility and, that being the case, the Facility cannot guarantee that electrical power will be available continuously or without interruption. The Exhibitor and the Show licensee acknowledge and accept the risk that such electrical power interruptions may occur from time to time. Notwithstanding any of the provision of the Electrical Services Order Form, in any Show neither the Facility, the Authority, Edlen Electrical, nor Show Management shall be liable for any consequential damages, and the Facility, the Authority and the Engineering Department’s liability shall not exceed the fees paid to and received by the Authority in respect of the Electrical Services Order Form.

Once the Electrical Services Order Form, as executed and approved, shall constitute the entire agreement between the Authority and the Exhibitor, and no change in or modification of this Electrical Services Order Form shall be binding upon the Authority unless the change or modification is in writing and is consented to and approved by the Authority.

- Electrical equipment must be Underwriter Laboratory approved. Gas operated equipment must be approved by the American Gas Association (AGA) and the required permits and/or approvals must be obtained in advance from the Georgia World Congress Center County Fire Rescue Department through Facility Management.
- The Facility’s electrical equipment, e.g., extension cords, electrical distribution panels, pole lights, etc., should not be removed by Exhibitors, general contractors or other personnel.
- Exceptions regarding location and/or availability may occur.
- The installation/removal of all electric, gas, plumbing, steam and water, either into or out of any Facility venue connectors by non-Show utilities personnel, is strictly prohibited.

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- All requests for electrical service include complimentary installation labor and the electrical service is provided for a 24-hour period. For Exhibitor and Show Management orders placed twenty-one (21) days in advance of the first move-in day, the Facility provides a 30% discount on services.
- The power (and plumbing) primarily comes from the floor at the GWCC. There is an option to drop from above but that needs to be noted in the exhibitors order.
- Utilities available include electric, telephone, internet, drainage and water but must be ordered using the forms in the Exhibitor Service Manual.
- Special utility requirements: air, water/drainage, and natural gas are available. All-natural gas appliances shall be of an approved type (i.e., A.G.A., U.L., or Gas Mechanical Lab), and shall be installed according to Federal, State and Local Safety codes. Maximum drain lines are 3");. Supply connections and disconnections may only be made by the Facility. Equipment interconnections may be made by Exhibitors and material for connections must be supplied by Exhibitors, subject to approval by the Facility. Utility installation rates are per hook-up. Any special utility connect ordered on site rather than preordered will be billed at higher connection rates. A utility order form will be provided in your Exhibitor Show Manual. No compressors are allowed other than those supplied by the Facility unless they are a fixed part of your machine. Telephone, internet, wireless, and data network services forms will be provided in your Exhibitor Service Manual.

Edlen Electrical Terms and Conditions

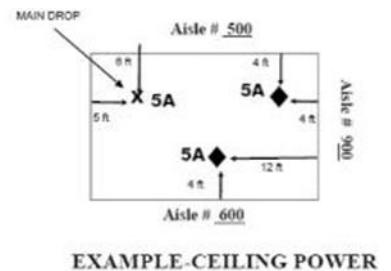
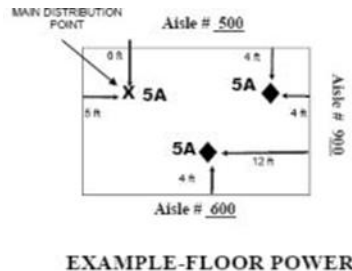
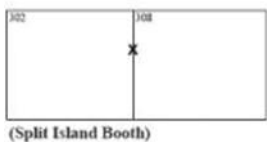
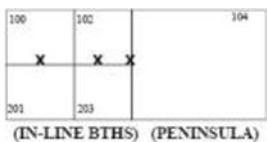
- Order with payment & floor plan (for island booths or any booth requiring distribution of electrical services) must be received no later than the deadline date on the order form for advance payment rates to apply. Orders received without payment and required floor plan will not be guaranteed advance rates. Orders received after the deadline date will be charged at the regular rate. A purchase order or photocopy of a check are not considered valid forms of payment for securing advanced rate.
- To receive advance rates a complete order inclusive of a scaled electrical layout must be received before the advance payment deadline date. The scaled layout must match the order and include power locations and orientation. Any changes or additional services received after the deadline date will be charged the regular payment price.
- In the event order totals are calculated incorrectly, Edlen reserves the right to make the necessary corrections and charge the corrected amount. Exhibitors will be notified by email of any such corrections.
- Outlet rates listed include bringing services to one location at the rear of inline and peninsula booths
- Outlet rates listed do not include the connection of any equipment, special wiring, or distribution of the outlets, to other than the standard locations within the booth space.
- Distribution to all other locations regardless of booth type require labor and is performed on a time and material basis. Exhibitors are invited to contact the local Edlen office to discuss any additional costs that may be incurred.
- A separate outlet must be ordered for each location where an electrical service is required. 5 amps or 500 watts is the minimum amount of power that can be ordered for any one location. Power must be ordered according to peak amperage ratings.
- Island Booths - Booths that require power to be delivered to multiple locations within their booth space incur a minimum (1) hour labor charge for installation. The removal of this work will be charged a minimum (1/2) hour or (1/2) the total time of installation. Material charges will apply. Return a floor plan layout of your booth space indicating a main distribution point and all outlet locations with measurements and orientation. If a main distribution point is not provided, Edlen will deliver to the most convenient location.
- There is a total (1) hour or (1/2) hour installation and (1/2) hour removal charge for Island Booths that require delivery to one location.
- Labor rates are based on current wage scales and are subject to change in the event of a wage increase after rates have been published. A minimum charge of (1) hour labor will apply for all installation work. The removal of this work will be charged a minimum of 1/2 hour or 1/2 the total time of installation, plus material.
- Edlen Supervision—A supervisory charge of 10% of the prevailing labor rate will apply to all labor that exceeds one hour.
- For a dedicated outlet, order a 20-amp outlet.
- No inverters, self-contained power supplies or devices that convert battery power to 120-volt power allowed.
- In the event 1000-watt overhead quartz lights cannot be mounted to existing catwalks in the convention hall, lift and labor charges will apply. Contact our local office to discuss any additional charges.
- Edlen employees are authorized to cut floor coverings when essential for installation of services unless otherwise directed.



