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NACSSHOW[®]

NACS[®]  

NACS SHOW 2011 DEADLINE LIST

We recommend that you order all services in advance by the indicated deadlines. The following deadlines are the absolute latest a form can be considered an advance order and receive the appropriate discounts if available.

ACTION ITEM	DEADLINE
Hanging Sign Request	08/01/11
Update Exhibitor Directory Listing Online	08/01/11
Cool New Video Kiosk	08/15/11
Cool New Products Preview Room	08/18/11
Booth Security	08/29/11
Badge Registration Deadline (for badges mailed in advance)	08/31/11
Pre-Show Attendee Lists – orders will be fulfilled on...	09/02/11
Lead Retrieval	09/02/11
Vehicle Notification	09/09/11
Animal Notification	09/09/11
Exhibitor Appointed Contractor Notification	09/09/11
Authorization for Sample Food & Beverage Distribution	09/09/11
Equipment, Paper Goods & Ice Orders	09/09/11
Food & Beverage Order	09/09/11
Cool New Products & Services Guide	09/12/11
Freeman Services including A/V	09/13/11
All Facility/Utility Orders including: Telephone, Internet, Cable, Electrical and Plumbing	09/19/11
Advanced Warehouse Shipments to Freeman	09/20/11
Refrigeration Order	09/22/11
Direct Shipments to McCormick Place	Targeted Move-in See map in "Shipping" section
Post-Show Attendee Lists – orders will be fulfilled...	Approximately 2 weeks after close of Show

NACS SHOW 2011 GENERAL INFORMATION

SHOW LOCATION AND HOURS

McCormick Place
2301 S. Lake Shore Drive
Chicago, IL 60616

Phone: (312) 791-7000

Exhibit Halls A (South Hall) and B (North Hall)

Sunday, October 2, 2011
Monday, October 3, 2011
Tuesday, October 4, 2011

11:30am – 5:30pm
11:30am – 5:30pm
9:00am – 1:30pm



**NACS recognizes the importance of the Exposition to retail attendees. Therefore, no other official activities are scheduled during Show hours.*

YOUR NACS SHOW CONTACTS

NACS
1600 Duke Street
Alexandria, VA 22314
Phone: (703) 684-3600 FAX: (703) 836-4564
Visit our websites: www.nacsonline.com or www.nacsshow.com

Leigh Walls
Director, Exhibit Sales & Services
Phone: (703) 518-4215
Email: lwalls@nacsonline.com
**Petroleum*

Matt Danzig
Director, Supplier Relations
Phone: (703) 518-4281
Email: mdanzig@nacsonline.com
**Hunter Club Liaison*

Alison Daniels
Exhibit Sales & Services Manager
Phone: (703) 518-4287
Email: adaniels@nacsonline.com
**Foodservice, Technology, Facility Operations*

Jennifer Nichols
Advertising Manager
Phone: (703) 518-4276
Email: jnichols@nacsonline.com

Donovan Woods
Exhibit Sales & Services Manager
Phone: (703) 518-4226
Email: dwoods@nacsonline.com
** Merchandise, Candy & Snacks*

Stacey Dodge
Director, Advertising Sales
Phone: (703) 518-4211
Email: sdodge@nacsonline.com

General Contractor

Freeman
5040 West Roosevelt Road
Chicago, IL

Phone: (773) 473-7080
Fax: (773) 379-9879

Questions regarding material handling, furniture and carpet rentals, booth installation & dismantling, labor, electrical, hanging signs and any other Freeman forms, can be directed to Freeman. **All Freeman information can be found online by going to www.nacsshow.com > For Exhibitors > Exhibitor Service Kit.**

Housing and Registration

NACS Housing

Connections Housing
820 Church Street
Decatur, GA 30030
Phone: (800) 983-NACS (6227)
Fax: (404) 581-5913
nacshousing@connectionshousing.com
www.nacsshow.com

> "Hotel & Travel" tab

NACS Registration

EPIC Registration
10900 Granite Street
Charlotte, NC 28273
Phone: (800) 521-7621
Fax: (980) 233-3800
nacsregistration@epicreg.com
www.nacsshow.com

> "Register" tab



NOTICE

Buyer Beware: Be cautious if dealing with any housing companies or services that imply or claim an affiliation with the NACS Show other than Connections Housing, the Official NACS Show Housing Company. Connections Housing will never ask for full non-refundable prepayment. Always ask a company that approaches you: Are you the official NACS Show Housing Company? Do you require pre-payment? Please be vigilant when dealing with an unauthorized travel company, many are not legitimate companies and most do not deliver as promised. Reservations made through an agency other than Connections Housing will be at your own risk. If you are contacted by another housing company trying to sell hotel rooms, please notify Show Management at aburke@nacsonline.com.

Recent testimonial: "I had to pay a 50% non-refundable deposit to get 20 rooms at the downtown hotel I wanted at a very low rate. When I contacted this [unaffiliated housing] company with some change requests, they told me that my entire group had been moved to a hotel in the suburbs.

Attendee Lead Retrieval System

EPIC
10900 Granite Street
Charlotte, NC 28273
Phone: (800) 521-7621 | (980) 233-3812
Fax: (980) 233-3800
E-mail: nacsregistration@epicreg.com

Order online: <https://www.tradeshowregistrar.com/lr/?event=NACS11LR>

OFFICIAL CONTRACTORS (CONTINUED)

Audio Visual Equipment/Computer Rentals

Freeman
4545 W. Davis Street
Dallas, TX 75209
Contact: Sammie Knight
Phone: (214) 623-1397
Fax: (469) 621-5603
E-mail: sammie.knight@freemanco.com
Online: www.nacsshow.com > For Exhibitors > Exhibitor Service Kit. Once on the kit website and logged in, click on Forms and Brochures > Freeman Services.

Business Services

FedEx Kinko's McCormick Place
2301 S. Martin Luther King Drive
South Building, Level 2.5
Chicago, IL 60616
Contact: Ernestine Williams, Assistant Manager
Phone: (312) 949-2100
Fax: (312) 842-2785
E-mail: usa5020@fedexkinkos.com

Cable TV Service (exclusive)

McCormick Place
2301 S. Lakeshore Drive
Chicago, IL 60616
Phone: (312) 791-6113
Fax: (312) 791-6159
E-mail: mccormickplaceutilities@mpea.com
Order online: www.mccormickplace.com

Catering/Food Service (exclusive)

McCormick Place Convention Center
Chicago Restaurant Partners/SAVOR
2301 South Lake Shore Drive
Chicago, IL 60616
Contact: Cybele Abrams
Phone: (312) 567-8164
Fax: (312) 791-7280
E-mail: cabrams@mpea.com

OFFICIAL CONTRACTORS (CONTINUED)

Electrical Service

Freeman
5040 West Roosevelt Road
Chicago, IL
Phone: (773) 473-7080
Fax: (773) 379-9879

All Freeman information can be found online by going to
www.nacsshow.com > For Exhibitors > Exhibitor Service Kit.

Florist

Floral Expositions, Inc.
2100 Premier Row
Orlando FL 32809
Contact: Sandy DeJesus
Phone: (407) 855-0339
Fax: (407) 855-0242

E-mail: sandy.dejesus@floralexpo.net

Online: www.nacsshow.com > For Exhibitors > Exhibitor Service Kit. Once on the kit website and logged in, click on Forms and Brochures > Additional Services.

McCormick Place - Chicago

McCormick Place
2301 S. Lakeshore Drive
Chicago, IL 60616
Phone: (312) 791-6113
Fax: (312) 791-6159
E-mail: mccormickplaceutilities@mpea.com
Website: www.mccormickplace.com

Hostesses/Models/Demonstrators

Judy Venn & Associates
3186 Airway Avenue, Suite H
Costa Mesa, CA 92626
Phone: (800) 553-8855
Fax: (714) 957-8301

Email: info@judyvenn.com

Online: www.nacsshow.com > For Exhibitors > Exhibitor Service Kit. Once on the kit website and logged in, click on Forms and Brochures > Additional Services.

OFFICIAL CONTRACTORS (CONTINUED)

International Shipping – Freight Forwarder

Freeman Exhibit Transportation - FET
Phone: (800) 995-3579 | International: (817) 607-5183
Email (U.S.): exhibit.transportation@freemanco.com
Email (International): international.freight@freemanco.com

Internet (exclusive)

McCormick Place
2301 S. Lakeshore Drive
Chicago, IL 60616
Phone: (312) 567-8060
E-mail: mccormickplaceutilities@mpea.com
Order Online: www.mccormickplace.com

Photography

Oscar Einzig
325 N. LaSalle Street, Suite 425
Chicago, IL 60610
Phone: (800) 638-0056
Fax: (312) 922-2866
Email: mail@oscareinzig.com
Online: www.nacsshow.com > For Exhibitors > Exhibitor Service Kit. Once on the kit website and logged in, click on Forms and Brochures > Additional Services.

