



# 2011 RULES & REGULATIONS

All exhibitors displaying at ICUEE 2011 to be held at the Kentucky Exposition Center in Louisville, Kentucky, from October 4-6, 2011 are required to complete an application, execute the contract for space and subscribe to all Rules & Regulations. **FAILURE TO FOLLOW EXHIBIT RULES & REGULATIONS MAY RESULT IN CANCELLATION OF THE RIGHT TO EXHIBIT. (ALL EXHIBITS SHALL CONFORM TO ALL FEDERAL, STATE AND LOCAL LAWS AND REGULATIONS.)**

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## DEADLINES WITHIN SHOW RULES & REGULATIONS

August 15, 2011	Hanging Sign Floor Plans due to Kentucky Exposition Center.
September 1, 2011	Exhibitor Appointed Contractor Forms due to Show Management.
September 1, 2011	Certificate of Insurance for exhibitors due to Show Management.
September 1, 2011	Certificate of Insurance for exhibitor appointed contractors due to Show Management.

## GENERAL SHOW INFORMATION

### DEFINITIONS

#### ICUEE 2011

Referred to as the Exposition.

#### Equipment/Services

Product (equipment or services) displayed by any exhibitors, which comply with the rules for eligibility.

#### Exhibit Space

The indoor and outdoor areas at the Kentucky Exhibition Center assigned to an exhibitor for the purpose of displaying eligible products and services based on qualifications and full payment of the said display area.

#### Exposition Management

The producer of ICUEE 2011, the Association of Equipment Manufacturers (AEM).

#### Kentucky Exposition Center

To be referred hereafter as the KEC, which includes all indoor facilities, parking lots, marshaling areas and exhibit areas.

#### Product Concentration Areas

Exhibit space will be divided by product types.

### EXPOSITION LOCATION, DATES & TIMES

ICUEE 2011 will be held at KEC in Louisville, Kentucky and the dates and hours will be:

Tuesday	October 4, 2011	8:30 am to 5:00 pm
Wednesday	October 5, 2011	8:30 am to 5:00 pm
Thursday	October 6, 2011	8:30 am to 2:00 pm

### INSTALLATION & DISMANTLING SCHEDULE

The following schedule represents the installation and dismantling periods for ICUEE 2011. These hours are standard hours for installation.

#### INSTALLATION SCHEDULE (INDOOR AND OUTDOOR EXHIBITS)

September 27, 2011	8:00 am to 6:00 pm	Areas K & L Only
September 28-30 2011	8:00 am to 6:00 pm	All Outdoor Areas
October 1-3, 2011	8:00 am to 6:00 pm	All Outdoor Areas
October 2, 2011	7:00 am to 6:00 pm	Indoor Halls
October 3, 2011	7:00 am to 8:00 pm	Indoor Halls

#### DISMANTLING SCHEDULE (INDOOR AND OUTDOOR EXHIBITS)

October 6, 2011	2:00 pm to 9:00 pm	All Areas
October 7, 2011	7:00 am to 7:00 pm	All Areas

### INSTALLATION & DISMANTLING RULES

#### INSTALLATION

Exhibitors must have their stands completed and empty crates tagged and ready for removal no later than Monday, October 3, 2011 at 5:00 pm. Any indoor booth with crated display materials remaining unattended after 5:00 pm on Monday, October 3, 2011 may be erected or placed in storage at the discretion of Exposition Management. Outdoor

exhibits left vacant of exhibit materials after 6:00 pm on October 3, 2011 are subject to be erected or placed in storage at the discretion of Exposition Management. All charges for labor, etc. will be charged to the exhibitor on record.

### **TARGET INSTALLATION DATES**

Due to the number of indoor exhibitors, Show Management will work with all indoor exhibitors to ensure equipment and display materials will be able to get into the exhibitor's assigned exhibit space.

### **DISMANTLING**

Exposition Management reserves the right to dismantle, store or clear from the premises any display materials, equipment, property or merchandise of an exhibitor who has failed to remove the materials from the exhibit area at the conclusion of the dismantling period. All storage, handling and other charges incurred for the removal of materials will be the responsibility of the exhibitor. Exhibitors requesting the scrapping of any exhibit materials, crates, etc. will be the responsible for any charges incurred from removing these materials.

### **FAILURE TO HOLD EXPOSITION**

Should any contingencies prevent the holding of the Exposition, Exposition Management will return such portion of the exhibit space payment as may be determined to be equitable by ICUEE 2011 and Exposition Management. Should any contingencies require the moving or postponement of the Exposition, no refunds will be made.

### **EXHIBITOR REPRESENTATIVE**

Each exhibitor will be required to appoint at least one individual authorized to represent their company in all dealings with Exposition Management to be furnished at the time the exhibit space application is submitted. This representative shall be authorized to enter into such service contracts as may be necessary and for which the exhibitor shall be responsible. It is the responsibility of the exhibitor to notify Exposition Management with the name of another representative if the primary representative is unavailable.

### **EXHIBITOR SERVICES MANUAL**

The ICUEE 2011 Exhibitor Services Manual will be available for the primary representative of each exhibiting company. The on-line manual will contain all necessary information and forms for installation and show services. The Exhibitor Services Manual will be located on the ICUEE website and will contain all necessary information and forms needed for the Exposition.

## **ELIGIBILITY & EXHIBIT SPACE**

### **ELIGIBILITY**

Exhibitors must manufacture equipment, components, parts and accessories or provide services related to the construction and maintenance of systems, grounds and rights-of-ways by the following utilities: telephone, electric power, gas, water, sewer, cable TV, street lighting and traffic signals.

### **DISTRIBUTORS, RENTAL HOUSES & PRODUCT SUPPORT PROVIDERS**

Distributors, rental houses and product support providers can display their company's services however equipment, components, parts and accessories described in the preceding Eligibility section cannot be displayed. Master distributors can display these products if they are the sole U.S. distributor to a non-U.S. manufacturer.