- Edlen is the exclusive provider of all material and equipment used in the distribution of temporary electrical services throughout the exhibit hall including the exhibitor booth space. This material is provided on a rental basis ONLY and remains the property of Edlen. It shall be removed only by Edlen employees.
- Any extension cords or power strips ordered on the front of this form should be picked up at the Exhibitor Service Center. Credit will not be issued for unused items.
- Standard wall and other permanent building utility outlets or sockets are not part of a booth space and may not be used by exhibitors unless electrical services have been ordered through Edlen.
- All equipment regardless of source of power, must comply with federal, state and local codes. Edlen reserves the right to inspect all electrical devices and connections to ensure compliance with all codes, for which labor charges can be incurred. Edlen is required to refuse connections where the Exhibitor wiring, or equipment is not in accordance with electrical codes.
- All electrical equipment must be properly tagged and wired with complete information as to the type of current, voltage, phase, cycle, horsepower, etc., required for operation.
- All Exhibitors' cords must be a minimum of 14 gauge, 3 wire and grounded. Two (2) wire extension cords are not allowed. All exposed, non-current carrying metal parts of fixed equipment which are liable to be energized, shall be grounded.
- Payment in full must be rendered during the event. Exhibitors ARE NOT billed for services provided. Services may be interrupted if payment is not received.
- Credit will not be given for services installed and not used. All orders are subject to a 25% cancellation fee if cancelled in writing and received by Edlen (21) calendar days or less prior to the first contracted event move in date. Except sales tax, Edlen will not refund overpayment in amounts less than \$50.00 unless specifically requested in writing.
- If the event is cancelled within 90 days prior to the first contracted event move-in day all orders are subject to a 25% cancellation fee. No refunds will be issued for events cancelled on or after the first contracted event move-in day.
- Claims will not be considered or adjustments made unless filed in writing by Exhibitor prior to the close of the event.
- Exhibitor holds Edlen harmless for any and all losses of power beyond Edlen's control, including, but not limited to, losses due to utility company failure, permanent power distribution failure, power failure caused by vandalism, faulty Exhibitor equipment or overloads caused by Exhibitor.
- It is agreed that in the event it becomes necessary to turn this matter over to an attorney for collection, or to file a lien, or foreclosure, or otherwise, Exhibitor will pay Edlen its attorney fees or applicable agency fees.
- A service charge of 1.5% per month on any unpaid balances will be assessed starting 10 days after date of invoice. A \$25.00 service charge will be assessed for all returned checks and credit cards. Exhibitor agrees to reimburse Edlen for all applicable rental taxes.
- Exhibitor hereby agrees to all terms and conditions outlined on all order forms and the Edlen General Data Protection Regulation (GDPR) privacy policy which can be reviewed by visiting: <https://ordering.edlen.com/LegalNotices/Terms-Edlen-GDPR.pdf>

COMMONLY ASKED QUESTIONS - WHERE WILL MY OUTLET BE LOCATED?

Outlets are located as depicted below for inline & peninsula booths. All other locations require labor on a time & material basis. Exhibitors with hard wall booths must make arrangements with Edlen to bring power inside the booth on a time and material basis.



FOR OTHER COMMONLY ASKED QUESTIONS VISIT WWW.EDLEN.COM OR CALL THE NUMBER ON THE ELECTRICAL ORDER FORM

13. EXHIBITOR APPOINTED CONTRACTORS (EACS)

Exhibitors' utilization of independent contractors in lieu of the official show contractors for installation and dismantling of their exhibit will be permitted by the Show Management under the following conditions:

1. Thirty days prior to the Show, written notification must be received. There will be an electronic form to complete in the Exhibitor Service Manual. The independent contractor is encouraged to obtain labor from the official show contractor; however, if they do not, they shall provide evidence to Show Management and the official contractor that he possesses applicable and current labor contracts;
2. The independent contractor shall be prepared to show evidence he has authorization from the Exhibitor for installation;
3. The Exhibitor is responsible for all services in connection with their exhibit, including freight, drayage, rentals, and labor;
4. The independent contractor shall provide a proper certificate of insurance with limits of \$500,000 property damage per occurrence, \$1,000,000 personal injury per occurrence, workers compensation aggregate coverage of \$1,000,000 per occurrence, and naming Shepard Exposition Services, the Georgia World Congress Center, and Show Management as additional insureds for the time period of the Show (including move-in and move-out days), to Show Management and the Show General Contractor at least 30 days before the show opening;
5. The independent contractor will be responsible for steward and foreman costs after Show General Contractor's work for the day has been completed. Show Management may deny an EAC access to the Show when these requirements have not been met or when in the best interests of the Show. Show Management will not be responsible for any lost profits or any damages of Exhibitor that result. The Facility utilizes the Worker Identification System (WIS) badging program launched by the Exhibition Services and Contractors Association (ESCA) in 2009. All contractors, suppliers, and vendors are required to have the approved credentials to access the Facility. Badges must always be visible while on the Facility campus. The WIS badge only allows access to the Facility. Individual events may require independent credentials, such as wristbands or buttons, for access to Exhibit Halls. There isn't an enrollment fee for the WIS program, but there is a fee for badges.

For questions and to register please visit <https://wis.esca.org/>.

14. EXHIBIT LOCATION AND RELOCATION

If there is an Exhibitor that you wish to be near or one you do not wish to be near, please notify Show Management, via email at exhibit@printingunited.com, of that fact at the time you contract for space. Show Management will work with you as best it can, depending on what space is available for assignment at that time. Show Management will not move Exhibitors to accommodate another party.

Exhibitors wishing to be relocated can request to be added to the relocation list, via email to exhibit@printingunited.com, for a certain area or Assigned Exhibit Space. In the event Show Management breaks up an exhibit space at a future date, Show Management will go down the relocation list in order until the exhibit space is reserved. Once the relocation list is exhausted, provided no current Exhibitor takes the space, it will become open to prospective Exhibitors to reserve. Ninety

(90) days out from the Show, Show Management will no longer reference the relocation list and will fill the space as they see fit in the best interest of the Show for both Exhibitors and attendees.

15. EXHIBITOR REPRESENTATIVES

Each Exhibitor must provide an attendant in its Assigned Exhibit Space during the open hours of the Show. All attendants must be bonafide employees of the Exhibitor or representatives who receive commission, brokerage or salary from

the Exhibitor, or who represent the manufacturer of products sold by the Exhibitor. The term "representatives"; in the preceding sentence does not include those who maintain their own inventory of merchandise for resale. Live models may be hired and will be admitted to the Exhibit Halls only in costumes approved by the Show Management.

Models must have Exhibitor badges, and Exhibitor must obtain them in the same manner as obtained for other Assigned Exhibit Space personnel. False certification of individuals as Exhibitor representatives, misuse of Exhibitor badges, or any methods or device used to assist unauthorized individuals to enter the Exhibit Halls will be sufficient just cause for expelling the violators from the Show, barring them from further entrance onto the Exhibit Halls, and/or removing the

exhibit from the exhibit floor without obligation on the part of the Show Management for refund of any fees. The Exhibitor, for itself, its employees, and its agents, waives all rights to any claim for damages against Show Management, its contractors and its agents, arising out of the enforcement of this paragraph. The official Show badge must be worn whenever a registrant is in the Exhibit Halls. Badges are available at registration for such persons as were designated by the Exhibitor when Exhibitor registration was processed.

16. EXHIBIT SPACE FEES

The Assigned Exhibit Space lease fee includes the back drape and side-rail drapery (for inline exhibit types only) but does NOT include a floor covering, which is required. All Exhibitors at the Show will be responsible for providing their own flooring solution or may obtain carpet, carpet padding and VisQueen directly through the Show General Contractor. Floor covering must cover the entirety of the leased exhibit space. All other forms will be available in the Exhibit Service Manual available in late spring 2023. The Assigned Exhibit Space lease fee also includes a small black and white exhibit space identification sign, a limited number of exhibit space personnel badges, a company description and product categories which will be showcased on the floor plan and official show mobile app. There will not be a printed show guide.

Your free enhanced listing includes:

- 24/7 administrative control before, during and after the Show
- A description of your company
- Keyword and product search capabilities

Additionally, there will be an option to upgrade for premium features. Examples include adding a company logo, video content, ability to accept attendee meeting requests and website leads.

17. EXHIBIT SET-UP/MOVE-IN

Arranged by targeted move in schedule *Off-target move-ins will incur a charge - Please refer to the Exhibitor Service Manual.

Last-In, First-Out Space Exhibit

Space shaded in green on the floor plan indicate last-in, first-out spaces. These exhibit spaces must not have elaborate set-ups as set-up and dismantle time will be limited. In these areas we will not combine into island spaces. They will need to remain inline exhibit spaces.

18. EXHIBIT SPACE TERMS

All Assigned Exhibit Spaces are configured in 100 sq. ft. increments unless otherwise indicated on the Show floor plan. All Assigned Exhibit Spaces are constructed with an 8-foot-high back drape and 3-foot-high side rails. Each Assigned Exhibit Space includes 1. A standard sign, 7" x 44", with name of the Exhibitor and space number; 2. Five (5) complimentary Expo Pass badges for exhibit space personnel for every 100 sq ft of space contracted; 3. Online directory listing; 4. All expenses, including, without limitation, electrical and telephone and internet requirements, exhibit installation and dismantling costs and material handling/drayage, will be the sole responsibility of the Exhibitor. All Assigned Exhibit Spaces must have floor covering that covers the entirety of the exhibit space. See "Payment Policy" in the Terms and Conditions – Section 17 for payment terms.

