

RULES & REGULATIONS

All exhibitors displaying at AG CONNECT Expo to be held in Atlanta, Georgia, at the Georgia World Congress Center from January 7- 10, 2011, are required to complete an application, execute the contract for space and SUBSCRIBE TO ALL EXHIBIT RULES AND REGULATIONS. FAILURE TO FOLLOW EXHIBIT RULES AND REGULATIONS MAY RESULT IN CANCELLATION OF THE RIGHT TO EXHIBIT. (ALL EXHIBITS SHALL CONFORM TO ALL FEDERAL, STATE AND LOCAL LAWS AND REGULATIONS.). The AG CONNECT Expo Rules and Regulations as described herein have been prepared by the AG CONNECT Expo Management Committee and approved by the Management Board.

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GENERAL SHOW INFORMATION

DEFINITIONS

AG CONNECT Expo	Referred to as the Show.
Equipment/Services	Product (equipment or services) displayed by any exhibitor, which comply with the rules for eligibility.
Exhibit Space	The indoor area at the Georgia World Congress 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.
Housing	All sleeping accommodations, as well as hospitality facilities requested by exhibitors, employees, guests and visitors.
Management Committee	Management of the Show is guided by the AG CONNECT Expo Management Committee, which is comprised in part by member companies representing the agriculture industries within the Association of Equipment Manufacturers (AEM).
Georgia World Congress Center (GWCC)	To be referred hereafter as the GWCC, which includes the indoor exhibit area and marshaling areas.
Show Management	The producer and owner of AG CONNECT Expo is the Association of Equipment Manufacturers (AEM) and is referred to in these rules as Show Management.

SHOW LOCATION, DATES & HOURS

AG CONNECT Expo will be held at the Georgia World Congress Center in Atlanta, Georgia, USA. Show dates and hours will be:

Friday, January 7, 2011 (By Invitation Only)	11:00 AM to 4:00 PM
Saturday, January 8, 2011	8:00 AM to 3:30 PM
Sunday, January 9, 2011	8:00 AM to 3:30 PM
Monday, January 10, 2011	8:00 AM to 3:30 PM

INSTALLATION & DISMANTLING SCHEDULE

The following schedule represents the installation and dismantling periods for AG CONNECT Expo. These hours are the standard hours for installation. Exhibitors can have access to their stands 24 hours per day only if given permission in advance by Show Management.

Installation Schedule

Sunday, January 2, 2011	8:00 am to 5:00 pm
Monday, January 3, 2011	8:00 am to 5:00 pm
Tuesday, January 4, 2011	8:00 am to 5:00 pm
Wednesday, January 5, 2011	8:00 am to 5:00 pm
Thursday, January 6, 2011	8:00 am to 5:00 pm

On Thursday, January 6, 2011 all crates must be tagged with empty stickers and ready for pick-up by 12 noon.

Dismantling Schedule

Monday, January 10, 2011	beginning at 3:30 pm
Tuesday, January 11, 2011	8:00 am to 5:00 pm
Wednesday, January 12, 2011	8:00 am to 5:00 pm
Thursday, January 13, 2011	8:00 am to 5:00 pm

TARGET INSTALLATION DATES

Exhibitors will receive their targeted installation dates from the Official General Contractor. Every attempt will be made to ensure that their materials will be delivered to their stand on the day they are scheduled to arrive. Any exhibitor wishing to change their scheduled installation date must submit their request in writing to the Show's Official General Contractor's Freight Department. Additional information will be provided in the Exhibitor Services Manual, which will be available in 3rd Quarter 2010.

EXHIBITOR DATA

As part of the application process, exhibitors are required to provide certain corporate or personal information, including but not limited to, name, address, telephone and fax numbers, e-mail addresses and the identity of and information pertaining to contact persons. By submitting an Exhibit Space Application & Contract, the exhibitor acknowledges and agrees that all data provided by the exhibitor in its application may be assigned or otherwise transferred by AG CONNECT Expo to other exhibitors, in the absolute sole and exclusive discretion of AG CONNECT Expo.