Plumbing Service (exclusive)

Freeman
5040 West Roosevelt Road
Chicago, IL
Phone: (773) 473-7080
Fax: (773) 379-9879
All Freeman information can be found online by going to
www.nacsshow.com > For Exhibitors > Exhibitor Service Kit.

Refrigerated Display Equipment

Lowes Refrigeration
105 Cecil Court
Fayetteville, Georgia 30214
Order Online: www.loweusa.com
Phone: (770) 461-9001
Fax: (770) 461-8020

OFFICIAL CONTRACTORS (CONTINUED)

Security

Special Operations Associates, Inc. of Nevada
3405 Cambridge Street
Las Vegas, NV 89169
Contact: Eric Wolfe
Phone: (702) 386-8065 | Mobile: (702) 491-2733
Fax: (702) 386-9720
E-mail: soa@soasecurity.com

Telephone Services (exclusive)

McCormick Place
2301 S. Lakeshore Drive
Chicago, IL 60616
Phone: (312) 791-6113
Fax: (312) 791-6159
E-mail: mccormickplaceutilities@mpea.com
Order online: www.mccormickplace.com

PRODUCT AREA/SHOW COLORS

Exhibit Category/Product Area	Aisle Carpet	Drape
Facility Development and Store Operations	Gray	Gray and White
Food Equipment & Foodservice	Plum	Plum and White
Merchandise, Candy & Snacks	Blue	Blue and White
Petroleum	Red	Red and White
Technology	Black	Black and White

Questions regarding material handling, furniture and carpet rentals, booth installation & dismantling, labor, electrical, hanging signs and any other Freeman forms, can be directed to Freeman.

All Freeman information can be found online by going to www.nacsshow.com > For Exhibitors > Exhibitor Service Kit.

EXHIBITOR SERVICE CENTER

The Exhibitor Service Centers will be staffed throughout Move-in, Show Days and Move-out. There will be one service center in each exhibit hall.

Exhibitor Service Center will be located in Level 2 Rooms N226/N227A (North Hall/Hall B) and A-1 in (South Hall/Hall A).

INSTALLATION AND DISMANTLE INFORMATION

■ Installation and Move-In Hours

Exhibitors will be allowed access to the exhibit hall for set-up during the following hours:

Wednesday, September 28	12:00pm – 8:00pm
Thursday, September 29	8:00am – 5:00pm
Friday, September 30	8:00am – 5:00pm
Saturday, October 1	8:00am – 5:00pm*
Sunday, October 2*	8:00am – 10:00am*

*Product Placement and Food Preparation Only, all booths must be set by 5:00pm, Saturday, October 1, the evening before the show begins.

Overtime rates will apply after 4:30pm on Wednesday, Thursday and Friday during move-in. Overtime rates will apply ALL DAY on Saturday.

All empty crates will be removed by 8:00pm, on Saturday evening to allow for the laying of carpet and completion of exhibit hall preparation on Saturday night and Sunday morning.

Move-in of freight will take place according to the TARGETED MOVE-IN SCHEDULE indicated on the floor plan located in the **SHIPPING/MATERIAL HANDLING** section of this manual.

Questions regarding shipping and/or material handling can be directed to Freeman.

All Freeman information can be found online by going to www.nacsshow.com > For Exhibitors > Exhibitor Service Kit.

Special Move-In Information

1. Warehouse freight will be moved into the hall first.
2. Freight sent directly to the show site will be delivered to your booth on your targeted move-in day (See Targeted Floor Plan).
3. If your company is going to have a vehicle in the booth please complete the **Vehicle Notification Form** in the **NACS FORMS** section.
4. Any booth not occupied by 5:00pm, on Saturday, October 1 will be considered abandoned (unless show management has been otherwise notified) and will be forfeited by the exhibitor, and such space may be carpeted into a lounge, resold to a company on the waiting list, or otherwise assigned by NACS, without any refund of any payment to the exhibitor by NACS. If there is a display in the booth and the General Service Contractor has to set up the booth or "force the booth", the exhibitor will be responsible for the cost incurred by Show Management.

5. If your company requires additional move-in time, your request must be sent in writing by September 9, 2011 to:

Leigh Walls, NACS
1600 Duke Street
Alexandria, VA 22314-2792
Fax: (703) 518-4265
Email: lwalls@nacsonline.com

Please include the following information on your request:

- Date you are requesting to begin move in
- Whether you are shipping your freight to the warehouse or direct to show site (if shipping direct to show site, indicate whether you are requesting a change in your targeted move-in time).

Please note: No one under the age of 16 will be admitted in the exhibit hall during published Move-in and Move-out hours, **no exceptions**.

■ Dismantling and Move-Out Hours

Tuesday, October 4*	1:30pm – 11:45pm
Wednesday, October 5	8:00am – 5:00pm
Thursday, October 6	8:00am – 5:00pm**

* - Empty crates and Cartons will be returned beginning at 1:45pm. Due to the volume of empties, this process could take until midnight **before** all empties returned. Please plan labor and flights home accordingly.

Straight Time rates will apply at the close of the Show on Tuesday, October 4 from 1:45pm – 9:45pm. Overtime rates will apply after 9:45pm. Overtime rates will apply after 4:30pm on Wednesday, October 5 and Thursday, October 6.

** - Carriers must check-in by 2:00pm, Thursday, October 6

Special Move-Out Notes

1. No exhibits or displays can be dismantled before the official close of the Show on **Tuesday, October 4**, at 1:30pm. Based on recommendations from the NACS Convention Committee and Exhibitor Advisory Committee, exhibitors caught tearing down early will be penalized and their participation at future NACS Shows will be jeopardized. To ensure an orderly move-out, all necessary labor arrangements for dismantling should be made at the Freeman Service Center during the show or in advance using the Freeman order form (**FREEMAN SERVICES** section). Exhibitor-Appointed Contractor labor is not permitted on the show floor until 1:30pm and must be properly badged. **EAC gang boxes and ladders are not permitted on the Show floor until 2:30pm to allow**

NOTICE

Freeman time to pull the aisle carpet. The deadline for removal of display material is Thursday, October 6, at 5:00pm.

2. Move-Out will begin on Tuesday, October 4, at 1:30pm. Although Freeman will make every reasonable attempt to deliver empty crates in an expedient manner, please be advised that it may take up to **8 hours for rolling up of the carpet and empty crate delivery.**

Exhibit Hall Access

During installation and dismantle hours, registered exhibitors may enter the exhibit hall by showing their badge to the security personnel. Exhibitor-Appointed Contractor labor personnel must obtain a wristband from the Security Desk.

During the days of the Exposition, exhibitors will be admitted to the Exhibit Hall two hours prior to and one hour following official show hours.

Exhibitors requiring additional time for deliveries, cooking and food preparation must obtain permission from Show Management, no later than September 9, 2011. REQUESTS MUST BE SUBMITTED IN WRITING, by mail, fax, or email to:

Leigh Walls, NACS
1600 Duke Street
Alexandria, VA 22314-2792
Fax: (703) 518-4265
Email: lwalls@nacsonline.com

Convention Center – McCormick Place Policies/Utility Orders/Services/General Information

Detailed information regarding Service, Rules, Regulations, Policies and Procedures (see list below) can be found at www.mccormickplace.com or in the online Exhibitor Service Kit at www.nacsshow.com > For Exhibitors > Exhibitor Service Kit. Once on the kit website and logged in, click on Forms and Brochures > Facility Information and Order Forms.

- Labor Rules and Legislative Reforms
- Facility Policies & Procedures
- Fire & Safety Regulations
- Guidelines for Multi-story Exhibits
- Utility Order Forms
- Chicago Restaurant Partners Authorization Request, Sample Food and Beverage, Order Forms
- Parking Information Flyer and Map

Children in the Exhibit Hall

During move-in and move-out the exhibit hall is a busy and sometimes dangerous place to be. Forklifts, crates, heavy boxes and equipment all pose potential hazards. For this reason, NACS will enforce the following rule to ensure a safe move-in and move-out: **Absolutely no children under the age of 16 will be allowed in the exhibit hall during move-in or move-out hours. This includes infants.**

Cleaning Exhibit Spaces

Show Management provides aisle cleaning and cleaning crews for general exhibit hall clean up before the opening of the show and each evening. If desired, Exhibitors must arrange, at their expense, for their own individual booth cleaning through Freeman. Exhibitors serving food must arrange for suitable refuse containers to insure that food is prepared and discarded under the most sanitary conditions possible. Please be advised that while carpet, whether exhibitor provided or ordered from the decorator, is installed clean, debris from set up and daily traffic may necessitate cleaning prior to show opening and on a daily basis.

