

EXHIBITOR POLICIES & PROCEDURES

Return this completed form along with full payment to receive booth assignment.

1. Exhibitor Point System

Exhibitors shall be sent annual notification to exhibit based on a point system for booth selection. "Premier" exhibitors will be given first opportunity and "Priority" exhibitors will be given second opportunity to reserve booth space. Exhibitors earn points as a CAALA affiliate member; exhibitor and/or sponsor at the Las Vegas Convention or other CAALA seminars; advertiser in the *Advocate* magazine; sponsor of CAALA's Annual Installation Dinner or other events. See inside back cover for full description of CAALA point system.

2. Exhibitor Eligibility

Only exhibitors offering products, equipment, and/or services which are related to the interest and educational values of CAALA may obtain exhibit space at the convention. CAALA reserves the right to determine, in its sole discretion, the eligibility of any applicant as an exhibitor.

3. Booth Fees and Assignments.

All booth fees must be paid in full, in advance of the convention. Exhibitors will not be assigned a booth location until FULL payment is received by CAALA. CAALA assigns exhibit space on a first-paid/first-assigned basis and as much in accordance with Exhibitor's preference as possible. CAALA reserves the right to determine, in its sole discretion, the exact location of exhibitor's booth space. CAALA further reserves the right to relocate exhibitor's assigned exhibit space, at any time upon advance notification to exhibitor.

4. Booth Sharing Restrictions

The sharing of booth space by vendors or companies is strictly prohibited. The sublease of or license to use any part of the exhibit space by third parties is also prohibited.

5. Sponsor Cancellation

Sponsor cancellations will be accepted until **April 8, 2011**. Prior to this deadline, a full refund of sponsor fees will be given minus a \$250 service fee. No sponsor cancellations will be accepted after **April 8, 2011**.

6. Exhibitor Cancellation

Exhibitor cancellations will be accepted until **June 30, 2011**. Prior to this deadline, a full refund of exhibitor fees will be given minus a \$250 service fee. No exhibitor cancellations will be accepted after June 30, 2011.

7. Exhibitor Check-In

Exhibitors may check in and pickup their Exhibitor Kit at the Exhibitor Registration booth on Thursday, September 8 from 8:00 a.m. - 6:00 p.m. Exhibitor badges, ribbons and other important information will be included in the Exhibitor Kit. Exhibitors should verify that correct booth representatives are listed and names are spelled correctly.

8. Move-In

Exhibitors shall have access to the exhibit hall for move-in from 8:00 a.m. - 1:00 p.m. on **Thursday, September 8**. Move-in requiring Freeman assistance must be completed by 11:00 a.m. Exhibitors will not be allowed to enter the exhibit hall before 8:00 a.m. or after 6:00 p.m. Exhibitors shall comply with all Freeman and Union regulations where applicable. (See Freeman Exhibitor Information Packet). **NO MOVE-IN OR SET UP WILL BE PERMITTED WHILE EXHIBIT HALL IS OPEN.** For safety reasons, any exhibitor not moved-in by 1:00 p.m. on Sept 8 must move in between 7:00 a.m. - 8:00 a.m. on Friday, Sept 9.

9. Move-Out

Exhibitors will have from **3:30 p.m. - 8:00 p.m. on Saturday, September 10** to remove all displays, materials, or property from the exhibit hall. **No Exhibit booth or display may be dismantled nor packing started prior to 3:30 p.m. on Saturday, September 10.** All exhibit materials must be moved into or out of the exhibit hall through such entrances designated by CAALA, and all moving, dismantling, or packing of exhibit materials or displays must be in accordance with the policies and procedures of Freeman. (See Freeman Exhibitor Information Packet). **Exhibitors who pack, tear-down or dismantle booth prior to designated move-out time will revoke booth selection privileges for 2012.** Failure to comply also subject to sanctions in rule #32.

10. Booth Personnel/Staffing

Each exhibit booth must be staffed during all convention show hours:

Thursday: 2:00 p.m. - 6:00 p.m.

Friday: 8:00 a.m. - 5:00 p.m.

Saturday: 8:00 a.m. - 3:30 p.m.

Any exhibit booth which is not staffed for a period of time deemed unreasonable by CAALA staff may be removed from the exhibit hall with no refund being made to the exhibitor.

- Each Sponsor Booth includes five (5) company representatives.
- Each Exhibitor Booth includes two (2) company representatives.
 - Exhibitors may purchase a maximum of 3 registrations for additional booth representatives. A \$150.00 fee will apply for each additional booth representative. — **The maximum number of booth representatives for any type of booth is five (5).**
- Names of additional representatives, as well as the extra fee, must be received by August 12, 2011.
- **All booth representatives must be paid employees of exhibiting company and must be 16 years of age or older.**

11. Exhibitor Guest Restrictions

The exhibit hall is not open to the general public or guests. Exhibitor's guests/clients who are not registered attendees of the convention will not be allowed to enter the exhibit hall. Exhibit hall tours are not permitted.