FAILURE TO HOLD THE SHOW

Should any contingencies prevent the holding of the Show, Show Management will return such portion of the exhibit space payment as may be determined to be equitable by Show Management, in consultation with the Management Committee. Should any contingencies require the moving or postponement of the Show, 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 Show Management. Each exhibitor will furnish Show Management with the name of its official AG CONNECT Expo Representative at the time it submits its space application. 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 Show Management with the name of another representative in case the primary representative is unavailable.

EXHIBITOR SERVICES MANUAL

The AG CONNECT Expo Exhibitor Services Manual will be available online for exhibiting companies and non-official contractors in 3rd Quarter 2010. The manual will contain all necessary information and forms for installation and services as well as registration, housing and official function schedules. Exhibitors will receive an Exhibitor Alert with step-by-step instructions on how to utilize the online services manual.

EDUCATION PROGRAMS

Show Management plans to conduct education programs in conjunction with AG CONNECT Expo to provide a learning opportunity for visitors.

ELIGIBILITY & EXHIBIT SPACE

ELIGIBILITY

Exhibitors must manufacture equipment, products and services related to the agriculture industry. Specific guidelines have been set for distributors, dealers, rental houses, product support providers and auction houses. These guidelines are as follows:

Distributors, Dealers, Rental Houses & Product Support Providers

Distributors, dealers, rental houses, product support providers can display their company's services however product cannot be displayed. Master distributors can display product if they are the sole U.S. distributor to a non-U.S. manufacturer.

Auction Houses

Auction houses can display their services however new or used equipment cannot be sold from the company's exhibit stand. This includes actual product being displayed, online auctions, live auctions or showing a live broadcast from an off-site location. Live auctions are not allowed on the Show floor.

INTERNATIONAL PAVILION ORGANIZERS

Show Management may in its discretion make international pavilion exhibit space available to a non-U.S. agriculture industry manufacturer trade organization for resale to the organization's members. The organization and each of its exhibitors in an international pavilion shall be subject to, and shall agree to comply with, these Show rules and regulations and the guidelines for International Pavilion Organizers, including but not limited to the eligibility requirements and exhibiting only qualifying products. International Pavilion Organizers will receive a 15% discount off the non-member exhibit space rate. Show Management may in its sole discretion limit the overall size of an International Pavilion and the maximum size of any exhibit space within an International Pavilion. International based exhibitors are not required to exhibit within their country's international pavilion.

Maximum Exhibit Space Size for AG CONNECT Expo 2011 International Pavilion Organizers is 4,000 net square feet.

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 OEM's business. Exhibitors may not exhibit in their space any used equipment, except: (1.) remanufactured equipment as explained above, and (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. The square footage rate is based on the applicant's membership affiliation and status. The rate structure is as follows:

AFFILIATION	INDOOR (200 SF OR LESS)	INDOOR (201 SF OR MORE)
AEM	\$17.00	\$15.00
Non-Member	\$25.00	\$25.00

A non-member company is defined as a company that is not a member of AEM. Information on Association Membership for AEM may be obtained by contacting the Membership Administrator at:

Phone: (414) 272-0943

Fax: (414) 272-1170

www.aem.org

Payment for Exhibit Space

Checks for exhibit space must be made payable to AG CONNECT Expo, 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

50% of total cost of space due August 31, 2010.

- Applications received on or after August 31, 2010 must be accompanied by full payment of exhibit space.
- No exhibitor will be permitted to move into their designated space until the exhibit space is paid in full.
- If space is not paid in full by August 31, 2010, Show Management reserves the right to cancel the space.

EXHIBITOR PACKAGE PLAN

The cost of exhibit space includes the following Exhibitor Package Plan, which will reduce the cost to exhibit and add value to your investment:

- Unloading and reloading of all crated shipments from all trucks.
- Delivery of machinery and crates to exhibit stands from marshaling area(s) and pick up of same machinery and crates at the close of the Show.
- Removal of all cleating and blocking on inbound shipments, including materials where required.

- Handling of inbound and outbound shipments of exhibit materials to the GWCC or any other exhibit areas used for the Show.
- Operators for self-propelled equipment and planking where required.
- Spotting of exhibitor's machinery or products for the initial installation only as the equipment is delivered to the exhibitor's stand, and provided an exhibitor representative is present during the initial placement.
- Exhibit crate removal, storage and return to exhibit stand at the close of the Show.
- General cleaning of all exhibits including the vacuuming or sweeping of carpet/floor, emptying of wastebaskets before the opening of each Show day.
- One pre-show attendee mailing list including individuals' names and mailing addresses.