Crate Removal, Storage and Return

Freeman provides removal, storage, and return of empty crates, boxes, and cartons. "Empty" stickers will be available at the Exhibitor Service Center. Crates and boxes displaying an "empty" sticker will be removed and stored until the close of the Exposition. At the close of the show, the crates and boxes will be returned to your booth. The Convention Center prohibits the storage of materials behind your booth.

*** - Empty crates and Cartons will be returned after the close of the Show on October 4 beginning at 3:00pm. Due to the volume of empties, this process could take until midnight before all empties returned. Please plan labor and flights home accordingly.**

Dishwashing Facilities

There will be dishwashing facilities available. Exhibitors **MUST** use these areas only to clean up dishes or equipment utilized in food preparation and product sampling. **The use of public restrooms for dishwashing purposes is strictly prohibited.**

- Drains in your booth are for water ONLY
- Scrape all dishes off thoroughly
- NO dishwashing stations are permitted in your booth
- Washing/rinsing/sanitizing in a temporary tub is permitted in your booth
- Temporary tubs must be emptied in the designated dishwashing facilities ONLY



IMPORTANT!

- You are financially responsible for any damages that may be caused by washing dishes in your booth

McCormick Place can assist you with your plumbing needs at (312) 791-6113 or online at www.mccormickplace.com.

Fire Regulations

McCormick Place has very specific fire regulations/restrictions.

Prohibited Materials

The following items are fire-hazardous and prohibited in McCormick Place:

- All flammable compressed gases, such as propane and butane
- Explosives and live ammunition
- Untreated Christmas trees, cut evergreens or similar trees
- Fireplace logs and similar materials
- Charcoal
- Untreated mulch, Hay, Straw, Bamboo and Spanish moss

For detailed facility guidelines, please refer to the online Exhibitor Service Kit at www.nacsshow.com > For Exhibitors > Exhibitor Service Kit. Once on the kit website and logged in, click on Forms and Brochures > Facility Information and Order Forms

Hanging Signs

All electrical and non-electrical hanging signs regardless of the weight must be hung by Freeman. All hanging signs need to be reviewed/approved by both NACS and Freeman a minimum of 60 days out (**August 1**), and are hung by Freeman.

In addition to Freeman, a copy of the following information should be sent to Martha Sproehnle at NACS:

- Hanging sign graphics, renderings or schematics
- Hanging sign dimensions
- Total hanging sign weight

Send copies to:

Martha Sproehnle
NACS, 1600 Duke Street, Alexandria, VA 22314
Phone: (703) 518-4223 Fax: (703) 518-4265
Email: msproehnle@nacsonline.com

All Freeman information can be found online by going to www.nacsshow.com > For Exhibitors > Exhibitor Service Kit.

Insurance and Liability

For details on Insurance, please refer to the NACS Show Terms and Conditions (Section 8)

Labor/Union Jurisdictions/Exhibitor Rights

Important Changes Effective July 27, 2011

There have been some recent changes to the work rules that all exhibitors need to be aware of. Despite best efforts by the city, McCormick Place, NACS and many who are involved with trade shows in Chicago, the Teamsters and Carpenters won a lawsuit to reverse some of the changes that were implemented last fall.

These changes (return to some of the old rules) are now in effect at McCormick Place and we have to anticipate they will still be in effect in October 2011. Specifically, the changes that have been revoked result in the following effects on exhibitors:

- Exhibitors may not do their own work in the booth (booths over 300 sq. ft. in size)
- Exhibitors may not deliver freight from small utility vehicles. Union labor must be employed for unload/delivery.
- Two-man labor crews instead of three-man crews are not available for certain work.
- Regular straight-time hours instead of extended.

In appeal has been filed to change the rules back and at least one union, the Riggers, has agreed to follow the changes. This could lead to positive change, but it is unclear whether this will happen in time for NACS. We will continue to update you. Just to be clear, some of the other positive changes that are NOT affected by the lawsuit or the ruling are:

- Choice of electrical and plumbing contractors
- Free Wi-Fi in McCormick Place
- Reduced pricing of food & beverage

You can view Labor Jurisdictions by going to www.nacsshow.com > For Exhibitors > Exhibitor Service Kit > Forms and Brochures > Freeman.

Freeman can assist you with any questions at (773) 473-7080.

Multi-Level or Covered Booths

All multi-level (double-decker) booths and single level booths with enclosed rooms or ceilings **MUST** submit floor plans by **August 1, 2011** (sixty (60) days out) for Fire Marshal approval as specified below. A copy of the plans and structural integrity must be available onsite. Send stamped blueprints to McCormick Place for review at least 60 days before the show opens to allow sufficient time for any needed corrections. Be sure that plans show dimensions and an isometric rendering of your exhibit. In addition, all areas requiring sprinkler protection must be highlighted. If plans are not provided on time, it may cause delays or disapproval of your booth to occur during the pre-show fire inspection. For questions regarding what is acceptable in the design of your upper deck or covered areas, please contact The Assistant Director of Fire Safety at:

The Assistant Director of Fire Safety
McCormick Place
2301 S. Lakeshore Drive
Chicago, IL 60616
Phone: (312) 791-6079
Fax: (312) 791-6013

For more detailed requirements surrounding Multi-Level or Covered Booths, please refer to the online Exhibitor Service Kit at www.nacsshow.com > For Exhibitors > Exhibitor Service Kit. Once on the kit website and logged in, click on Forms and Brochures > Facility Information and Order Forms

Photography Regulations

NACS will allow cameras on the show floor. Exhibitors and attendees may take pictures within the show for purposes of company or annual reports, company media pieces, marketing materials, etc. Under no circumstances will anyone be permitted to take pictures of an exhibitor's product without permission of the exhibitor. Many products on display at NACS are innovative, one-of-a-kind or prototype items. Exhibitors have the right to report to security any instance of inappropriate photographing of company products or displays.

NACS SHOW 2011 MANAGEMENT RULES & REGULATIONS

Guidelines have proven effective in administering expositions and promoting continuity and an equitable "playing field" for all. Your company has a contractual agreement to abide by the NACS Show Terms and Conditions. **Please Note: Your company representatives are responsible for complying with this important information. Please share all Show**

rules, regulations, and guidelines with anyone representing your company.

EXHIBITOR CONDUCT

1. **Exhibit booths must be staffed at all times** during show hours by at least one exhibitor representative.
2. Exhibitors or exhibitor representatives (including characters and celebrities) wearing distinctive costumes or carrying banners or signs separately or as part of their apparel, must remain in their own booths. This also includes distributing samples of product outside of the booth. **Costumed characters and other strolling entertainment or moving advertisement outside of the exhibitor's space is not permitted.**
3. Exhibitors or exhibitor representatives may not wear clothing that NACS deems excessively scanty or revealing. Prohibited apparel includes, but is not limited to, bathing suits, lingerie, excessively short skirts or shorts, and/or other attire NACS deems, in its sole discretion, scanty or revealing.
4. All music and entertainment should be in good taste and not include content that is sexually explicit or verbally offensive. In addition, dancing and modeling shall not include any provocative or suggestive poses or actions. Show Management, in its sole discretion, shall make final decisions on the acceptability of questionable booth activities.

NOISE AND SOUND EQUIPMENT

Monitoring sound levels:

Sound presentations, slides, or movies will be permitted if tuned to conversational levels, and if not objectionable to other exhibitors. Sound from any and all audio presentations must not carry beyond the immediate area of display.

Positioning of speakers and demonstrations:

Loudspeakers must be positioned to direct sound towards the center of the exhibit booth. Speakers may not point toward the Show aisles.

Traffic in aisles:

Noise resulting from exhibitor demonstrations *should not* interfere or disturb adjacent exhibitors and their patrons, or cause aisles to become blocked.

Penalties:

Exhibitors will receive a first and second warning if sound levels are excessive. Receiving a third warning means ALL electrical power to the booth is terminated for the remainder of the Show day. The Exhibitor will be responsible for charges to reconnect electrical service to the booth. If a fourth warning is necessary, exhibitor will lose electrical power to booth.

Prohibited material:

Usage of musicians, entertainers, loud speakers, sound systems and noise-

making devices is restricted to the assigned booth space. Show management reserves the right to determine when exhibit operations, components or features become objectionable.

Exhibitors must police their own booths to be sure the noise levels from demonstrations and sound systems is kept to a minimum and does not interfere with others. Sound and audio/visual presentations will be permitted if tuned to conversational levels and if not objectionable to other exhibitors.

Sound from any and all audio presentations is not to carry beyond the immediate area of display. **Remember** -- The use of sound systems or equipment producing sound is an exception to the rule, not a right. NACS reserves the right to determine at what point sound constitutes interference with others and to terminate any audio presentations causing disturbances to neighboring exhibits.