The tenet on which all show management is based can be summed up as follows: "All Exhibitors are equal regardless of size and should be given an equal opportunity, within reason, to present their product in the most effective manner to the audience."; Show Management must establish rules and guidelines to make this possible while allowing the greatest flexibility within each Assigned Exhibit Space. Remember, you are our members and Exhibitors. We want you to be successful. The Exhibitor's responsibility can be summed up far more simply: "Be a good neighbor."; No subleasing of exhibit space is permitted without prior written Show Management authorization.

Shared Space

Co-Exhibitors are permitted provided written approval is given by the primary Exhibitor. Shared companies must have an established relationship with the primary Exhibitor. Co-Exhibitors must also be a member of the PRINTING United

Alliance. Not all exhibit spaces are permitted to have co-Exhibitors. Exhibit spaces 400 square feet and larger can have co-Exhibitors (Inline exhibit spaces are not eligible for space sharing). A parent company may book space for subsidiary companies. A \$3500 co-Exhibitor fee due with completed co-exhibit application.

19. FIRE WATCH

Under certain circumstances, it may be deemed necessary by the Fire Prevention Office to require a fire watch for an exhibit. The requirement to have a fire watch will be handled on a case-by-case basis. Exhibitor must also, in all respects, accept full responsibility for compliance with national, state, and city safety regulations.

20. FOOD AND BEVERAGE

Dispensing food and/or beverages in an Assigned Exhibit Space is permitted only if all food and beverages are ordered from and provided by the official catering service at the Facility. A catering form will be provided in your Exhibitor Services Manual.

21. HAZARDOUS CHEMICAL DISPOSAL

The Exhibitor is responsible for the handling, delivery and removal of hazardous materials used in the Assigned Exhibit Space and the Exhibit Areas before, during and after the Show, in accordance with the latest Environmental Protection Agency, State and local regulations in effect at the time of the Show. Arrangements must be made in advance for disposal. Disposal of hazardous waste is prohibited in the sewer lines or drains of the Facility. The Exhibitor is responsible for

the tracking of all hazardous material brought into the Facility and the Exhibit Areas. Any materials left in the Facility or anywhere in/on the Exhibit Areas after move-out will be disposed of at the expense of Exhibitor.

22. HAZARDOUS MATERIALS LABELING

All hazardous materials brought into the Facility or onto the Exhibit Areas must be labeled and accompanied by the applicable MSDS (Materials Safety Data Sheet) which must be produced upon request.

23. HOURS OF EXHIBITION

The Show hours will be published online at least 30 days prior to the opening of the Show. Tentative hours are referenced in this document.

24. HOUSING

Housing at Atlanta hotels will be available to all confirmed Exhibitors on or about one year prior to the show dates. Our official hotel vendor is OnPeak. Show Management will not be able to assist with hotel reservations booked with any other vendor.

25. INDOOR AIR QUALITY

All forklift trucks, platform lifts, boom lifts and other motorized equipment utilized for the move-in and move-out of the Show shall utilize cleaner burning alternative fuels and not gasoline. The alternative fuel shall be electric, natural gas, and/or propane fuel. All refueling, changing of propane/natural gas bottle/containers or recharging of these vehicles must

be conducted outside the Facility. Any vehicles that are utilized to deliver freight directly into the Facility for move-in or move-out shall turn the vehicle off upon arriving at the final location. No vehicle should be allowed to sit and idle in the Facility. The use of any special equipment (such as cranes, large lift trucks, etc.) in the Facility for move-in and move-out shall be coordinated with the Facility Services Manager 30 days in advance, so provisions can be made to ensure proper ventilation is maintained. If the existing ventilation system cannot provide adequate air exchanges, the service contractor shall provide means of ventilation at their expense. All equipment utilized for move-in and move-out shall always be kept in compliance with all governing laws and regulations.

26. INK DISPOSAL GUIDELINES

Exhibitors are to make Show Management aware of any special accommodations needed outside of their free ink waste service. Exhibitors are responsible for all damage, included, but not limited to, spills and improper disposal.

27. INSURANCE

Exhibitors are responsible for ensuring that all Exhibitor merchandise, display equipment and materials are fully insured against fire, theft and all hazards while in transit to and from your Assigned Exhibit Space and for the duration of the Show. After materials are released by the freight line, the line is not responsible for condition, count or contents, until such time when the materials are again picked up for removal after the close of the Show. All orders received by the Show General Contractor prior to removal of materials are subject to final count and correction made at time of actual removal. The handling of loose exhibit materials or those inadequately packed will be done at Exhibitor's risk. Neither the Show General Contractor, the Show Management, nor the Facility is responsible for damages to such materials, nor will any of the forgoing be responsible for concealed damages of material arriving and departing in cases, crates, cartons, packages, etc. All materials arriving at the warehouse must arrive prepaid, and actual weights must appear on Bills of Lading. Exhibitors are responsible for everything in their Assigned Exhibit Space during hours when the exhibit area is open. Show Management will have security guards on duty and will make reasonable efforts to safeguard the property of all Exhibitors; however, neither Show Management, the Show General Contractor, nor the Facility assumes any liability for loss, and Exhibitors are always requested to take normal precautions. Our insurance vendor, Rain Protection is able to provide insurance for all of our Exhibitors at a nominal fee. Please reference their order sheet in this Exhibitor Service Manual. Please reference the specific insurance coverage limits required as detailed in our Exhibitor Contract Terms and Conditions document.