### **AEM MEMBERSHIP INFORMATION**

- Companies who exhibited in ICUEE 2011 as AEM members must be current in their membership for 2009 and must be members in good standing for 2010.
- Companies joining AEM after ICUEE 2011 must have at least 2 years of membership dues paid in full prior to the Exposition.
- Companies who join AEM after 2011 will be credited for future dues. (Example: a company joining AEM in July 2011 can participate in ICUEE '11 by paying dues for 2011, 2012 and 2013, pro-rated by quarter joined.) Dues payments made for future years of membership are to be based on the company's last full year of sales of eligible products or services. Dues monies prepaid for future years to qualify a company for ICUEE 2011 participation are non-refundable.
- Companies joining AEM after 2011 who did not begin operation or were ineligible for membership until after that date are required to pay dues only from the starting date of operation or the date the company became eligible for membership.

- Please contact the Association of Equipment Manufacturers' Membership Director at 414-298-4153 for more information.
- ONLY EQUIPMENT WHOSE SALE IS UTILIZED AS PART OF THE TOTAL SALES VOLUME WHICH DETERMINES THE AEM MEMBER'S DUES CATEGORY MAY BE EXHIBITED using the space rate for members. A member exhibiting qualifying products which are not used to determine the member's dues category may be exhibited, except that if such products occupy 50 percent or more of the exhibit space, the non-member space rate will be charged for the entire exhibit space.

Qualifying products or services include:

1. Machines designed primarily for utility: electric, telephone/cable, water/sewer, gas use, or of a type commonly used in these industries but modified or equipped with special attachments to adapt them to non-utility markets, such as forestry, mining, agriculture, etc.
2. Components, attachments, accessories and parts sold for use in or with the above machines either at the Original Equipment Manufacturer (OEM) or after-market levels.
3. Publications dealing with the utility and construction industries.
4. Services such as finance, management, consulting, etc., supplied to the utility and construction industries.

## REMANUFACTURED AND USED EQUIPMENT

Remanufactured equipment and components may be exhibited by the Original Equipment Manufacturer (OEM) of that product or products for the purpose of showing the role of remanufacturing in the OEMs business. Exhibitors may not exhibit in their space any used equipment, except, (1.) remanufactured equipment as explained above or (2.) equipment produced by the exhibiting company that has a historical theme or background.

## EXHIBIT SPACE COST AND PAYMENT SCHEDULE

### COST OF EXHIBIT SPACE

The cost of exhibit space is based on the desired amount of square footage multiplied by the appropriate rate.

EXHIBIT SPACE RATES	INDOOR Equipment Rate 800 SF minimum	INDOOR Standard	OUTDOOR (10,000 SF or less) 1,000 SF minimum	OUTDOOR (10,001 SF or more)	Ride & Drive
AEM Member	\$8.00	\$15.15	\$2.20	\$1.80	\$3.25
Non-Member	\$10.70	\$20.60	\$3.60	\$3.60	\$4.65

Equipment rate is for exhibitors who have an exhibit with 75% or more of mobile equipment.

### PAYMENT SCHEDULE

Checks for exhibit space must be made payable to ICUEE 2011, and must be in U.S. funds or a draft drawn from a U.S. bank. Credit cards are not accepted for exhibit space payments. The following payment schedule must be followed:

50% of total cost of space **due upon application**  
Balance of the total cost of space **due May 30, 2011**

- Applications received prior to May 30, 2011 must be accompanied by 50% of the total cost of the exhibit space.
- Applications received on or after May 30, 2011 must be accompanied by the full payment for the exhibit space.
- If space is not paid in full by June 1, 2011, Exposition Management reserves the right to cancel the space.

### SPACE REDUCTION POLICY

- Any company decreasing its space before June 1, 2011 must pay at least the 50% deposit of the original space, regardless of the new space cost. If the new space cost is less than the original 50% deposit, the exhibitor will not be refunded the difference between the new space cost and the original 50% deposit. Overpayments beyond the 50% will be refunded if the reduction occurs before June 1, 2011.
- Any company reducing its space on or after June 1, 2011 will not receive a refund.

### CANCELLATION POLICY

Any notice of cancellation of exhibit space by an exhibitor must be made in writing to Exposition Management. This cancellation policy does not depend upon whether the exhibit space is re-sold or re-assigned.

- At no time will the deposit (50% of space cost) be refunded to an exhibitor canceling its space.
- Any company paid in full canceling its exhibit space before May 30, 2011 automatically loses the initial 50% deposit. The remaining balance paid to ICUEE will be refunded.
- Any company canceling its exhibit space on or after May 30, 2011 will not receive any refund due to the late date in which Exposition Management was informed of the cancellation.

## NATURE OF SPACE ASSIGNMENT

The assignment of space to an exhibitor is not to be construed as a leasing of property. It is merely the granting to the exhibitor of a license to enter upon the designated space for the sole purpose of exhibiting products in conformity with these Rules and Regulations and subject to the terms of certain leases between the KEC as lessors, and Exposition Management, as lessee, for the period of ICUEE 2011.

## ASSIGNMENT OF EXHIBIT SPACE

### PRIORITY FORMULA

The Priority Formula is used in a number of matters including the assignment of exhibit space. It is as follows:

$$\begin{array}{rcccl} \text{Years of Membership} & + & \text{Total SF in 2009 Exposition} & = & \text{Priority} \\ \text{X2} & & 100 & & \text{Number} \end{array}$$

### DEFINITION OF MEMBERSHIP NUMBER

Exposition Management chooses the company/division with the greatest number of years in AEM. An exhibitor must be a current member in good standing of AEM in order to have its years of membership used in calculating the membership number.

### DEFINITION OF PAST PARTICIPATION NUMBER

Exposition Management uses the total square footage purchased by an exhibitor for ICUEE 2009. If a company acquired another company(s), the parent company can use the newly acquired company(s) space.