12. Food & Beverage

Exhibitors must order ALL food and beverages (including candies, snacks and other food items used as promotional giveaways) from the host hotel, Venetian Resort Hotel Casino. **Exhibitors may not bring ANY food or beverage into the exhibit hall without written permission from Venetian Hotel Food and Beverage Management.** All companies distributing food and/or beverages will be issued a placard that must be displayed in the booth at all times. **Any unauthorized food or beverage distribution will be immediately confiscated by hotel staff and will not be returned. In addition, the exhibiting company will revoke booth selection privileges for 2012.**

13. Special Prize Drawings

Exhibitors may have special prize drawings to promote traffic to their exhibit booth. Winners must be notified directly by exhibitor, not through CAALA. Announcement of winners is not allowed inside the exhibit hall or meeting rooms.



14. Booth Space

Exhibitors are provided an 8' d x 10' w booth space with an 8' high draped backdrop, 3' high draped side dividers, and a 7" h x 44" w one-line identification sign with company name and booth number. Daily cleaning of the aisles is also provided. All furniture and accessories, electrical requirements, specialty carpeting, and booth cleaning are the responsibility of exhibitor. All measurements shown on the floor plan are approximate, and CAALA reserves the right to make such modifications as may be deemed necessary, making equitable adjustment with any exhibitors thereby affected.

15. Booth Display Space

Exhibitor's booth display **must not obstruct the general view of other booths in the exhibit hall**. If exhibitor plans any special display(s), exhibitor shall submit drawings for such display(s), in advance of the convention, to CAALA for its approval. Booth backdrops may not be more than eight feet (8') in height. Side panels for booth displays should not exceed 4' in height. Backdrop for end cap booths (aisle facing double booths, 16'w x 10' d) must not exceed 8' high by 8' wide, centered. Display material exposing an unfinished surface to neighboring booths is prohibited.

16. Contractor Services & Information

Booth equipment, furniture rental and shipping can be arranged through CAALA's Expo Service Contractor: Freeman Exposition Services — (888) 508-5054, www.myfreemanonline.com.

17. Property Damages

Exhibitors or their agents shall not in any way damage the building, the booths or the equipment of the booths. No signs, parts of exhibits, supplemental lighting or any other exhibit material may be taped, posted, tacked, nailed, screwed, or otherwise attached to columns, walls, floors, furniture or any interior or exterior surface of the exhibition facility. Anything necessary to protect the building, equipment or furniture from damage which may be caused by any part of exhibitor's display must be used and must be obtained by the exhibitor, at exhibitor's own expense.

18. Promotional Material Distribution Restrictions

Exhibitors and sponsors must limit distribution of materials, demonstrations, entertainment and other promotional activity to the confines of their designated booth or sponsorship venue. Promotional activity may not interfere with adjacent booths or intrude on aisle space. **Materials may not be placed inside meeting rooms, food & beverage tables, registration desk or lobby areas.** Distribution of literature, souvenirs, or novelties by entities who are not official exhibitors is strictly prohibited. Violators will revoke booth selection privileges for 2012.

19. Use of Space

Only souvenirs and novelties which bear general relationship to the exhibiting company or the convention may be distributed by exhibitors from their exhibit space. CAALA reserves the right to prohibit the distribution of any such literature, souvenirs, or novelties which, in the sole discretion of CAALA are deemed to be illegal, offensive, objectionable, or not sufficiently related to the interests and educational values of the convention. Exhibitors are also prohibited from using costumed people or mannequins whose appearance or dress which, in the sole discretion of CAALA, may be considered offensive to others. Failure to comply subject to sanctions in rule #32.

20. Exhibitor Disruptions

Exhibitors are prohibited from using lighting devices, sound amplification equipment, noisy machinery or loud presentations or entertainment which, in the sole discretion of CAALA, is disruptive to other exhibitors or to the meeting rooms adjacent to the exhibit hall. Exhibits which include any special lighting, sound equipment, or noisemaking devices must be approved by CAALA prior to the opening of the convention. Failure to comply subject to sanctions in rule #32.

21. Exhibitor Interference

Exhibitor shall not do, nor permit to be done, anything which may interfere with the effectiveness or accessibility of utility, heating, ventilating, air conditioning, or fire safety systems in the hotel or convention facility. Nor shall exhibitor do, or permit to be done, anything which may interfere with free access and passage in and around the exhibit space areas in the exhibit hall, or in the adjacent meeting rooms or public areas of the hotel. Failure to comply subject to sanctions in rule #32.

22. Observance of Laws & Regulations

Exhibitors shall assume and bear total responsibility for compliance with any and all local, city and state safety, fire and health laws, ordinances and regulations regarding the installation and operation of the exhibit. No combustible or flammable material, such as bunting, crepe paper, tissue paper, cardboard, corrugated paper, etc., shall be used by exhibitor for decorations. All materials used by exhibitor for decorative purposes, such as muslin, velvet, silkscreen, etc., must be flame proof. In addition, all flammable materials and fluids (e.g. packing paper) must be kept in safety containers or removed from the exhibit hall — not openly stored under tables or behind displays. Open flames, butane gas, oxygen tanks, etc., are strictly prohibited in the exhibit hall. Failure to comply subject to sanctions in rule #32.