28. INTELLECTUAL PROPERTY ("IP") INFRINGEMENT

Show Management respects the ownership rights of all creators of intellectual property. We encourage you to protect your rights by using every tool available through the U.S. legal system for the protection of your IP rights, including the registration of your trademarks and copyrights. Show Management cannot be the arbiter of IP disputes between Exhibitors. If you believe that an Exhibitor is infringing upon your IP rights, we encourage you to retain counsel and use the U.S. legal system to prove your case and achieve the termination of any and all infringement of your IP ownership rights through the courts.

29. LABOR

The Show General Contractor will provide skilled union labor at prevailing rates to Exhibitors upon their order for the erection, dismantling, and any servicing required for their Assigned Exhibit Space. A labor order form will be sent to Exhibitors as part of the Exhibitor Services Manual. Forms should be returned at least 30 days in advance of the Show. Exhibitors are urged to order in advance all labor and services required so that the decorator can schedule adequate work crews for the benefit of all Exhibitors. All set-up personnel must obtain Exhibitor badges from Show Management to be allowed in the Exhibit Areas. As previously noted, The WIS (Worker Identification System) program is being utilized in the Facility and in other venues across the U.S. If any contractor or trade union worker wants to work on the Exhibit Halls, they must have either an ESCA-WIS badge or a Trade Union (Local 631, 720 and 357) badge. This program requires that anyone supervising a build must also obtain an ESCA-WIS badge, including personnel working in the Assigned Exhibit Space. Please review this link for more detailed information: <https://wis.esca.org/> (link is external). Exhibitors with proper badges will be admitted by Exhibit Hall security at all scheduled times. Labor for moving shipments and crates must be arranged through the Show General Contractor as they are the exclusive provider for this service.

30. LIGHTING

No chase lights are permitted in exhibit spaces or islands. Logos, lights, gobos, flashing lights, lasers, and the like, may not shine outside the Assigned Exhibit Space. For example, Exhibitors may not shine logos onto the ceiling, aisles, Facility walls or adjacent exhibit spaces.

Lighting, fixtures, lighting trusses and overhead lighting must be within the boundaries of each Exhibitor's Assigned Exhibit Space.

If an Exhibitor that is eligible to hang signage wishes to have lighting directed onto the signage from outside of the contracted exhibit space, the lighting must be hung within 5 ft. (1.5m) of the exhibit space unless the physical structure of the Facility requires otherwise. In this case, the lights must be placed as close as possible. When this approach is used, lighting must be focused onto the signage and may not bleed into neighboring Assigned Exhibit Spaces.

Lighting that is harmful, such as lasers, ultraviolet lights, flashing or strobe lights that can trigger photosensitive epilepsy should comply with Facility rules and be approved in advance in writing by Show Management. Lighting that spins, rotates or pulsates, as well as other specialized lighting effects should not take away or distract other Exhibitors/attendees. Lighting should not interfere with nearby Exhibitors or otherwise disturb the general atmosphere of the Show. LED lights are suggested. They can be very bright yet generally produce less heat and need a smaller amount of electricity.

Show Management maintains the right to determine the corrective action needed for any Exhibitor in breach including, but not limited to, removing/turning off lighting that is determined, in the sole discretion of Show Management, to be an infringement. The Exhibitor will be held accountable for any charges related to any action taken by Show Management in connection with this paragraph.

Lamp and Bulb Restrictions

The Facility has experienced several fire safety incidents arising from the use of stem- and track mounted halogen light fixtures attached to exhibit spaces where the fixtures utilized linear halogen bulbs. Typically, these hazards arose from misuse and poor maintenance practices rather than from any deficiency in the design of the fixture or the halogen bulb it contains. Show management, therefore will not allow track mounted halogen light fixtures. If used onsite, the exhibitor will be asked to remove. Any incidents or damages that occur from these bulbs onsite will be the sole responsibility of the exhibitor. Show management will not be held responsible.

31. MEMBERSHIP

Exhibitor is required to maintain membership with the Alliance during the entire period from application through the Show.

32. MULTI-LEVEL AND/OR COVERED EXHIBITS

IMPORTANT: Be sure to review all Exhibitor fire regulations to ensure compliance

A multi-story exhibit is an Assigned Exhibit Space where an Exhibitor's display fixture includes two or more levels. All multi-story exhibits must have prior, written design approval from Show Management and Exhibitor must submit Assigned Exhibit Space diagrams to the local Fire Marshal to obtain a permit. If an Exhibitor's multi-story Assigned Exhibit Space plans have received permits at past shows, Exhibitor must still re-submit diagrams to obtain a permit for the 2023 Show. Fire Marshal permits and Show Management approvals are applicable to one specific Show only and may not be applied to or transferred to future Shows. Multi-story Assigned Exhibit Space plans must be submitted no later than 45 days before the first day of move-in for the Show. All Assigned Exhibit Space diagrams are required to have a stamp of approval from a licensed structural engineer. Within the confines of your Assigned Exhibit Space, you must have a visible fire extinguisher and smoke detector. Requests will not be accepted onsite.