SPACE REDUCTION POLICY

- Any company decreasing its space before July 1, 2010 must still pay at least 25% of the original space, regardless of the new space cost. If the new space cost is less than the 25% of the original space, the exhibitor will not be refunded the difference between the new space cost and the original 25%. Overpayments beyond the 25% will be refunded if the reduction occurs before July 1, 2010.
- Any company reducing its space on or after July 1, 2010 but before December 1, 2010 must still pay at least 50% of the original space cost. Payments above the 50% level will be refunded.
- Any company reducing its space on or after December 1, 2010 will receive no refunds.

CANCELLATION POLICY

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

- At no time will 25% of the total space cost be refunded to an exhibitor canceling its space.
- Any company canceling its exhibit space before July 1, 2010 automatically loses 25% of the total space cost. The remaining balance paid to AG CONNECT Expo will be refunded.
- Any company canceling its exhibit space on or after July 1, 2010 but before December 1, 2010 will lose 50% of the total cost of exhibit space reserved and the remaining 50% will be refunded.
- Any company canceling its exhibit space on or after December 1, 2010 will not receive any refund due to the late date in which Show 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 GWCC as lessors, and Show Management, as lessee, for the period of AG CONNECT Expo.

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:

$$\begin{array}{|c|} \hline \text{Years of Membership} \\ \hline \text{X 2} \\ \hline \end{array}
 +
 \begin{array}{|c|} \hline \text{Total SF in Previous Show} \\ \hline \text{100} \\ \hline \end{array}
 =
 \begin{array}{|c|} \hline \text{PRIORITY} \\ \hline \text{NUMBER} \\ \hline \end{array}$$

Definition of Years of Membership Number

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 Previous Show Participation Number

Show Management will use the total square footage purchased by an exhibitor for AG CONNECT Expo 2010 when calculating the Previous Show participation number. The total square feet cannot exceed the AG CONNECT Expo 2011 maximum space size of 15,000 square feet per brand. If a company acquires another company(ies), the parent company will be able to use the newly acquired company's(ies)' exhibit space total from the 2010 Show but will not be able to exceed the maximum space size of 15,000 net square feet per brand.

Exhibit Space Assignment Process

Exhibitors submitting their application and deposit by December 18, 2009 will be a part of the Priority Assignment process. Applications received after December 18, 2009 will be assigned on a first-come, first-serve basis by Show Management.

No applicant will be allowed to select an exhibit space unless the application is signed and payment has been received based on the following schedule:

- Applications received prior to August 31, 2010 must be accompanied by 50% of the total cost of exhibit space.
- Applications received on or after August 31, 2010 must be accompanied by full payment of exhibit space.

Show 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 on the basis of the date the application was received.

EXHIBIT SPACE SIZES

The maximum space size is set in order to create a floor plan that will adhere to fire and safety regulations for Atlanta and the GWCC. It is also set to ensure a wide variety of exhibits and exhibitors on the show floor. The maximum space size is also set to include the parent company and all its divisions and subsidiaries. Companies and their divisions/subsidiaries applying for multiple exhibit spaces still may not exceed the maximum limit set by Show Management for their space totals.

Maximum Exhibit Space Size for AG CONNECT Expo 2011 is 15,000 net square feet.

Parent companies with multiple divisions/brands may apply for up to two (2) spaces of a maximum size of 15,000 net square feet each, for a maximum of 30,000 net square feet per parent company, and these spaces cannot be joined into a single space.

A space size reduction shall not be required for an exhibitor who acquires another exhibiting company within one year (January 7, 2010) prior to the opening of AG CONNECT Expo 2011 (January 7, 2011) even if the combined space size of the exhibitor and the acquired exhibitor exceeds the maximum space sizes stated above.

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, products or services built or supplied by non-exhibiting manufacturers or other non-qualifying divisions of exhibiting manufacturers (hereafter "non-exhibiting manufacturers"), unless the space shared is with a member in good standing of the Association of Equipment Manufacturers (AEM).