23. Exhibit Operation Restrictions

CAALA reserves the right to close exhibits which in the sole discretion of CAALA staff, are in bad taste, are excessively noisy, employ offensive or unprofessional methods of operation, or in any way detract from the quality of the exhibition, interfere with the other exhibitors, or are deleterious to CAALA's professional image. In addition, exhibitors shall not use their exhibit space or conduct any activities which demean or contravene the products, services, or organization of any other exhibitor. Failure to comply subject to sanctions in rule #32.

24. Exhibitor Conduct

CAALA reserves the right to evict any persons or exhibitors whose conduct is deemed offensive, disruptive, unethical, undignified, or in violation of these Policies and Procedures. CAALA also reserves the right to restrict the distribution of materials that are in any way incompatible with CAALA's standards of decorum, taste, or professionalism. In the event of such eviction or restriction, CAALA is not liable for any refunds or other exhibit expense. Unusual advertising plans and stunts which are designed to attract attention to a particular exhibit must obtain written permission from CAALA prior to the opening of the convention. Failure to comply subject to sanctions in rule #32.

25. Non-CAALA Events

No exhibitor-sponsored meetings, entertainment, events, or similar activities will be permitted in the host hotel, meeting rooms, pool, or other private or public facilities during the convention without prior written notification and approval of CAALA.

26. Security

CAALA will exercise reasonable care and will provide limited security for the protection of exhibitor's materials and displays. Beyond this, however, neither CAALA, the service contractor, hotel management, nor any of the officers or employees of the above will be responsible for the safety of the property of the exhibitor, its agents, or employees from theft, vandalism, damage by fire, water, storm, accident or any other causes. Exhibitor understands that neither CAALA nor the hotel maintain insurance covering exhibitor's property, and it is the sole responsibility of exhibitor to obtain appropriate insurance coverage.



27. Limitations of Liability

Neither CAALA, its officers, directors, members, representatives or employees, suppliers, nor the meeting facility, nor service contractor or their officers, representatives or employees, or subcontractors shall be liable for, and are hereby released from, any claims, liabilities, losses, damages or expenses relating to or arising out of any injury to any personnel of exhibitor or to any other person for any loss of or damage to any property of the exhibitor or any other property where such injury, loss or damage is incident to, arises out of, or is in any way connected with exhibitor’s participation in the convention. The exhibitor shall be fully responsible for any such injury, loss, or damage. Exhibitor shall protect, indemnify, hold harmless, and defend CAALA, its officers, directors, and employees, and the hotel, its subsidiaries, affiliates and their respective owners, employees and agents against any claims, liabilities, losses, damages and expenses arising out of the use of the exhibition premises.

28. Force Majeure

In the event the premises shall be damaged or destroyed, or if the exhibition fails to take place as scheduled or is interrupted and/or discontinued, or access to the premises is prevented or interfered with by reason of any strike, lockout, injection, act of war, act of terrorism, act of God, emergency declared by any government agency or by CAALA, or for any reason, this contract may be terminated by CAALA. Upon termination, the exhibitor shall waive any and all claim for damages or compensation, except the pro rata return of the amount paid for space, after deduction of actual expenses incurred in connection with the exhibition, and there shall be no further liability on the part of either party.

29. Americans with Disabilities Act

Pets are not permitted in the meeting rooms, exhibit hall or convention area. Service animals are exempt. The ADA defines a service animal as any guide dog, signal dog, or other animal individually trained to provide assistance to an individual with a disability. (Note, national ADA law does not apply to service dogs-in-training. Visit www.ada.gov for official service animal guidelines.)

Exhibitor shall be responsible for making its exhibit accessible to persons with disabilities as required by the Americans with Disabilities Act.

30. Amendments/Enforcement

All matters and questions not covered by these Policies and Procedures are subject to the final judgment and decision of CAALA staff. These Policies and Procedures may be amended at any time by CAALA upon written notice to exhibitors. CAALA reserves the right to enforce compliance with these Policies and Procedures.

31. Exhibitor Responsibility

Exhibitor is responsible for communicating all information regarding these Policies and Procedures to all members of the company who will be participating in CAALA’s convention, as well to any agents, contractors, or other personnel authorized or acting on behalf of the exhibiting company prior to and during the CAALA convention.

32. Non-Compliance

Failure to comply with any of the above rules and regulations may result in exhibitor suspension from exhibiting at future CAALA conventions or seminars for a period of time deemed appropriate by CAALA.

EXHIBITOR AGREEMENT TO POLICIES & PROCEDURES

THIS FORM MUST BE SIGNED AND RETURNED WITH REGISTRATION PACKET.

Exhibitor booth will not be assigned until CAALA has received a signed copy of this agreement.

The undersigned authorized Exhibitor agrees to abide by all terms and conditions of these Policies & Procedures and any applicable provisions of CAALA’s agreement with Venetian Resort Hotel Casino and Freeman Exposition Services.

Exhibitor Representative: _____ Signature: _____

Exhibitor Company: _____ Date: _____