Please submit physical copies including rise and run of stairs and load capacity limits to the venue for Fire Marshal and Engineer approval to:

Melinda Buchanan
Director of Client and Guest Services
Event Services
Georgia World Congress Center
285 Andrew Young International Blvd., N.W.
Atlanta, GA 30313
MBuchanan@GWCC.com

33. NOISE & ODORS

No noisy or obstructive work will be permitted during open hours of the Show, nor will noisily operating displays or exhibits producing objectionable odors be allowed. The decibel level of sound emitting from your Assigned Exhibit Space must not exceed 85.

34. COPYRIGHTS, TRADEMARKS AND ALL OTHER INTELLECTUAL PROPERTY (Music, Photographs, Performances, Literary and Artistic Works, Names, Logos, Software, etc.) - WARRANTY AND INDEMNIFICATION

Exhibitor warrants that in the performance of this Agreement it will not infringe any intellectual property rights, including, but not limited to, trademarks, copyrights, patents, trade secrets, right to privacy and right to publicity rights, nor any other right of any person. Exhibitor warrants and represents that no music, literary or artistic work or other property protected by copyright, nor the name of any performing artist or group or any other property protected by trademark, nor any other intellectual property not owned by Exhibitor will be performed (live or recorded), reproduced or used incident to the Exhibitor's participation in the Show, unless the Exhibitor has obtained written permission from the copyright or trademark or intellectual property owner or applicable performing rights organization (BMI, ASCAP or SESAC, etc.) and that Exhibitor will not infringe upon any statutory, common law or other rights of the owners of such material.

Exhibitor acknowledges that it acts under this Agreement as an independent contractor, charged with the responsibility, in its sole discretion, for selection, performance, reproduction and use of any musical, literary, and artistic works in

its Assigned Exhibit Space as it deems appropriate, and that it will maintain strict compliance with all laws respecting copyrights, trademarks and all other intellectual property. Exhibitor agrees to indemnify, save and hold harmless Printing United Alliance, the PRINTING United Exposition, the Show General Contractor, Show Management and the Facility and their parent and subsidiary companies, shareholders, directors, officers, agents, employees, contractors and servants from and against all claims, costs and expenses, including legal fees, demands, actions and liabilities of every kind and character whatsoever with respect to copyright and trademark rights, royalties and any other fees due or incurred by reason of Exhibitor's performance, reproduction or use (live or recorded) of any musical, literary or artistic works or any other property protected by copyright or the name of any performing artist or group or any other property protected by trademark, or the use of any other intellectual property not owned by Exhibitor in Exhibitor's Assigned Exhibit Space.

35. SOUND DEVICES

Public address, sound producing, or amplification devices that project sound must not interfere with other Exhibitors or other Assigned Exhibit Spaces. Any form of attention-getting devices or presentations of any length must be conducted and contained within the limits of an Exhibitor's Assigned Exhibit Space. Such presentations will be terminated when crowds obstruct aisles or infringe upon another Exhibitor's display. Show Management reserves the right to restrict the use of glaring lights or objectionable lighting effects. Show Management reserves the right, in its sole discretion, to determine at what point sound or lighting effects constitute an interference with others that must be modified or discontinued. In general, the employment of any method to project sound beyond the confines of any Exhibitor's Assigned Exhibit Space is prohibited. The decibel level of sound emitting from your Assigned Exhibit Space must not exceed 85.

36. OBSTRUCTION OF AISLES OR NEARBY EXHIBIT SPACES

Any demonstration or activities by any Exhibitor that result in excessive obstruction of aisles or prevent ready access to a nearby Exhibitor's Assigned Exhibit Space shall be suspended for any period or periods specified by Show Management, as determined in their sole discretion. Exhibitors must place equipment in such a manner that printing samples do not overflow into the aisles. In other words, each Exhibitor will be confined to the space limits of their respective Assigned Exhibit Space.

37. OPERATION AND CONDUCT

A. Exhibit Personnel. Attendants, models, and other employees and representatives of Exhibitor must confine their activities to their Assigned Exhibit Space.

- Exhibitor personnel and representatives may not enter the Assigned Exhibit Space or loiter in the area of another Exhibitor without permission from that Exhibitor, and at no time may anyone enter an Assigned Exhibit Space that is not staffed. Violators may be ejected from the Show and Exhibitor subject to a loss of seniority points.
- Exhibitor shall not photograph or video an Assigned Exhibit Space or product of another Exhibitor unless such photography or videography is approved in advance in writing by the other Exhibitor or Show Management.
- Exhibitor may not harass or antagonize another party, remove anything from another Exhibitor's Assigned Exhibit Space or register or give a badge to anyone not qualified to attend or exhibit at the Show.
- Exhibitor may only serve legal papers upon another Exhibitor by working with Show Management. Exhibitors may not serve such papers in the Exhibit Halls or public areas of the Facility unless accompanied by Show Management.
- An Exhibitor's Assigned Exhibit Space must be staffed during all Show hours. Exhibitors with Assigned Exhibit Spaces that are not staffed during Show hours could be subject to loss of priority exhibit space selection, loss of credentials for future shows and loss of other show privileges as determined by the Show Management in its sole discretion.
- No area of the Facility or the Exhibit Halls or an Assigned Exhibit Space shall be used for any improper, immoral, illegal or objectionable purpose.