All exhibit space assignments will be made by the ICUEE Sales Manager. Every attempt will be made to accommodate exhibitor space requests. Exposition Management will take into consideration an applicant's size requirements and product type. The first assignment of exhibit space priority will be based on the above mentioned priority formula. The ability to meet an exhibitor's request for a specific location will be based on the availability of space within the product concentration area at the time of receipt of the signed application and deposit. Every effort to accommodate an exhibitor's request for a particular product concentration area will be made by Exposition Management.

The first assignment process is as follows: all past ICUEE 2009 exhibitors will be assigned by priority number first, all other exhibitors returning their application and 50% by August 15, 2010 will be assigned by priority second. Applications received on or after August 15, 2010 will be assigned on a first-come first-serve basis.

No applicant will receive an assignment of space unless the application is signed and payment has been received based on the following schedule:

- Applications received prior to May 30, 2011 must be accompanied by 50% of the total cost of exhibit space.
- Applications received on or after May 30, 2011 must be accompanied by full payment of exhibit space.

Exposition Management will make every attempt to accommodate every request for space, including the preferred product concentration area and stand dimensions. In the event that all of the available space has been assigned, a waiting list for space will be kept. When an opening becomes available, exhibit space will be assigned based on the date the application was received.

## GROUND ENGAGING AREA REQUIREMENTS

Area K, the digging area, is designated solely for the exhibitors who show their equipment actually digging in the earth, and for those who need to have products demonstrated within an underground excavation. Sole static displays are not allowed in Area K. Exhibitors must operate their equipment at least three (3) hours per show day in order to be assigned in Area K. Exhibitors whose products are not used for digging, ground engaging or whose products are not used underground will be allocated exhibit space in the indoor or other outdoor exhibit areas.

## EXHIBIT SPACE SIZE

Space requests may be made in 10-foot increments with a minimum requirement of 100 square feet (Example 10 X 10, 10 X 20, etc.). Outdoor exhibit space requests have a minimum of 1,000 square feet.

## SUB-LEASING OF EXHIBIT SPACE

The exhibitor agrees not to reassign, grant, sublease or license the use of space, or any part thereof allotted to them. Exhibitors are not permitted to display separately in their space any equipment, components or products built by non-exhibiting manufacturers or other non-qualifying divisions of exhibiting manufacturers (hereafter "non-exhibiting manufacturers"), unless the space shared is with a member of good standing of one of the principal sponsoring associations.

If a component made by a non-exhibiting manufacturer is normally furnished as an integral part of the equipment being exhibited, the exhibitor of the equipment may include the component but cannot call any special attention to it. If equipment made by a non-exhibiting manufacturer is normally furnished as an integral part of the component being exhibited, the exhibitor of the component may include the equipment but cannot call special attention to it. (Please see "AEM Membership Information" for rate clarification on page 2.)

### **SHARED EXHIBITS**

Exhibitors must notify Exposition Management of their intent to share their allocated space. If an exhibitor does not notify Exposition Management, Exposition Management will take action described under the "Penalties for Violation of Exposition Rules".

### **EXHIBITS**

Exhibits are permitted only in the official exhibit areas of the ICUEE 2011 Exposition.

### **NO OTHER EXHIBITS**

ICUEE 2011 exhibitors will not exhibit or participate in any exhibit within 100 miles of Louisville during the period of the Exposition or product demonstration hours.

### **STORAGE AND PACKING MATERIALS**

The storage of packing boxes, crates, etc. for the duration of the Exposition is included in the drayage charges. Proper identification tags will be available at the Freight Desk. Two (2) of these tags must be attached to each piece to be placed in storage. All flammable packing materials such as paper, straw, etc. must be totally enclosed in containers. Materials not complying with these requirements will be considered refuse and disposed of by the cleaners.

### **UNOCCUPIED EXHIBIT SPACE**

Should an exhibitor's space remain unoccupied after 5:00 pm on Monday, October 3, 2011 or should the exhibitor fail to make payment in full by the invoice date of the final payment, Exposition Management reserves the right to resell the previously assigned exhibit space to another exhibiting company or utilize the space as it may see fit.

### **RELOCATION OF EXHIBITS**

Exposition Management reserves the right to alter the location of exhibits as shown on the official floor plan, if deemed advisable and in the best interest of the Exposition.

## **ADMISSION TO EXHIBITS**

### **REGISTRATION**

Anyone attending the Exposition will be required to register and agree to comply with the Exposition Rules. Exhibitors who have been assigned exhibit space for the Exposition will be required to submit a registration form, which will be included in the Exhibitor Information Manual and available online. We strongly recommend that all exhibiting personnel register in advance of the Exposition.

### **ADMISSION TO THE EXHIBITS**

Admission to the Exposition floor will be by badge only. Adequate precautions will be taken to ensure that only authorized persons are admitted to the exhibit area.

### **PRE AND POST SHOW HOUR FUNCTIONS**

Exhibitors holding pre or post show hour functions in their exhibit space are required to hire security for the event(s). Exposition Management provides perimeter security only. Attendee registration badges will not provide access to the exhibit areas during non-Exposition hours. If an exhibitor wishes to have any dealers or customers in their stand during non-Exposition hours, permission must be received in writing, in advance from Exposition Management. Permission granted for such a request will only be valid for the time period of two (2) hours prior to the opening of the Exposition and two (2) hours after the closing of the Exposition.

### **EXHIBITOR ADMITTANCE DURING NON-EXPOSITION HOURS EXPOSITION INSTALLATION**

Exhibitor personnel are allowed to enter the exhibit area during installation only if they are part of the crew assembling the exhibit area and are identified with work passes obtained from Exposition Management.

Exposition Management will take immediate and firm steps to remove anyone from the exhibit floor who is not entitled to be there in accordance with Exposition Rules. All spouses and guests must register for the Exposition. This action will be particularly prompt in the case of children under the age of 18 who are brought into the Exposition during non-Exposition hours. Spouses, guests and all labor personnel who are employees in the business and are at the Exposition to assist in set-up, dismantle, or work the stand, must register as an "Exhibitor".