Exhibitor Activities and Literature/Product Distribution

Exhibitors must confine their exhibit activities to the space for which they have contracted.

1. Circulars, catalogues, magazines, folders, products, and signs may be displayed **ONLY** in the exhibitor's booth and must be related to the approved products and/or services on display.
2. Distribution from booth to booth or in the aisles is forbidden.
3. Aisle space may not be used for exhibit purposes, display signs, solicitation or distribution of materials.
4. Canvassing in any part of McCormick Place outside of your exhibit space or at any of the hotels in the NACS Housing Block is strictly prohibited. Any person doing so will be requested to leave the building and his/her material removed at the same time.

Sample (Food/Beverage) Distribution

All food/beverage samples being distributed must be manufactured or produced directly by the exhibitor. Before any samples can be distributed, you must notify Chicago Restaurant Partners and obtain their approval.

Whenever food is prepared within an exhibit, an Authorization Request form should be completed and forwarded to:

Contact: Cybele Abrams
McCormick Place Convention Center
Chicago Restaurant Partners
2301 South Lake Shore Drive
Chicago, IL 60616
Phone: (312) 567-8164
Fax: (312) 791-7280
E-mail: cabrams@mpea.com

The Authorization Request form can be found at www.nacsshow.com > For Exhibitors > Exhibitor Service Kit. Once on the kit website and logged in, click on Forms and Brochures > Facility Information and Order Forms.

Note: Any serving of food and beverage products by exhibitors and any sampling of such food and beverage products must promptly cease when the show floor closes each day.

Cooking at your Booth

Cooking and heating appliances must be powered through an electrical or natural gas hookup and adequately ventilated.

Stoves and heaters for booth usage must be UL listed/approved and also be adequately ventilated. Nothing combustible may be placed near any heat-producing appliance. A UL listed/approved, 2 – A :10 – B : C ABC-type fire extinguisher is required in such exhibits.

Special Note: If **grease** is used in the cooking display, a **Type K** fire extinguisher should be used.

These cooking and sampling regulations will be strictly enforced by NACS and the Fire Marshal.

Housekeeping

Freeman housekeeping service cleans the aisles. It is up to the exhibitor to keep the exhibit booth clean. A porter service is available for special cleaning, and this service is recommended to all exhibitors sampling food and/or beverage items. An order form can be found at www.nacsshow.com > For Exhibitors > Exhibitor Service Kit. Once on the kit website and logged in, click on Forms and Brochures > Freeman Services.

Trash Receptacles

Trash receptacles are positioned throughout the hall to keep the Show clean, not to replace an exhibitors' need for porter service in their booth. If you will need periodic porter service to remove trash from your booth please contact Freeman.

Public Health Officials

Food should be prepared under the most sanitary conditions. In the event you are contacted by a public health official, check with the floor manager immediately before acting on complaints or suggestions.

Sample Distribution Tips

It is never easy to determine the quantities of sample products you should bring to the show. The NACS Exhibitor Advisory Committee and the NACS Exhibits Staff have developed some questions that you might want to ask yourself when determining sample quantities.

1. How many attendees are expected to attend the show?

Last year, NACS had about 21,983 total attendees, out of which over 7,500 were Retailers. NACS is expecting a slight increase from last year's figures.

2. Why are you sampling? What is your overall objective?
3. Who is your sampling audience?
4. How are you going to sample?
5. What are you sampling? Is it a give-away/take-away vs. an immediate consumption item?

Other items to consider:

- Location of your booth.
- Who are your competitors and are they exhibiting at the Show?
- Are you engaging in other activities to bring traffic to your booth, i.e. a pre-show promotion?
- Is this a new item?

Samples- Leftover Food – Donations

After the tradeshow closes, extra food products may be donated for distribution to Operation Interdependence and the Greater Chicago Food Depository. Information and procedures will be available on-site.

Security

NACS will provide 24-hour **perimeter security service** from installation through dismantle. The furnishing of such service is not to be interpreted by exhibitors as guaranteeing them against theft or loss of any kind. Exhibitors are responsible for the security of their displays and personnel at all times. If you require additional security, please see the order form in the ADDITIONAL SERVICES section.

Security Precautions:

Your company and NACS can be assured of a more secure and successful event if you follow a few simple precautions:

1. Ship products, materials, equipment, etc. in locked trunks or crates. Make sure all labels are properly filled out on your trunks and crates that are shipped or to be stored.
2. **Don't make your hi-tech equipment and perishable items easily identifiable. Mislabel/identify your packages, or use a dark plastic to shrink wrap your materials, especially perishable items that can easily be identified as product for consumption. Don't make your product a temptation for laborers on the floor!**
3. When utilizing cartons, be sure they are securely taped and/or banded. Do not mark on the outside of the crate what the contents are inside.
4. Do not leave your booth unattended, particularly during move-in and move-out. Take inventory of your products during these times.
5. Never leave laptops, briefcases, and purses unattended or out in the open.
6. Keep small portable products out of sight, locked up or take them with you when you leave the exhibit hall.

7. Utilize security cages or hire private booth security.
8. Report any suspicious person(s) in the exhibit area.
9. Report any thefts immediately to the Security Office and/or Show Management Office.
10. Pack as quickly as possible at the close of the show. NEVER leave your booth unattended during this time – it is the highest risk period for theft.

Smoking

A **NO SMOKING POLICY** will be enforced at McCormick Place

Smoking will not be allowed in the exhibit halls, public space or in any meeting space at McCormick Place in Chicago, Illinois. Outdoor designated smoking areas have been established due to the City Ordinance which requires McCormick Place to provide a smoke-free environment. Fire marshals will be onsite to ensure compliance.

Shuttle Bus Service to/from McCormick Place and NACS Hotels

Complimentary Shuttle Bus service will be available to and from all official NACS hotels, with the exception of hotels within walking distance to McCormick Place which include *(subject to change without notice)*:

- Hyatt McCormick

The general times of service will be as follows:

Saturday, October 1	7:00 am – 5:30 pm
Sunday, October 2	7:00 am – 7:00 pm
Monday, October 3	7:00 am – 7:00 pm
Tuesday, October 4	7:00 am – 3:30 pm

**** *Schedule is subject to change without notice. Please see on-site schedules for actual times.***

ADA Access: For ADA information, please contact Jae Hoffmann at Kushner & Associates at j.hoffmann@kushnerdmc.com at least ten (10) days prior to the meeting.



**OCTOBER 2-4, 2011
McCORMICK PLACE
CHICAGO, ILLINOIS**

EXHIBIT SPACE TERMS AND CONDITIONS

1. Eligibility and Payment

- a. To apply for exhibit space at the 2011 Exposition which will be sponsored by the National Association of Convenience Stores ("NACS") from October 2-4, 2011, at McCormick Place ("the Facility"), applicants must complete all relevant portions of this application form and return the original application (not a copy) to NACS. The person signing this application warrants that he or she has the authority to bind contractually the organization applying for exhibit space.
- b. NACS Show Management reserves the right to determine the eligibility of all potential exhibitors. A properly completed application, accompanied by the appropriate deposit will be considered an offer by the applicant to purchase exhibit space from NACS, which offer NACS may accept by its approval of the potential exhibitor's application. If approved, this application shall constitute the entire Agreement between the exhibitor and NACS, no provision of which may be amended, waived, or altered without NACS's written approval.
- c. Completed applications received by NACS on or before June 3, 2011, must be accompanied by a deposit equal to one half (1/2) the rental cost of the exhibit space. Payment in full for the exhibitor's requested exhibit must be made by June 3, 2011. If NACS has not received payment in full by June 3, 2011, the heretofore reserved exhibit space may be reassigned, sold, or otherwise used or disposed of by NACS without any refund of the applicant's deposit. Completed applications received by NACS after June 3, 2011, must be accompanied by a payment equal to the full amount of the rental cost of the exhibit space. All deposits or payments made under this Agreement must be made in U.S. dollars and any negotiable instruments must be drawn upon a U.S. bank.
- d. If the company is a current NACS member at the time of application to exhibit, membership status must be maintained through the dates of the Show. Should membership expire during this period, **the exhibiting company will pay the difference in booth cost between the member and non-member fee, or will renew membership status by paying the membership fee.**
- e. To qualify for eligibility, the applicant's proposed exhibit must be found by NACS Show Management to qualify as a legitimate product or service sold to or through convenience stores.
- f. All decisions regarding whether a product or service qualifies to exhibit shall be made by NACS in its sole discretion. All products must be qualified for exhibition in the Show.