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. In either case, the exhibitor shall pay the non-member space rate for that portion of the exhibit space occupied by the non-exhibiting manufacturer's product, except if the non-exhibiting manufacturer's equipment occupies 50% or more of the exhibit space, then the non-member space rate will be charged for the entire exhibit space.

SHARED EXHIBIT SPACE

Exhibitors must notify Show Management of their intent to share their allocated space. If an exhibitor does not notify Show Management, Show Management will take action described under the "Penalties For Violation of Show Rules" section on page 9.

EXHIBITS

Exhibits are permitted only in the official exhibit areas of the AG CONNECT Expo Show.

NO HOTEL EXHIBITS

The Atlanta hotels have entered into signed agreements with Show Management not to: (1.) rent or assign any public space, or sleeping rooms for exhibit purposes at any time during the official Show days of AG CONNECT Expo 2011; nor (2.) permit the use of any public space, or sleeping rooms for entertainment purposes or press conferences during the official show period (January 7-10, 2011).

NO OTHER EXHIBITS

AG CONNECT Expo 2011 exhibitors, their dealers or distributors will not exhibit or participate in any exhibit or demonstration within 150 miles of Atlanta during the official show period (January 7-10, 2011).

STORAGE AND PACKING MATERIALS

The storage of packing boxes, crates, etc. for the duration of the Show is included in the space rates. Proper identification tags will be available at the Exhibitor Service Desks. Two 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.

ADMISSION TO EXHIBITS

REGISTRATION

Anyone attending the Show will be required to register and agree to comply with the Show Rules. Exhibitors who have been assigned exhibit space for the Show will be required to submit a registration form, which will be included in the Exhibitor Services Manual. We strongly recommend that all exhibiting personnel register in advance of the Show. To encourage advance registration, the cost to register in advance will be \$20.00, and onsite will be \$30.00 per registrant. Additional information will be provided in the Exhibitor Services Manual. Exhibiting companies receive complimentary registration for exhibitor personnel based on booth size

ADMISSION TO THE EXHIBITS

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

During the installation and dismantle periods, only Show Management, official service vendors, exhibitors and Exhibitor Appointed Contractors will be allowed on the floor with "Work Passes" for the purpose of erecting or dismantling display material.

Attendee registration badges will not provide access to the exhibit areas during non-Show hours. If an exhibitor wishes to have any dealers or customers in their stand during non-Show hours, permission must be received in writing, in advance from Show Management. Permission granted for such a request will only be valid for the time period of two hours prior to the opening of the Show and two hours after the closing of the Show.

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

BADGES & WORK PASSES

Exhibitors and their employees and all exhibitor appointed contractors will be required to wear work passes throughout the installation/dismantling periods of the Show and Show badges during Official Show Days. This will assist in maintaining security and keeping unwarranted personnel out of the exhibit halls. Show Management shall produce all work passes and badges.

EXHIBITOR ADMITTANCE DURING NON-SHOW HOURS

Show 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 Show Management.

Admittance on Official Show Days

Representatives of exhibiting companies will be permitted to enter the exhibit area on a 24-hour basis with permission from Show Management, provided they have properly signed in with Show security.

Exhibitor Show Previews

Exhibitors are allowed to bring their personnel assigned to work their exhibit to their stands during the designated Show Preview Period of 1:00 to 5:00 pm on Friday, January 7, 2011 for training purposes only. Any variance request in the Show Preview Period must be made in writing to Show Management at least 30 days before the Show opens.

CHILDREN

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

WORK RULES & EXHIBITOR APPOINTED CONTRACTORS

EXHIBITOR APPOINTED CONTRACTORS

An Exhibitor Appointed Contractor (EAC) 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, Show dates or dismantling.

Rules & Regulations

If the exhibitor wishes to use an EAC, the following rules and regulations must be adhered to by the exhibitor and the EAC. THESE RULES WILL BE STRICTLY ENFORCED. The exhibitor must complete the Exhibitor Appointed Contractor form in the Exhibitor Services Manual. Also, the exhibitor must inform whether this contractor is authorized to order Show services on the exhibitor's behalf.