## **CHILDREN**

Under no circumstances will children under 18 years of age be permitted onsite during the installation and dismantling periods. During Exposition hours, children under 18 years of age will be allowed in the Exposition only under the supervision of an adult who is registered to attend the Exposition. Children under 18 will not be required to purchase a badge but will be badged free of charge for identification purposes.

## **PHOTOGRAPHS & VIDEOS**

Any exhibitor can prohibit the taking of photographs within their exhibit either completely or selectively. Attendees will not be allowed to take photos and/or videos during the installation or dismantling periods without permission from the exhibitor. Attendees will be allowed to take photographs from the aisle during hours of the Exposition.

# **WORK RULES & EXHIBITOR APPOINTED CONTRACTORS**

## **EXHIBITOR APPOINTED CONTRACTORS/INDEPENDENT SERVICE CONTRACTORS**

An Exhibitor Appointed Contractor (EAC) or an Independent Service Contractor (ISC) is any company other than the designated Official Contractors that provide services such as display installation and dismantling, models, florists, photographers, audio visual firms, etc. and need access to your exhibit any time during installation, Exposition dates or dismantling.

## **RULES & REGULATIONS**

If the exhibitor wishes to use an EAC or ISC, the exhibitor, the EAC and the ISC, must adhere to the following rules and regulations. **THESE RULES WILL BE STRICTLY ENFORCED.** The exhibitor must complete the Non-Official Contractor form in the Exhibitor Information Manual. Also, the exhibitor must inform whether this contractor is authorized to order Exposition services on the exhibitor's behalf.

1. Exhibitors must submit a Non-Official Contractor form for all EAC/ISC working on their behalf no later than September 1, 2011. This form can be found in the Exhibitor Information Manual and online.
2. The EAC/ISC shall refrain from placing an undue burden on the Official Contractors by interfering, in any way, with the Official Contractor's work.
3. The EAC/ISC will not solicit business on the Exposition floor during any of the overall days of the exhibition, including installation, Exposition dates and dismantling.
4. The EAC/ISC is responsible for adhering to all rules and regulations requiring badging.
5. If the EAC/ISC, in any way, disrupts the orderly conduct of business by any of the Official Contractors, or impairs the smooth installation and dismantling of the exhibition, the EAC/ISC will immediately cease such disruption or be removed from the exhibition site. Exposition Management will have the final decision in such instances.
6. EAC/ISC who provides installation and dismantling services will be sent the proper information from the Exhibitor Information Manual upon receipt of request by the authorizing exhibitor.

Exposition Management will give authorization to the EAC/ISC to provide installation and dismantling services to the exhibiting firm upon receipt of:

1. Certificate of Insurance for workers' compensation and employers' liability, comprehensive general liability and automobile liability insurance. The workers' compensation and employers' liability insurance must provide a minimum limit of \$500,000 and meet the requirements established by the state in which the exhibition is being held. Comprehensive general liability coverage must provide at least \$1 million/\$2 million in coverage and shall name Exposition Management and the General Contractor as additional insured's. Automobile liability should include all owned, non-owned and hired vehicles with limits of \$500,000 bodily injury and \$500,000 property damage liability. Exposition Management must receive the Certificate of Insurance **no later than 30 days** prior to the commencement of installation.

The Certificate of Insurance can be mailed or faxed to Exposition Management at:  
6737 West Washington Street Suite 2400  
Milwaukee, WI 53214-5647

**Fax Number:** 414-272-2672

2. Written acceptance that the EAC/ISC will abide by all Rules and Regulations, especially those as contained herein for EAC/ISC. Exposition Management must receive this on or before September 1, 2011.

In performing work for their clients, the EAC/ISC shall cooperate fully with the Official Contractors and shall comply with existing labor regulations or contracts as determined by the commitments made and obligations assumed by Exposition Management in any contracts with the Official Contractors.

Failure to comply with these regulations will result in refusal or loss of authorization to perform services and immediate removal from the Exhibit site.

## **BUILDING & OPERATING YOUR STAND**

### **EXHIBIT DESIGN & USE OF EXHIBIT SPACE**

These rules and regulations are designed to allow each exhibitor the opportunity to maximize the use of its space without infringing on the ability of the surrounding exhibitors to maximize use of their space.

**Exhibits shall be arranged based on the “Cubic Content” concept. All exhibitors will be allowed to utilize their total contracted exhibit space within the height restrictions of their prospective stand types as described below.**

No portion of a machine, product or display piece may extend beyond the boundaries of the exhibitor’s assigned exhibit space.

### **PIPE & DRAPE**

Standard/Inline booths will be furnished at no charge with 8-foot high drape background and 3-foot high drape partitions. Due to the nature of perimeter and island booths, they will not be furnished with back drape or drape partitions.

### **EXHIBIT STAND HEIGHT REGULATIONS**

#### **STANDARD BOOTH**

One (1) or more standard units in a straight line with booths on both sides and behind its back wall. Exhibitors occupying these stands must adhere to the following height guidelines: Exhibit materials, components and identification signs will be permitted to a maximum height of 10’0” (3.05 m).

#### **CORNER BOOTH (499 SQUARE FEET OR LESS)**

A standard booth located on a corner (two sides open to aisles) 499 square feet or less. Exhibitors occupying these stands must adhere to the following height guidelines: Exhibit materials, components and identification signs will be permitted to a maximum height of 12’0” (3.66 m).

#### **CORNER BOOTH (500 SQUARE FEET OR MORE)**

A standard booth located on a corner (two sides open to aisles) 500 square feet or more. Exhibitors occupying these stands must adhere to the following height guidelines: Exhibit materials, components and identification signs will be permitted to a maximum height of 15’0” (4.57 m).