2. Space Assignments

- a. Space assignments will be made by NACS Show Management in its sole and absolute discretion and will be made on a first-come, first-served basis, and wherever possible, exhibitors will be assigned one of their location preferences. However, Show Management reserves the right to make the final space assignment determination according to what it deems to be in the best interests of the 2011 Exposition.
- b. Space not occupied by Friday, September 30 at 5:00 p.m. will be forfeited by the exhibitor (unless special arrangements have been made in advance in writing), and such space may be resold, reassigned or otherwise used by NACS, without any refund of any payments to

exhibitor at any time by NACS and without any liability on the part of NACS to the exhibitor.

- c. Booth moves and changes will not be made after 5:00 p.m. on Saturday, October 1. Any requests to change booth locations onsite must be made directly with the exhibitor's assigned account manager or Show Management prior to 5:00 p.m.

3. Show Rules and Regulations

The following Show rules and regulations are included to promote a successful and safe show and may be amended at any time by NACS to accomplish these goals. NACS reserves the right (at exhibitor's expense) in its sole and absolute discretion to erect any exhibit, to prohibit the erection of any exhibit, or to require the removal (at exhibitor's expense) of any exhibit upon or from the floor of the show area, and also reserves the right to have any exhibitor, or exhibitor's employee, guest or representative removed from the floor of the show area if any exhibit, exhibitor, or exhibitor's employee, guest or representative is found by NACS to be in violation of any one or more of this Agreement's provisions, including the provisions of these Terms and Conditions. If NACS takes any action against a party according to the provisions of this section, the exhibitor may not recover any exhibit fees paid to NACS. Further more, Show Management will have the sole and absolute discretion to determine what an Exhibitor may use in a booth product demonstration or in any exhibit in general. NACS will not permit any exhibits or booth product demonstrations that it feels may be offensive to its members. By way of example and not in limitation of the generality of the foregoing, NACS will prohibit any exhibits or booth product demonstration it feels contain pornography, weapons, or animals.

a. Installation and Dismantling of Exhibits

1. Exhibitors may not erect or dismantle exhibits at any time except as provided by NACS Show Management.
2. It is the responsibility of the exhibitor to see that all its materials are delivered to the exhibit hall and removed from the exhibit hall by the deadlines specified by NACS. Should the exhibitor fail to remove the exhibit, the removal will be arranged by NACS, without any liability of any kind to NACS, at the exhibitor's expense. Furthermore, if an exhibitor commences to erect its exhibit, but fails to complete that erection in a timely fashion, NACS may, in its sole discretion, choose, at the exhibitor's expense and without any liability of any kind to NACS, either to remove the exhibit from the Convention Center or to have the erection of the exhibit completed.
3. At the close of the Show, the exhibitor must surrender the exhibit booth area in the same condition the booth was in at the time the exhibitor first occupied it. If an exhibitor fails to surrender a booth in the same condition it was in at the time the exhibitor first occupied it, such exhibitor shall be liable for the expenses of repairing the booth to the condition it was in when the exhibitor first occupied it.

b. Floor Plan

All dimensions and locations shown on the official floor plan are believed, but not warranted to be accurate. Furthermore, NACS reserves the right to make such modifications to the official floor plans as may be necessary to meet the needs of the exhibitors and the exhibit program.

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c. Exhibit Dimensions

All exhibitors must adhere to booth display guidelines provided by NACS. Display guidelines are provided in the exhibitor prospectus and exhibitor services manual.

d. Display Arrangement

1. All exhibitors must rent adequate space to accommodate their planned product display and, shall arrange the displays so as to utilize only the booth area contracted for, to recognize the rights of other exhibitors and show visitors, and to conform to the overall pattern developed by the Show Management. NACS reserves the right, at exhibitor's expense and without any liability of any kind to NACS, to rearrange or remove displays not conforming to these requirements, without itself incurring any liability, and to bill the exhibitor for any and all charges incurred.
2. Any part of the exhibit which does not lend itself to an attractive appearance, including, but not limited to, un finished side or end panels, must be draped or redesigned at the exhibitor's expense. NACS reserves the right to make such corrections, without incurring any liability, and to bill the exhibitor for charges incurred.

e. Use of Exhibit Space and Exhibit Activities

1. Exhibitor may not display drug paraphernalia; sexual devices; weapons; nudity in any form; "x-rated" program materials or any literature pertaining to such materials.
2. Helium balloons may not be given out inside the facility. Helium balloons are only allowed as permanent attachment to authorized displays. Helium balloon displays must conform to booth height restrictions.
3. No exhibit may interfere with the use of other exhibits, impede access to other exhibits, or impede the free use of the aisles between exhibits. Sound presentations, slides or movies will be permitted if tuned to conversational levels, and if not objectionable to other exhibitors. Sound from any and all audio presentations must not carry beyond the immediate area of display or exceed 85 decibels. An exhibit may not use lighting effects which interfere with other exhibits.
4. All music and entertainment should be in good taste and not include content that is sexually explicit or verbally offensive. In addition, dancing and modeling shall not include any provocative or suggestive poses or actions. Show Management, in its sole discretion, shall make final decisions on the acceptability of questionable booth activities.
5. Exhibit booths must be attended and maintained by at least one exhibitor or exhibitor representative at all times during show hours.
6. No exhibitor shall sublet, assign, sell, or allow to be used, all or any part of the exhibit space allotted to it, without express, prior, written approval from NACS.
7. Sampling of products is permitted only where the exhibitor is the legal manufacturer and/or distributor of such products and may only be distributed within its booth. Exhibitors are permitted to use additional products for which the exhibitor is not the legal manufacturer and/or distributor only when such use of the additional products is integral and/or necessary to sampling. Sampling of other products for comparison purposes is prohibited.
8. Exhibitors requiring dishwashing facilities must utilize those areas designated and erected by NACS. Use of public restroom facilities for dishwashing is prohibited.
9. Any and all serving of food and beverage products by exhibitors, and any and all sampling of such food and beverage products, must promptly cease when the Show floor closes for the day.
10. Booth carpeting/floor covering is mandatory and is the responsibility of the exhibiting company. NACS will order carpeting for any booths without a floor covering, at the exhibiting company's expense.
11. No soliciting of attendees is permitted in the aisles or in other exhibitors' booths.
12. All signs, advertising, literature and other promotional material must be related directly to the exhibitor's name, product and service as set forth and approved in the Agreement.
13. All vehicles and motorized transport or unmotorized transport items (including by way of example and not in limitation: cars, scooters, bicycles, segways, etc.) displayed must conform to the rules and restrictions designated by NACS Show Management. Additionally, all such items must remain turned off and stationary during the Exhibition.
14. Prohibited Sales Activities. Exhibitor shall not conduct retail or consumer sales during exhibition hours. Exhibitor may not receive payment or make delivery of equipment or products of the trade, but the Exhibitor may accept orders for future delivery.

f. Exhibitors and Exhibitor's Representatives

1. Children under the age of 16 will not be permitted in the exhibit hall during move-in or move-out hours.

2. Exhibitor's representatives wearing distinctive costumes, or carrying banners or signs separately or as part of their apparel, must remain in their own booths. Booth representatives and exhibitor's officers, agents, and employees may not wear clothing that NACS deems excessively scanty or revealing, or otherwise inappropriate or not in keeping with the character of the 2011 Exposition. Prohibited apparel includes, but is not limited to, bathing suits, lingerie, excessively short skirts or shorts, and/or other attire NACS deems, in its sole discretion, scanty or revealing.
3. After Show hours, only those exhibitors properly identified and with the permission of NACS may enter the hall. Exhibitors will not be permitted to remove any of their show equipment or display materials from the Facility between the opening and closing of the Exposition without special permission in writing from NACS. Additionally, exhibitor personnel wishing to remove general merchandise from an exhibit area will be required to obtain an official merchandise removal pass.
4. Exhibitors may have access to the hall two hours prior to and one hour following official show hours. When this rule would create a hardship, special permission must be secured from Show Management to gain access at other times.
5. Notwithstanding the above, no one will be permitted in any exhibitor's booth during non-show hours unless he or she is accompanied by a person able to positively identify himself or herself as an employee or authorized representative of the exhibitor to whose booth he or she wishes to gain access.
6. Admittance to exhibit hall is by badge only. All individuals must be registered to receive a badge. This includes employees, models, entertainers and other exhibitor representatives.
7. Exhibitors and their agents are permitted to photograph and/or videotape their own company's property. However, the photographing and/or videotaping of another exhibitor's property without prior permission from that exhibiting company is prohibited.

g. Common Areas

Aisle space shall not be used for exhibit purposes, display signs, solicitation, or distribution of promotional material. Exhibits, signs and displays are also prohibited in any of the common public spaces on the premises of the meeting facilities or in the guest rooms, lobbies or hallways of the hotels. NACS in its sole discretion also prohibits non-approved publications and/or advertising in any of the common public spaces on the premises of the meeting facilities or in the guest rooms, lobbies or hallways of the hotels.

h. Exhibitor Responsibilities

Exhibitor shall for itself and any of its agents, subcontractors, employees, guests, invitees, or independent contractors be solely and exclusively responsible for installation and dismantling of exhibits and shall be solely and exclusively liable for any damage or injury to person or property resulting from or during installation and dismantling.

i. Approval

In all instances throughout this Agreement, the application, and these terms and conditions, wherever a decision is to be made by NACS or Show Manager with respect to approval, eligibility or any other type of decision required hereunder, such decision will be made in NACS' sole and absolute discretion.