B. Attire. All Exhibitor personnel and their contractors must always wear appropriate apparel. This requirement prohibits, among other items, bathing suits, thongs, lingerie, excessively short skirts, painted bodies and transparent apparel. Show Management reserves the right to make determinations on appropriate apparel in its sole discretion. Business or business casual attire is recommended. Exhibitors who are uncertain with regard to compliance with the appropriate apparel and entertainment regulations are encouraged to consult with Show Management in advance of the Show.

C. Buyer Activities. Exhibitors are not permitted to host or sponsor any events off the Show floor that attracts buyers during Show hours unless such event is approved in advance in writing by Show Management. Hospitality functions away from the Convention Center shall not open before 6:00 p.m. of each Show day. Hospitality functions at the Facility, in an exhibitors booth, need to be approved in advance by Show Management and may only take place during Show hours and may not extend after hours approved.

38. PROMOTIONAL ACTIVITIES, CONTESTS AND GIVEAWAYS

Show Management reserves the right to prohibit, limit or discontinue the distribution of gifts, giveaways, or similar promotions. All promotional activity must be within the confines of the Exhibitor's Assigned Exhibit Space. Distribution of products, promotional materials or brochures outside an Exhibitor's Assigned Exhibit Space is strictly prohibited. Announcements of Exhibitor's contests, drawings or winners during the Show must be pre-approved in writing and are at the sole discretion of Show Management. Prize forms will be furnished to all exhibiting companies at registration and a prize board is available to post prize giveaways. All printed promotional materials featuring the conference name or logo in any format must be pre-approved in writing and meet branding and logo guidelines. These guidelines can be requested by contacting Show Management.

39. ADVERTISING OUTSIDE EXHIBITOR'S ASSIGNED EXHIBIT SPACE

Exhibitor shall not distribute, or permit to be distributed, any advertising matter, literature, souvenir items or promotional materials in or about the Exhibit Areas except from its own Assigned Exhibit Space unless such distribution is approved in writing in advance by Show Management. Exhibitor shall not post or exhibit any signs, advertisements, show bills, lithograph posters or cards of any description on any part of the Facility or the Exhibit Areas, except within the Exhibitor's Assigned Exhibit Space and upon such space as is made available for such purposes by the Facility. Exhibitor shall

not affix anything to the walls, columns, carpet, concrete or pavement, nor shall Exhibitor cause or allow anything be projected on space or areas beyond Exhibitor's Assigned Exhibit Space without approval in writing in advance from Show Management and the Facility.

40. PHOTOGRAPHY AND AUDIO/VIDEO

Unless otherwise restricted or posted, photography and audio recording will be permitted on the Show floor and in the common/public areas of the Facility.

Notwithstanding the foregoing, photography is strictly prohibited on the Show floor when an Exhibitor does not grant permission. An Exhibitor may place a no-photography sign in their booth as well as verbally restrict activity. All Exhibitors

have full authority to control the photographic activities in their contracted spaces and should any unauthorized photographic activity take place during the Show, the Exhibitor is welcome to contact the floor manager for immediate assistance and action.

CONSENT TO RECORD & DISTRIBUTE YOUR AUDIO, IMAGES & VIDEO

Exhibitors and attendees understand that PRINTING United and its authorized representatives or those registered for PRINTING United as members of the trade press, may conduct interviews and may take photographs and/or video and may also stream the various aspects and activities of the PRINTING United EXPO for both archival and promotional purposes.

All attendees, by attending the PRINTING United Expo, including, but not limited to, Exhibitors, Sponsors, and contractors, hereby grant Show Management and its authorized representatives, the right and permission, without notification or compensation, to use your name, likeness, biographical information, voice, audio clips, the content of any interview, image, digital image and/or photograph or video, and any other recording of you of any nature or type, and any other indicia of persona ("Persona") created, taken or recorded in association with the Show, or to refrain from doing so, in any manner or media whether existing now or hereafter developed (including without limitation the World Wide Web and the internet), worldwide, for trade, advertising and/or promotional purposes. Show and/or Exhibitor photos and recordings cannot be copied, altered, sold, exhibited, or further distributed without prior written consent from PRINTING United Alliance. Show Management retains the right to revoke consent at any time for any reason.

Show Management retains the right to use an Exhibitor's name, logo, trade name, etc. in any and all promotional materials.

41. PRINTING

Printing will be permitted with the following provisions:

- (1) aqueous or solventless inks should be used whenever possible;
- (2) there shall be no more than one day's supply of ink on the floor during the Show; all cleaning of screens shall be done outside the building; (4) at night, inks are to be removed from the Assigned Exhibit Space; (5) any solvents used shall have a flash point exceeding 100 degrees F; (6) Exhibitors shall have a Class ABC fire extinguisher in each Assigned Exhibit Space where they are printing with inks containing solvents; rags should be stored in self-closing or self-extinguishing U.L. approved cans and must be removed from the building at the end of the day. (8) MSDA Sheets need to be on hand or readily available for any solvents, inks, or hazardous materials. All hazardous materials utilized during the printing process are subject to the rules and regulations stipulated in Sections 21 and 22 above.