#### **PERIMETER WALL BOOTH**

A standard booth located on the outer-perimeter wall of the floor. Exhibitors occupying these stands must adhere to the following height guidelines: Exhibit materials, components and identification signs will be permitted to a maximum height of 15’0” (4.57 m).

#### **PENINSULA BOOTH**

An exhibit space consisting of four (4) 10 x 10 booths or more with an aisle on three (3) sides and whose back wall is shared by another exhibiting company is considered a peninsula space. Any portion of the exhibit bordering another exhibitor’s booth must have the back side of that portion finished and must not carry identification signs or other copy that would detract from the adjoining exhibit. Exhibitors occupying these stands must adhere to the following height guidelines: Exhibit materials, components and identification signs will be permitted to a maximum height of 20’0” (6.1 m)

## **ISLAND BOOTH**

An exhibit space, which consists of four (4) or more 10 x 10 booths with all four (4) sides open to aisles. Exhibitors occupying these stands must adhere to the following height guidelines: Exhibit materials, components and identification signs will be permitted to a maximum height of 20'0" (6.1 m) where permitted.

The height regulation that corresponds to the exhibitor's exhibit stand assignment will be printed on the official exhibitor assignment letter.

## **OUTDOOR HEIGHT REGULATIONS**

There are no height restrictions for outdoor exhibitors. However, due to the location of the Kentucky Airport and the Kentucky Exposition Center, any exhibitors displaying cranes or aerial work platforms must submit a detailed floor plan that includes the height of all booms and jibs to ensure they do not interfere with airport flight paths. Exhibitors may be asked to limit the height of their booms or jibs in order not to interfere with the flight paths at the airport. Floor plans must be submitted on or before July 15, 2011.

## **HANGING SIGNS**

Exhibit materials, components and identification and/or graphic signs will be permitted to a maximum height of:

Corner Booth (499 SF or Less)	12 feet
Corner Booth (500 SF or More)	15 feet
Perimeter Booth	15 feet

Standard booths (10 feet deep) are not permitted to have hanging signs.

An identification and/or graphic sign suspended above a peninsula or island exhibit space 400 square feet or larger with a depth of 20-feet or more will be permitted at unlimited height.

### **Size**

Hanging signs and/or graphics in a peninsula booth must be hung 10-feet from the back of the booth to avoid encroaching on the neighboring exhibitor's booth. Hanging signs and/or graphics in island booths can be placed on the booth line on all 4 sides.

### **Structural Integrity / KEC Rules**

The maximum weight for hanging signs is 3,000 pounds on the major trusses with a limit of 1,500 pounds on the bar joints. 500 pounds can be at a single point with three points possible. Any rigging or hanging must be from structural steel only. Hanging is strictly prohibited from sprinkler lines, water, gas, or air lines, HVAC Ductwork, electrical BUSS ducts or any other line. Items found hanging on these prohibited structures will be removed at the exhibitor's expense. Hanging signs from the structural steel will require approval from Facility Management. Submit complete rigging plots by August 16, 2011 to:

KEC Director of Operations  
C/o KEC, 937 Phillips Lane  
Louisville, KY 40209 USA

## **TOWERS**

A tower is considered a freestanding exhibit component separate from the main exhibit fixture that is used for identification and display purposes only.

- a.) Towers will be permitted to a height and depth that correspond to the height regulations for the appropriate exhibit configuration of which they are a part. For example, towers that are part of a peninsula exhibit will not exceed 20'0" in height.
- b.) All towers in excess of 12'0" (3.66m) must have drawings available for inspection by Exposition Management and the Official Contractor, during the time the tower is being erected, exhibited and dismantled at the Exposition site. The plans must include a signature or stamp of a reviewing structural engineer indicating that the structure designed is properly engineered for its proposed use. A signature of an authorized official of the exhibit building company indicating that the structure is built in compliance with the details and specifications set forth on the drawings must also be included.

## **SIGNS ON EXHIBITS OR PRODUCTS**

## **INDOOR**

No company sign or advertising indoor shall be displayed on exhibits and/or products at a height that exceeds the height regulations for the exhibitor's space (Please see "Exhibit Stand Height Regulations" on page 6), except that the permanently affixed name, trademark, or insignia of the exhibitor and its customer used on a product as sold may be carried on the product exhibited. All signs should be planned in good taste so as not to be offensive to visitors or other exhibitors.

## **OUTDOOR**

There are no size and height restrictions outdoor on signage except that signs should be planned in good taste so as not to be offensive to visitors or other exhibitors, must not be hazardous and must be within the confines of the exhibit space. No exhibit, which inhibits, obstructs or in any way interferes with air navigation in the vicinity of the airport, will be permitted. All auxiliary display material (e.g. balloons in outdoor areas) must be brought to ground level at the end of the show day.

## **DEFACING OF BUILDING OR EXHIBIT FACILITIES**

Each exhibitor is liable for any defacing or damage from their own acts to the exhibit building or exhibits facilities. Painting of the floor in exhibit spaces will not be permitted, and no floor coverings may be attached or adhered (except carpet tape) in any manner whatsoever. Exhibitors may not apply paint, lacquer, adhesive or any other coating to building columns or floors. Any damages will be charged directly to the exhibitor.

The portion of the columns that are entirely within the limits of an exhibit space may be covered by the exhibitor but must meet the height guidelines stated within these rules. All column covers must meet with the approval of the KEC and Exposition Management.

**Outdoor exhibitors displaying or demonstrating equipment must leave the grounds in the original condition. Exhibitors will be responsible for any damage and/or restoration costs determined by KEC caused by their display or demonstration.**

## **EQUIPMENT SALES, SOLD SIGNS & CUSTOMER NAMES**

An exhibitor may receive orders for, or sell its equipment during the Exposition and shall be responsible for collecting and paying any applicable local, state and federal taxes and obtain any necessary licenses needed to sell merchandise.