4. Compliance With Laws, Statutes, Ordinances, and Union Regulations

It is the responsibility of each exhibitor to know and comply with all applicable union regulations, all applicable federal, state and local laws, statutes, regulations and ordinances and all of the rules and regulations of the convention center and/or facility where the Exposition will be held. By participating in the 2011 Exposition, exhibitors warrant that they do know and that they are in compliance with all applicable union regulations and all applicable federal, state and local laws, statutes, regulations and ordinances. Exhibitor further represents and warrants that its exhibit does not infringe upon or violate or potentially infringe or violate any third party intellectual property rights. The compliance required by this section includes, but is not limited to, the following requirements:

- a. An exhibitor shall employ only union approved labor personnel for all work, other than that which can, according to local labor union regulations, be performed by the exhibitor's own personnel.
- b. An exhibitor must comply with all fire and safety laws, statutes, ordinances, and/or regulations, and all materials used by exhibitors and required by law, statute, ordinance, and/or regulation to be flameproof shall be flameproof. In addition to that which may or may not be required by law, statute, ordinance, and/or regulation, exhibitor shall use only non flammable material when ever possible, including, but not limited to, its use of the following items: display materials, furnishings, table coverings, decorative items, and booth equipment.
- c. By its participation in the 2011 Exposition, an exhibitor warrants that all and any electrical equipment used in or relating to the exhibit,

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including, but not limited to, signs and lights, is in a safe, good, and operable condition, able to pass the inspection of the local Fire Underwriters Inspection Bureau.

- d. An exhibitor must comply with all local, state and federal health laws related to food preparation and distribution and file for any permits required by the local health district.

5. Security

Providing security for exhibits, exhibitor's property, and for exhibitors themselves, as well as for their employees, agents, representatives, and guests, shall be the sole responsibility of the exhibitor and of the exhibitor only.

6. Cancellation or Termination of Agreement

a. By the Exhibitor

An exhibitor may reduce the space or size of its exhibition, cancel and/or withdraw from the Show so long as it complies with the following conditions and restrictions:

1. The exhibitor must give NACS prior WRITTEN notice of its intent to reduce the space or size of its exhibition, cancel and/or withdraw from the show. If NACS does not receive a notice IN WRITING from the exhibitor of its intention to do any of the above mentioned actions beforehand, and the exhibitor still reduces the space or size of its exhibition or cancels or withdraws from the show, then the exhibitor will not be entitled to a refund of any of its fees paid for the space, and in addition to any other penalties it may impose, NACS may prohibit the exhibitor from exhibiting at any show NACS sponsors in the future.
2. If NACS does receive a written notice from the exhibitor that it intends to reduce the space or size of its exhibition, cancel and/or withdraw from a Show, and this notice is received on or before June 3, 2011, AND NACS is able to resell the entire square footage of the space reserved for the exhibitor for this exhibition, then and only then will NACS refund the entire amount of the rental fees that the exhibitor paid NACS for such space minus \$250 administration fee.
3. If NACS receives a written notice from the exhibitor that it intends to reduce the space or size of its exhibition, cancel and/or withdraw from a show, and this notice is received between June 4 and July 2, 2011, AND NACS is able to resell the entire square footage of the space reserved for the exhibitor for this exhibition, then NACS will make a refund of 75% of the entire amount of the rental fees that the exhibitor paid NACS for such space.
4. If NACS receives a written notice from the exhibitor that it intends to reduce the space or size of its exhibition, cancel and/or withdraw from a show, and this notice is received between July 3, 2011 and September 1, 2011, AND NACS is able to resell the entire square footage of the space reserved for the exhibitor for this exhibition, then NACS will make a refund of 25% of the entire amount of the rental fees that the exhibitor paid NACS for such space.
5. If NACS receives a written notice from an exhibitor that is received anytime thirty (30) days before the first day of the Show (September 2, 2011) or later, then the exhibitor will not be entitled to a refund of the rental fees that the exhibitor paid NACS for such space.
6. No matter when NACS receives the written notice described in this section, NACS may decide, in its sole discretion, to include or exclude a cancelled exhibitor and/or descriptions of its products in the show directory, brochures, new releases, advertisements, or any other material, and NACS may do so without liability to the exhibitor.

b. By NACS

Until June 3, 2011, NACS may without cause and for any reason what so ever cancel this Agreement and refund all monies previously paid by the exhibitor in conjunction with the rental of booth space. After June 3, 2011, NACS may cancel this Agreement and return all monies paid by the exhibitor in conjunction with the rental of booth space in the event that acts of God, war, government regulation or condemnation, terrorism, bioterrorism, disaster, strike, civil disorder, curtailment of transportation facilities, unavailability of accommodations, or any other event, any of which are substantially disruptive of NACS's ability to conduct the 2011 Exposition or which make it illegal, impossible, or imprudent to hold the Show. NACS reserves the right to terminate the exhibitor's display privileges at any time, without prior notice or liability, if NACS, in its sole and absolute discretion, determines that exhibitor has materially breached any of the terms, conditions, rules or regulations of this Agreement. Exhibitor expressly waives any recourse for damages against NACS in the event that NACS terminates this Agreement for any reason.

7. Hold Harmless and Indemnification

- a. Each exhibitor shall be liable for and agrees to defend, indemnify, and hold harmless NACS, its directors, officers, agents, and employees (the "Indemnitees") from and against any and all claims, damages, causes of action, liability and judgments arising out of or relating to this Agreement. Exhibitor further agrees to indemnify the Indemnitees from any violations of the representations and warranties contained herein or any other violation of these terms and conditions. This indemnity shall include, but shall not be limited to, the costs of investigating or defending against any claims, demands, or causes of action (including attorneys' fees and costs of litigation); the amounts of any findings of liability against NACS; and the amounts of any judgments against NACS. Not with standing anything in the foregoing, nothing in this Agreement shall be construed to deprive NACS of the right, in its sole discretion, to select counsel to defend NACS against any and all such claims, demands, causes of action, liability and judgments. In addition to the above, and with the exception of injury or damage caused by NACS' sole gross negligence, exhibitors shall be strictly liable for any and all damage or injury (including, but not limited to, injury or damage caused to individuals or property) arising from or in any way related to this Agreement or the Exposition. In addition, any exhibitor serving alcoholic beverages shall (1) obtain liquor liability insurance to cover any claims which might or could arise from the service or consumption of alcoholic beverages at the Exposition; and (2) be solely responsible for any injury resulting either remotely or proximately from the service or consumption of alcoholic beverages at the Exposition. Exhibitors shall indemnify and hold harmless NACS against all loss, expense or damage on account of any injury or illness caused by the distribution and/or sampling of food products.
- b. The limitations on NACS' liability specifically include, but are not limited to, the following:
 1. NACS shall not be liable for the acts or omissions of the Facility, the service contractor, all other contractors and sub contractors, other exhibitors, the 2011 Exposition attendees, and/or any other persons or parties, and NACS shall not be liable for the acts or omissions of any of the directors, officers, agents and/or employees of the Facility, the service contractor, all other contractors and subcontractors, other exhibitors, the 2011 Exposition attendees and/or any other persons or parties.
 2. NACS WILL NOT BE LIABLE FOR CONSEQUENTIAL, INCIDENTAL, INDIRECT, SPECIAL, OR PUNITIVE DAMAGES, INCLUDING WITHOUT LIMITATION ANY LOSS OF REVENUE OR PROFITS ARISING IN CONNECTION WITH THE AGREEMENT, THE TERMS AND CONDITIONS, THE APPLICATION, AND/OR THE 2011 EXHIBITION, EVEN IF THE EXHIBITOR HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES.

8. Insurance

Exhibitors agree to maintain such insurance as will fully protect NACS and the Facility from any and all claims of any nature whatsoever, including damage to property, claims under the applicable Worker's Compensation Act, and claims for personal injury, including death, any or all of which may arise in connection with the installation, operation, or dismantlement of the exhibitor's display, or in connection with the display itself or with the exhibitor's participation in the 2011 Exposition. Such coverage shall in no event be less than one million dollars (\$1,000,000). In addition to this, exhibitors must add to their existing insurance a portal-to-portal rider at a nominal cost, protecting them against loss/damage to their materials by fire, theft, accident, etc.