42. REMOVAL OF EXHIBITS

Exhibitors expressly agree not to begin packing or dismantling their Assigned Exhibit Space until the official Show breakdown starting time at 3:00 pm, Friday, October 20. Any such premature action is cause for expulsion from future Shows. It is the responsibility of the Exhibitors to arrange for return shipment of Assigned Exhibit Space material, properly labeled, before departure. A service desk for this function will be provided at the Facility to assist you. If these arrangements are not made prior to your departure, your shipment will be stored by the Show General Contractor at your expense.

43. SHIPPING INSTRUCTIONS & HANDLING OF CRATES

The official drayage firm is the Show General Contractor, Shepard Exposition Services. All shipments must be prepaid, whether by air, rail, or motor freight. All shipments must arrive at least four days prior to the installation date. Shipping labels will be provided in the Exhibitor Service Manual.

44. SMOKING

The Facility is a "no smoking" facility.

45. SUITCASING / OUTBOARDING POLICY

PRINTING United has a zero-tolerance policy regarding “suitcasing” as stated in our Exhibitor Contract Terms and Conditions document. All marketing and promotion must remain within your Assigned Exhibit Space as stated in section 4. Show Management reserves the right to remove individuals or discard display materials that do not comply with these guidelines.

Anyone wishing to exhibit or sell their products or services at the Show is required to lease an Assigned Exhibit Space, which makes you an official Exhibitor at the Show, and permits you to conduct sales activities at the Show. Assigned Exhibit Space is available in sizes as small as 10'x10', at very reasonable rates. If you are interested in becoming an Exhibitor in order to be able to conduct sales activities at the Show, please contact us at exhibit@printingunited.com. We would love the opportunity to make you an official participant in the Show and help you gain exposure and sales for your business.

Companies which are not Exhibitors at, or Sponsors of, the Show (Attendees), are not permitted to distribute, or permit to be distributed, any advertising material, literature, souvenir items or promotional materials, or to solicit orders or hold any conference in the interest of generating business during the Show (collectively, Suitcasing), in or about any of the Exhibit Areas, which include the Exhibit Halls, parking lots, air space and grounds of the Facility, as well as designated areas of partner hotels. Suitcasing activities are strictly forbidden. Show Management reserves the right to remove individuals or discard display materials that do not comply with these guidelines. PRINTING United has a zero-tolerance policy regarding Suitcasing.

Exhibits in any location other than in leased prescribed areas on the floor plan, such as hotel room exhibits, etc. are not permitted. Soliciting of business will be permitted by Exhibitors and Sponsors only. Advertising and sales promotion materials may be distributed only from your Assigned Exhibit Space at the Facility. Exhibitors allowing non-exhibiting companies to sell from their assigned space risk not being permitted to participate in future advance exhibit sales weeks and/or future Shows.

46. TRACKING SERVICES

The Show General Contractor will trace, on request, all shipments prior to installation date, providing that a copy of the waybill is forwarded to them well in advance.

47. UNMANNED AIRCRAFT SYSTEMS (UAS)/DRONES, REMOTE-CONTROLLED AIRCRAFT

For the safety of attendees, flying objects, including unmanned aircraft systems (UAS), remote-controlled aircraft, etc. are not permitted. If you are looking to use a drone to capture images of your Assigned Exhibit Space, special advance written approval from Show Management is required. There is a possibility of additional insurance needed, provided the Facility allows drones.

48. VEHICLES ON DISPLAY

Fuel tank openings shall be locked or sealed in an approved manner to prevent escape of vapors; fuel tanks shall not contain in excess of one-quarter their capacity or contain in excess of 19L (five gal.) of fuel, whichever is less. At least one battery cable shall be removed from the batteries used to start the vehicle engine, and the disconnected battery cable shall then be taped. Batteries used to power auxiliary equipment shall be permitted to be kept in service. Batteries must be disconnected. Auxiliary batteries not connected to the engine starting system may be left connected. External chargers or batteries are recommended for demonstration purposes. No battery charging is permitted inside the Facility. Combustible/flammable materials must not be stored beneath display vehicles. Fueling or de-fueling of vehicles is prohibited. Vehicles shall not be moved during exhibit hours. 36" of clear access or aisles must be maintained around the vehicle. Vehicles must be a minimum of 20 feet from exit of door or exit pathway. There must be no leaks underneath vehicles. All operational drying equipment must have ducting that extends at least 6 1/2 feet above floor level.

Hazards that potentially endanger attendees WILL NOT be permitted. Some of these might include:

- A. Lack of guards (shields) on exhaust fans, belt-driven motors, fly wheels, etc. If there are no permanently attached guards, temporary ones must be added at Exhibitor's expense;
- B. Food and drink near inks and cleaning solutions;

- C. Lack of safety curtains or inadequate shielding on UV curing units;
- D. Lack of covered (by tape or carpet) electrical cords on floor of Assigned Exhibit Space or aisle.

PLEASE REFERENCE THE EXHIBITOR SERVICE MANUAL FOR FURTHER DETAILS. EXHIBITOR RULES & REGULATIONS SUBJECT TO CHANGE.

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