No "SOLD" signs, "FOR SALE" signs or signs listing the price are allowed to be displayed on products. Permanently affixed customer names may be included on products but are limited to eligible products and cannot be included on any signs or literature.

## **INFLATABLE OBJECTS**

Helium filled balloons and other inflatable objects are permitted in outdoor spaces as long as the objects are within the confines of the assigned space. No hot air balloons will be permitted.

Helium gas cylinders for refilling must be secured in an upright position on safety stands with the regulators and gauges protected from damage. Overnight storage of helium or compressed air cylinders in the building is prohibited. No inflatable objects of any kinds will be permitted indoor at KEC.

## **MOTION, NOISE CONTROL & OFFENSIVE ODORS**

Loudspeakers of any kind must be directed toward the interior of the exhibitor's exhibit space. Speakers may not face aisles or other exhibitors' booths.

Exposition Management will intervene if necessary, and reserves the right to shut down exhibits deemed objectionable by Exposition Management. Each Exhibit will be operated in a dignified manner so as not to constitute an annoyance to adjoining exhibitors.

## **FIRST WARNING**

The exhibitor shall be issued a written warning indicating a violation has occurred and instructing the exhibitor to immediately correct the offense.

## **SECOND WARNING**

The source of the offense shall be shut off for a maximum of one (1) hour.

## **THIRD WARNING FINAL**

The source of the offense shall be shut off for the remainder of the Exposition. There will be no refund, in whole or in part, of any exhibit fees.

### **SOUND DEVICES, MOVIES, SLIDES, VIDEOS, MUSIC & TV**

Audiovisual presentations and closed circuit exhibitor-generated materials are permitted within a given exhibit as long as they are not operating to the detriment of a neighboring exhibitor. The operation of radio or television sets receiving outside broadcasts are prohibited. Recording, filming, taping with hand-held or tripod mounted video equipment on the Exposition grounds during ICUEE hours is prohibited without the permission of both Exposition Management and the exhibitor or exhibitors being recorded, and these activities cannot interfere with exhibit operations or pedestrian traffic. Exhibitors shall be responsible for securing any and all necessary licenses or consents for any performances, displays or other uses of copyrighted works, patented inventions or other intellectual property in connection with their exhibit, housing and hospitality facilities at the Exposition. Exhibitors should be aware that music played in their booths, whether live or recorded, may be subject to laws governing the use of copyrighted compositions. ASCAP, BMI and SESAC are three authorized licensing organizations that collect copyright fees on behalf of composers and publishers of music. Exposition Management is authorized to record and use audio/visual materials recorded at ICUEE 2011.

Radio and television reporters and cameramen seeking "news segments" during Exposition hours, must obtain and wear official PRESS CREDENTIALS during their visits and their activities cannot interfere with exhibit operations nor pedestrian traffic.

### **SERVICE VEHICLES**

One (1) service vehicle per outdoor exhibitor will be allowed onto the grounds prior to exposition opening and allowed to leave after the exposition closes each day. The vehicle must be parked within the exhibitor's assigned exhibit space. Vehicles may enter with a special pass attached to the bumper. There is a \$30.00 one-time cost for each pass.

### **CLEANING**

Exposition management will arrange for general cleaning in the common areas of the exhibit hall and outdoor lots. Exhibitors must keep their own exhibits clean and in good condition. Exhibitors responsible for excessive debris in the common areas (popcorn, peanuts, etc.) will be responsible for the charges resulting from special clean up.

### **TELEPHONE POLES**

No telephone poles may be set below the ground in areas with a hard surface. Telephone poles are allowed in the ground engaging exhibit areas only.

### **FIRE, SAFETY AND HEALTH**

The exhibitor agrees to accept full responsibility for compliance with local, city and state fire, safety and health ordinances regarding the installation and operation of equipment. All exhibit materials and equipment must be located within the booth and protected by safety guards and devices where necessary to prevent personal accidents to spectators. Only fireproof materials may be used in displays and the necessary fire precautions will be the responsibility of the exhibitor.

It is the responsibility of the exhibitor to put in place safety measures within the assigned exhibit space for demonstrations that contain any type of debris coming from a demonstration.

At the end of each day, all equipment must be lowered into transportation position. All auxiliary display materials (i.e.; inflatable objects in outdoor areas) must be brought down to ground level at the end of each day.

No exhibits, which inhibit, obstruct or interfere with air navigation in the vicinity of the airport, will be permitted.

### **ANIMALS**

Animals may not be part of an exhibit or for entertainment purposes. They are prohibited from entering the exhibit area unless they will be used for handicapped purposes.

### **AMERICANS WITH DISABILITIES ACT (ADA)**

All exhibiting companies are required to be in compliance with the Americans with Disabilities Act (ADA) and are encouraged to be sensitive, and as reasonably accommodating as possible, to attendees with disabilities. Information regarding ADA compliance is available from the U.S. Department of Justice.

### **SUBMISSION OF FLOOR PLANS**

Exhibitors with exhibit space of 1,000 square feet or larger must submit a detailed floor plan to Show Management for approval a final floor plan, no later than September 1, 2011. The floor plan should include the dimensions and descriptions of all structures in the exhibit including signs, offices, walls, drapes and products to be displayed. All plans will be treated in strict confidence. All exhibitors will receive written approval from Show Management of their floor plans. If your company does not receive written approval, from Show Management, do not assume approval has been granted. Exhibitors and exhibitor appointed contractors are required to comply with all exhibit stand regulations when designing their company's exhibit.

## **SAFETY & SECURITY**

### **SECURITY**

Every reasonable precaution will be taken to protect property during the installation, Exposition and dismantling periods. However, neither Exposition Management, service contractors nor KEC are responsible for the safety of the property of exhibitors from theft, damage by fire, accident, vandalism or other causes. Exposition Management recommends that exhibitors make special arrangements with the Official Security Contractor of ICUEE 2011 for additional protection of their stands.