9. Appeal Procedure

- a. According to the provisions of Section 1 of this Agreement, Show Management shall review potential exhibitor applications to determine whether proposed exhibits qualify under this Agreement for exhibition at the 2011 Exposition.
- b. If, in its sole discretion, Show Management determines that a particular exhibit fails to qualify under the terms of this Agreement, NACS shall, within thirty (30) days of receipt of the application, notify the applicant by certified mail that the applicant's proposed exhibit has failed to qualify for the 2011 Exposition and that the application is, therefore, disapproved. Such notification shall also inform the applicant that the applicant may, by certified mail, within thirty (30) days of the date of the notification of disapproval, request a review of that disapproval by a review panel composed of non-supplier NACS members, none of whom may be a direct competitor with the applicant.
- c. An applicant shall include in its request for review by the review panel a written statement explaining why the applicant believes its proposed exhibit qualifies under the terms of this Agreement.
- d. If an applicant seeks review by the review panel of Show

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Management's disapproval, NACS shall notify the applicant of the review panel's decision within thirty (30) days of the receipt by NACS of the applicant's request for review by the review panel.

- e. An applicant may request expedited consideration of a request for review by the review panel by including in the request the reasons why the applicant believes such a review is necessary.

10. Dispute Resolution

- a. Any controversy or claim relating to the 2011 Exposition shall be settled in the courts of the Commonwealth of Virginia according to the laws and procedures of that jurisdiction. By applying for qualification for the 2011 Exposition, applicants agree to submit to the courts of the Commonwealth of Virginia.
- b. If any term of this Agreement is held by a court to be invalid, void, or unenforceable, the remaining terms and provisions of this Agreement shall retain their full force and effect and shall in no way be affected, invalidated, or impaired.

11. Construction

- a. **Successors and Assigns**
Except as expressly provided or prohibited herein, this Agreement is binding upon the parties hereto and is also binding upon their successors or assigns; and the parties hereto agree for themselves and for their successors or assigns, to execute any instrument and to perform any act, that may be necessary or proper to effectuate the purpose of this Agreement.
- b. **Assignment** Exhibitor may not assign this Agreement or any of its rights hereunder without the prior written consent of NACS.
- c. **Waiver** The waiver or failure of either party to exercise in any respect any right provided for in this Agreement shall not be deemed a waiver of any further or future rights hereunder.

- d. **Captions and Headings**

The section captions and headings used in this Agreement are provided for convenience only and shall not be construed as limitations on the scope of this Agreement taken as a whole or on the particular sections to which the captions or headings refer.

- e. **Words**

Words of any gender used in this Agreement shall be held to include any other gender, and words in the singular number shall be held to include the plural where the sense requires.

- f. **Notice**

All notices and other communications relating to this Agreement shall be in writing and shall be deemed to have been given, made and received only upon actual receipt of registered or certified mail, postage prepaid, return receipt requested, to:

Exposition Management Staff
National Association of Convenience Stores
1600 Duke Street • Alexandria, VA 22314

NACS may, however, alter the address to which exhibitor must send communications by giving notice of such change of address to exhibitor in conformity with the provisions of this section for giving notice.

- g. **Entire Agreement**

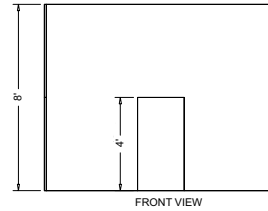
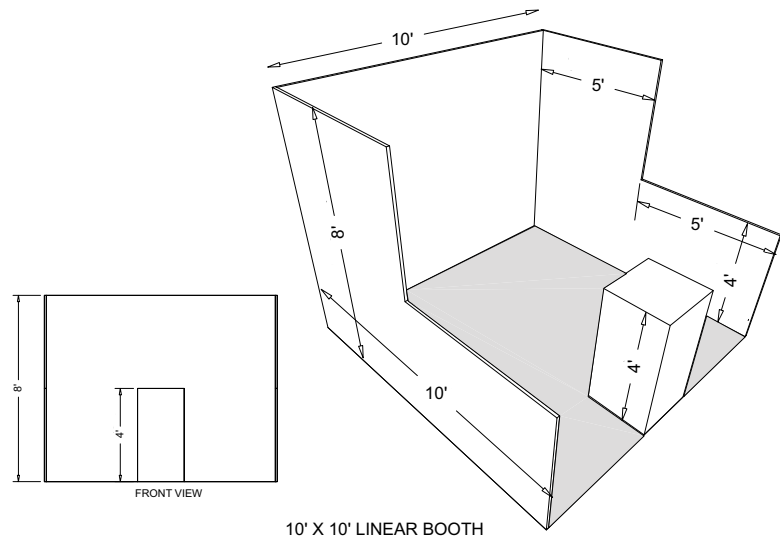
The application, this Agreement, and these terms and conditions constitute the entire agreement between us relating to the subject matter hereof, and supersedes any prior understandings or agreements (whether oral or written) regarding the subject matter, and may not be amended or modified except in writing.

GUIDELINES FOR DISPLAY

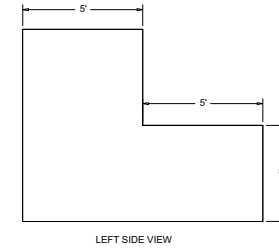
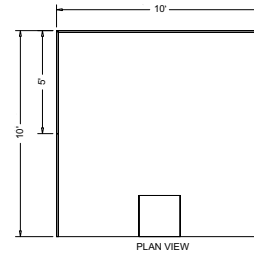
The following information is provided in order to assist you and your exhibit designer or installation/dismantle company in selecting space and preparing your exhibit booth for the NACS Show 2009. If you have additional questions regarding booth design, please contact NACS Exposition Staff at (703) 684-3600. PEI members should contact Bob Young at (918) 494-9696.

LINEAR BOOTH

Linear Booths, also called "in-line" booths, are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle. Dimensions for purposes of consistency and ease of layout and/or reconfiguration, floor plan design in increments of 10ft has become the de facto standard in the United States. Therefore, unless constricted by space or other limitations, Linear Booths are most commonly 10ft wide and 10ft deep, i.e. 10ft by 10ft. A maximum back wall height limitation of 8ft is generally specified.



10' X 10' LINEAR BOOTH

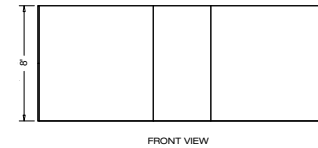
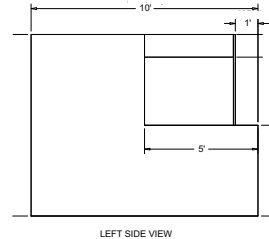


USE OF SPACE

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

CORNER BOOTH

A Corner Booth is a Linear Booth at the end of a series of in-line booths with exposure to intersecting aisles on two sides. All other guidelines for Linear Booths apply.

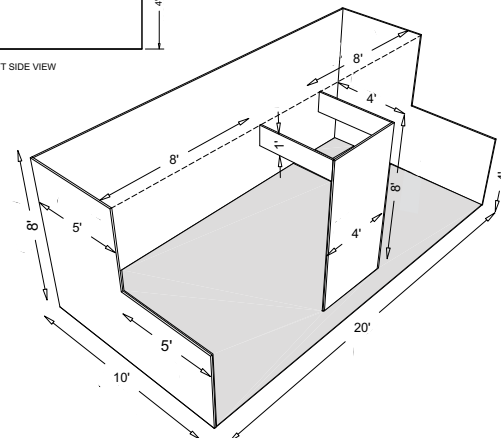
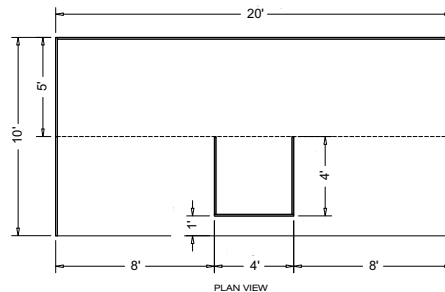


EXTENDED HEADER BOOTH

An Extended Header Booth is a Linear Booth 20ft or longer with a center extended header.

DIMENSIONS AND USE OF SPACE

All guidelines for Linear Booths apply to Extended Header Booths, except that the center extended header has a maximum height of 8ft, a maximum width of 20 percent of the length of the booth, and a maximum depth of 9ft from the back wall.

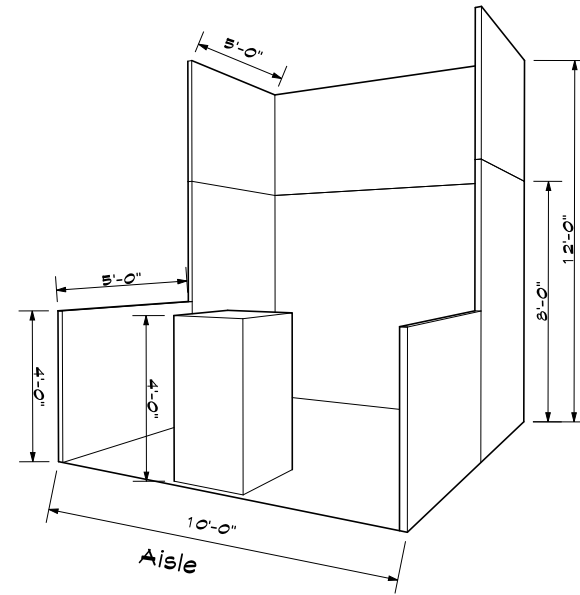
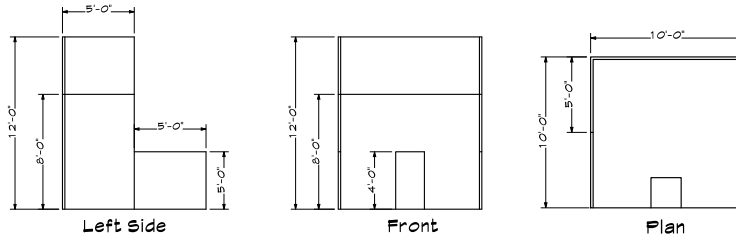


PERIMETER BOOTH

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

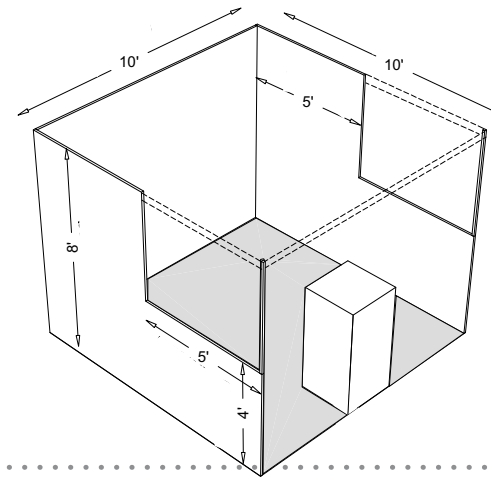
DIMENSIONS AND USE OF SPACE

All guidelines for Linear Booths apply to Perimeter Booths except that the typical maximum backwall height is twelve feet (12').



TENTS, CANOPIES AND CEILINGS

Canopies, including ceilings, umbrellas and canopy frames, can be either decorative or functional (such as to shade computer monitors from ambient light or for hanging products). Canopies for Linear or Perimeter Booths should comply with line of sight requirements (see "Guidelines for Linear or Perimeter Booths"). The bottom of the Canopy should not be lower than seven feet (7') from the floor within five feet (5') of any aisle. Canopy supports should be no wider than three inches (3"). This applies to any booth configuration that has a sightline restriction, such as a Linear Booth. Fire and safety regulations in many facilities strictly govern the use of canopies, ceilings and other similar coverings. Check with the appropriate local agencies prior to determining specific exhibition rules.



ISLAND BOOTH

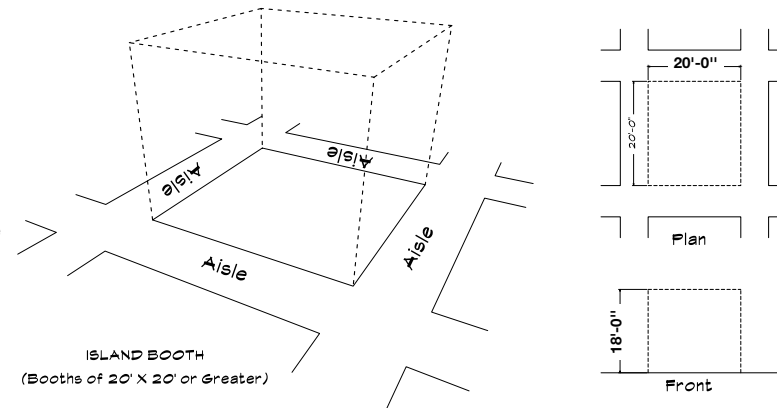
An Island Booth is any size booth exposed to aisles on all four sides.

DIMENSIONS

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

USE OF SPACE

The entire cubic content of the space may be used up to the maximum allowable height, which is eighteen feet (18'). Hanging signs and graphics can be installed to a maximum height of twenty feet (20').



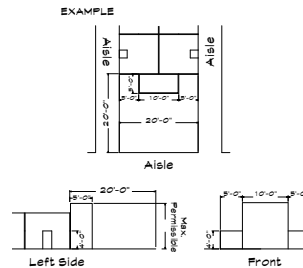
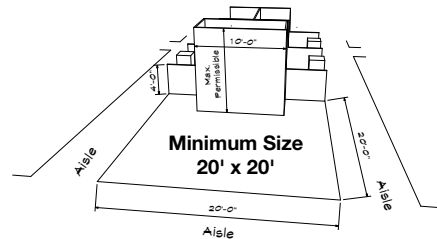
NACS SHOW GUIDELINES FOR DISPLAY (continued)

PENINSULA BOOTH

A Peninsula Booth is exposed to aisles on three (3) sides and composed of a minimum of four booths (20'x 20' minimum size). There are two types of Peninsula Booths: (a) one which backs up to Linear Booths; and (b) one which backs to another Peninsula Booth and is referred to as a "Split Island Booth."

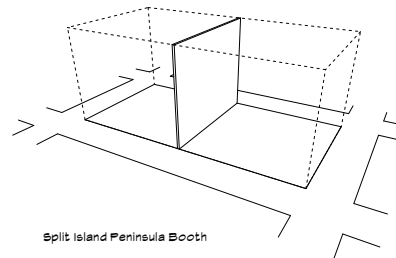
DIMENSIONS

A Peninsula Booth is usually 20'x 20' or larger. When a Peninsula Booth backs up to two Linear Booths, the backwall is restricted to four feet (4') high within five feet (5') of each aisle, permitting adequate line of sight for the adjoining Linear Booths. Eighteen feet (18') is the maximum height allowance. (This guideline deviates from the IAEE revised 2009 Update.) Hanging signs and graphics can be installed to a maximum height of twenty feet (20').



SPLIT ISLAND BOOTH

A Split Island Booth is a Peninsula Booth (20'x 20' or larger) which shares a common backwall with another Peninsula Booth (20'x 20' or larger). The entire cubic content of this booth may be used, up to the maximum allowable height, without any back wall line of sight restrictions. Eighteen feet (18') is the maximum height allowance. The entire cubic content of the space may be used up to the maximum allowable height. (This guideline deviates from the IAEE revised 2009 Update.) Hanging signs and graphics can be installed to a maximum height of twenty feet (20').



Other Important Considerations

HANGING/LIGHTING TRUSS

Overhead truss with hanging signs or graphics must conform to the following guidelines. Truss may be rigged to 24 feet with hanging signage suspended below it to maximum height of 20 feet. No truss may exceed the outline of purchased exhibit space to hang over the public aisle space.

- ▶ **Maximum Truss Height:**
24 feet (from top of truss)
- ▶ **Maximum Hanging Sign/Graphic Height:**
20 feet (from top of signage)
- ▶ Truss, signage, and fixtures are not allowed to be installed outside the boundaries of the exhibit space.

THEATRICAL/AUDIO VISUAL LIGHTING TRUSSES

Theatrical and audio visual lighting trusses do not have hanging signage attached, and are used solely for theatrical lighting in the booth or audiovisual presentations.

All lighting and speakers should be directed to the inner confines of the booth space and should not project onto other exhibitors or show aisles. Fixtures or lighting that rotate, spin, pulsate, or any other special effects should not interfere with neighboring exhibitors, or detract from the overall atmosphere of the show.

- ▶ **Maximum Theatrical/Lighting Truss Height:**
30 feet
- ▶ **Minimum Theatrical/Lighting Truss Height:**
24 feet
- ▶ Truss, lighting, speakers, and fixtures are not allowed to be installed outside the boundaries of the exhibit space.

HANGING SIGNS & GRAPHICS (ISLAND & PENINSULA BOOTHS ONLY)

Hanging signs and graphics are permitted in all standard Peninsula and Island Booths, to a maximum height of twenty feet (20'). All should comply with ordinary use-of-space requirements (for example, the highest point of any sign should not exceed the maximum allowable height for the booth type).

Hanging Signs & Graphics should be set back ten feet (10') from adjacent booths. Approval for the use of Hanging Signs & Graphics should be received from the exhibition organizer at least 60 days prior to installation (**by August 14, 2009**). Drawings should be available for inspection.

TOWERS

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

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

MULTI-STORY EXHIBIT

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