### **SAFETY DEVICES**

The exhibitor agrees to accept full responsibility for compliance with federal, state or local safety, fire and other regulations and to provide and maintain adequate safety devices.

### **MOTORIZED CARTS & VEHICLES**

Only approved motorized handicapped vehicles will be allowed on the grounds during exposition days.

### **FLAMMABLE MATERIALS**

No flammable materials of any nature, including decorative material, may be used in any stand. In accordance with federal, state and local fire regulations any fabric used in a stand shall be flameproof.

(Indoor booths only) Vehicles with gasoline engines may be displayed only if the following conditions are met: All battery cables must be disconnected and taped to avoid potential sparks. A locking gas cap must be installed or the tank must be adequately sealed by tape. Gas tanks must contain no more gasoline than is required for move-in and move-out.

## **PROMOTING YOUR STAND**

### **FOOD & BEVERAGE**

Onsite food preparation by exhibitors is not permitted at KEC. Exhibitors wishing to provide food service for distribution to staff and attendees must arrange for its preparation and service with the exclusive caterer designated by KEC.

Serving alcoholic beverages by exhibitors is strictly prohibited in all exhibit areas during show hours. Exhibitors can serve alcoholic beverages during post show functions in their assigned exhibit space. However, the operation or starting up of machinery is NOT ALLOWED by attendees during post show functions at any time when alcoholic beverages are being served.

### **LITERATURE DISTRIBUTION**

Circulars, catalogs, magazines, folders and other matter may be distributed only by an exhibitor at the exhibitor's space and must be related strictly to the products and/or services on display or eligible for display (Please see "Eligibility & Exhibit Space" on page 2) and which are directly available from the exhibitor.

Distribution from space-to-space or in the aisles is forbidden, and exhibitors must confine their exhibit activities to the space for which they have contracted.

Strolling entertainment or moving advertisements (robots, persons carrying or wearing signs, etc.) outside an exhibitor's space are not permitted. Repeat violations will result in the confiscation of materials/promotion items involved in the violations.

Only literature published or approved by Exposition Management may be distributed in the registration area, meeting rooms, exhibit hall (outside the individual stands) or on transportation leased to Exposition Management.

Canvassing on any part of the KEC property is strictly prohibited and any person doing so will be requested to leave the premises, and their material will be removed at the same time. The only exception to this rule are those survey organizations who have obtained Exposition Management approval.

### **PRESS CONFERENCES**

Press conferences during Exposition days shall be coordinated through Exposition Management. Suitable rooms on the Exposition grounds will be made available for exhibitors interested in conducting a press conference, briefing or other event involving invitations to accredited media attending or traveling to the Exposition. Exhibitors may hold press conferences in their stands. Exhibitors must make arrangements for the media function and obtain authorization for the event, through Exposition Management. Every effort will be made to accommodate all requests when applying for meeting room space.

Events involving an invitation to accredited media must be sponsored and administered by exhibitors in the Exposition who shall accept responsibility for adherence to the official Exposition Rules and Regulations. No press conferences will be allowed during Exposition hours outside of this designated area including hotel, restaurant or proving ground areas.

### **USE OF ICUEE 2011 LOGO**

The exhibitor acknowledges that the ICUEE name and the ICUEE 2011® exposition logo are registered trademarks owned by Exposition Management. Appropriate use of the Exposition name and logo is permitted by companies exhibiting in the 2011 exposition who wish to publicize the exposition and/or the fact that the exhibitor is participating in the exposition. Any reproduction of the exposition logo shall include the trademark registration symbol, ®.

Exhibitors at ICUEE 2011 may also request permission from Exposition Management to use the ICUEE name and exposition logo on commemorative items to be given away by the exhibitor. Any request shall be made in writing to Exposition Management, describing the proposed use, the type of items on which the name and logo would be placed and a statement that such items would not be sold. Exposition Management reserves the right to deny any request, or any use of the exposition name and logo, that it finds to be inappropriate, offensive or not in the best interests of the Exposition.

## **AGREEMENT & ENFORCEMENT OF RULES & REGULATIONS**

### **CLOSING EXHIBIT STANDS EARLY**

Any exhibitor who begins to dismantle or pack part of their exhibit before the close of the Exposition will lose their priority status in the next Exposition.

No exhibitor will be permitted to commence dismantling any portion of the exhibit or commence packing crates or cartons or abandon their display prior to the official show closing. Failure to comply with this stipulation of the contract will result in the exhibitor losing their exhibit space priority for the next future exposition; such exhibitors will not have space assignments (if any remain) until at least 60 days after the first mailing of the Exhibitor Agreements.

### **AGREEMENT TO RULES**

The exhibitor agrees that the exhibiting company and its employees and agents will abide by these rules and by any amendments that may be put into effect by Exposition Management, provided that such amendments shall not substantially diminish rights or increase the liability of an exhibitor (and written notice is given to exhibitors). The Exhibit Space Application form must be signed by an official of the exhibiting company indicating that these rules have been read and agreed to before any space assignment will be made. Exhibitors will receive a copy of their signed contract along with their confirmation letter.

EXPOSITION MANAGEMENT RESERVES THE RIGHT TO RESTRICT ACTIVITIES, RESTRICT AND/OR CLOSE EXHIBITS WHICH, IN THE OPINION OF EXPOSITION MANAGEMENT, BECOME OBJECTIONABLE. This includes persons, things, conduct, printed matter, or anything of a character, which is deemed not to be in the best interest of all exhibitors or Exposition Management. An exhibitor's space shall not be used to publicize meetings to be held outside the Exposition that will detract from Exposition attendance. All matters and questions not covered by these Rules and Regulations and all interpretations of these Rules and Regulations, are subject to final decision by Exposition Management. Any questions should be addressed to Exposition Management.

### **ENFORCEMENT OF EXPOSITION RULES**

Reasons for Enforcement—The primary reasons for the enforcement of Exposition rules are to: (1.) protect the integrity of ICUEE 2011, its participants and Exposition Management, (2.) insure compliance with the laws, codes, ordinances and contracts of the exhibit facility, municipality and the state in which the Exposition is held, and (3.) insure that all exhibitors are treated fairly and safely.

## **PREVENTION OF VIOLATIONS**

(Pre-Exposition Planning) -To prevent violations by exhibitors, Exposition Management will send special alert mailings and newsletters to exhibitor representatives to make them aware of the intent of important Exposition Rules.

## **PROCEDURES FOR IDENTIFYING AND HANDLING VIOLATIONS**

Exposition Installation, Exposition Days and Dismantling:

1. An exhibitor should contact Exposition Management if there are any questions concerning the procedures for identifying and handling violations of the Exposition Rules and Regulations.
2. Exposition Management and floor managers under the supervision of Exposition Management will routinely inspect the exhibit floor during Exposition installation, Exposition days and dismantling. Their duty will be to assist in the interpretation and enforcement of the rules. The ICUEE Management Committee will have the final decision concerning all Exposition rules.
3. Upon discovery of a violation of the Exposition Rules in an exhibit, Exposition Management or the floor manager will issue a written notice to the exhibitor representatives in the exhibit and explain the nature of the violation.
4. The written notice will explain that the violation must be corrected: (a) immediately, if the violation poses a safety hazard, (b) by 6:00 pm on October 3, 2011, if the violation occurs during Exposition installation, or (c) before the opening of the next Exposition day, if the violation occurs during Exposition days. (If the exhibit in violation is unoccupied, Exposition Management will alert the representatives of the exhibit.)
5. Violations involving ineligible equipment or exhibitors must be corrected IMMEDIATELY during Exposition days and are subject to the penalties listed below.
6. An exhibitor receiving a written notice of a violation will have its exhibit re-inspected by floor managers at the time specified on the written notice.
7. If the inspection reveals that the violation has not been corrected or if the same violation is found at any time after the first violation, a second notice will be given and the procedure noted above for the first violation will be repeated.
8. Failure to correct a violation immediately in the case of ineligible equipment, (item 5 listed above) or after the second notice in the case of other violations, or a third occurrence of the same violation, will result in a penalty being administered by Exposition Management in accordance with the Exposition Rules and Regulations listed below.
9. An exhibitor wishing to appeal a written notice must do so by contacting Exposition Management within the time allowed on the written notice to correct the violation.

## **PENALTIES FOR VIOLATION OF EXPOSITION RULES**

Exposition Management reserves the right to penalize an exhibitor for an uncorrected violation in the Exposition Rules and Regulations. Violations during the installation period or Exposition days will result in one or more of the following:

1. Draping off or covering the item in violation for a period specified by Exposition Management at the exhibitor's expense.
2. Immediate removal or draping off the entire exhibit at the exhibitor's expense.
3. Removal of the item in violation at the exhibitor's expense.
4. Loss of priority status for future ICUEE events.

## **THE EXHIBITOR AGREES...**

1. The exhibitor shall make no claim for any reason whatsoever against either the KEC or Exposition Management for loss or damage or for injury to himself or his employees while in or about KEC or for loss or damage by reason of failure to hold the Exposition as scheduled, failure to provide exhibit space, removal of the exhibit or any other act of Exposition Management. This includes but is not limited to any indirect, incidental, consequential, punitive or special damages, lost profits, lost savings, loss of goodwill or otherwise arising out of or relating to the Exposition or any act or omission of Exposition Management or the KEC.
2. Exhibitor shall bear their own risks of loss or damage to property and injury.
3. The exhibitor shall make no claim against Exposition Management for any reason for the acts or omissions of any contractor or for charges or billings (including overtime charges) for services rendered to the exhibitor by any contractor, or due to any change to the targeted move-in or move-out time for the exhibit, or any delays in move-in or move-out of the exhibit, or dissatisfaction with the quantity or quality of attendee traffic at the Exposition or at the exhibitor's space, or the location of the exhibitor's space.

4. Exposition Management shall not be liable for any delay, failure in performance, loss or damage due to: fire, explosion, power blackout, earthquake, flood, the elements, strike, embargo, labor disputes, acts of civil or military authority, war, acts of God, acts of terrorism, acts or omissions of carriers or suppliers, acts of regulatory or governmental agencies, or other cause beyond its reasonable control, whether or not similar to the foregoing.
5. That exhibitor shall:
  - A. Insure against said risks of loss or damage to property and injury and secure and furnish Exposition Management with each insurer's covenant not to exercise any legal or equitable right it may have against Exposition Management or KEC and provide Exposition Management with a Certificate of Insurance evidencing such coverage with Exposition Management and KEC named as insured's.

Certificate of Insurance for workers' compensation and employers' liability, comprehensive general liability and automobile liability insurance. The workers' compensation and employers' liability insurance must provide a minimum limit of \$500,000 and meet the requirements established by the state in which the exhibition is being held. Comprehensive general liability coverage must provide at least \$1 million/\$2 million in coverage and shall name Exposition Management and the General Contractor as additional insured's. Automobile liability should include all owned, non-owned and hired vehicles with limits of \$500,000 bodily injury and \$500,000 property damage liability. Exposition Management must receive the Certificate of Insurance **no later than 30 days** prior to the commencement of installation.

The Certificate of Insurance can be mailed or faxed to Exposition Management at:  
6737 West Washington Street, Suite 2400  
Milwaukee, WI 53214-5647

**Fax Number:** 414-272-2672

- B. If failing to insure against all such risks, or failing to secure and furnish each insurer's covenant not to sue, the exhibitor shall indemnify and hold harmless Exposition and KEC from any and all loss or damage to property and injury aforesaid.
6. Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save Exposition Management, KEC and their employees and agents, harmless against all claims, losses or damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by exhibitor's installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of the indemnity.
7. The exhibitor agrees that the preceding paragraphs shall also apply to any exhibit space at locations other than KEC.