1. Exhibitors must submit an Exhibitor Appointed Contractor form for all EAC working on their behalf no later than October 1, 2010. This form can be found in the Exhibitor Services Manual.
2. The EAC 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 will not solicit business on the Show floor during any of the overall days of the Show, including installation, Show dates and dismantling.
4. The EAC is responsible for adhering to all rules and regulations requiring badging.
5. If the EAC, in any way, disrupts the orderly conduct of business by any of the official contractors, or impairs the smooth installation and dismantling of the Show, the EAC will immediately cease such disruption or be removed from the Show site. Show Management will have the final decision in such instances.
6. EAC who provide installation and dismantling services will be sent the proper information from the Exhibitor Services Manual upon receipt of request by the authorizing exhibitor.

Show Management will give authorization to the EAC 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 Show is being held. Comprehensive general liability coverage must provide at least \$1 million/\$2 million in coverage and shall name Show Management, the Sponsoring Associations, the Show Owners, and the General Contractor as additional insureds. Automobile liability should include all owned, non-owned and hired vehicles with limits of \$500,000 bodily injury and \$500,000 property damage liability. Show 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 Show Management at:
6737 W. Washington Street, Suite 2400
Milwaukee, WI 53214 -- Fax Number: 414-272-2672

In performing work for their clients, the EAC 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 Show 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.

Services Provided Regulations

Exhibitor appointed contractor will be limited to the erection, dismantle, and preparation of “display” materials only. Labor and/or services for the installation and dismantling of “products” to be displayed by exhibitors must be contracted from the Official Contractor designated by Show Management for that service. Exhibitor appointed contractors must submit a Certificate of Insurance to Show Management no later than 30 days prior to the commencement of installation.

The Official Contractor will handle the use of power washers to clean equipment. The use of power sprayers or spray paint to touch up equipment and tires will only be allowed in designated areas in the marshaling and assembly areas. Exhibitors and their employees can hand wipe, buff or touch up paint (with brushes) their own equipment and display pieces within the exhibitor’s assigned exhibit space.

The GWCC requires Exhibitor Appointed Contractors to abide by certain guidelines and regulations. These regulations are detailed as an attachment to, and incorporated into, the Show rules & regulations.

WORK RULES: EXHIBIT INSTALLATION, OPERATION AND DISMANTLING

All work involved in the erection and dismantling of exhibits or the movement of freight in the GWCC is under the official contractor's jurisdiction. Exhibitor appointed contractor services will be limited to the erection, dismantle, and preparation of “display” materials only. Labor and/or services for the installation and dismantling of “products” to be displayed by exhibitors must be contracted from the Official Contractor designated by Show Management for that service. Exhibitors are expected to comply with the official contractor's union requirements in effect at the GWCC.

In the interest of the exhibitors, Show Management has selected certain firms as official contractors for such services as cartage and handling of exhibit shipments; rental of furniture and other stand equipment, decorations, signs, flowers, etc. All service contractors selected by Show Management employ appropriate union personnel. Exhibitors must use the Official Contractor for drayage and rigging, hanging truss, electrical, plumbing, custom cleaning (please refer to the Exhibitor Appointed Contractors section of the rules on this page for details) and food service.

For other services, exhibitors desiring to use contractors other than those officially appointed by Show Management should refer to the Exhibitor Appointed Contractors section.

GRATUITIES TO EXHIBIT LABOR

Show Management and Show contractors have established a strict "no tipping" rule. Exhibitors must observe this rule during the entire period of the Show, from the commencement of installation until the completion of dismantling. This rule provides that no exhibitor, or representative of an exhibitor, may give any amount of gratuities, tips or gifts of any kind to workers, foremen or anyone else connected with the hauling of equipment or setting up or removal of the exhibit for any reason whatsoever. Any infractions should be reported to Show Management immediately. The official contractor has agreed to refuse acceptance of any time card to which a tip has been added. There will be no gratuities included on any drayage invoices.

Any exhibitor who pays gratuities to labor is acting not only against their own interest, but against the interest of the Show. Any exhibitor who is solicited for a gratuity should report such solicitation immediately either to Show Management or to an official with the Official Contractor.

BUILDING & OPERATING YOUR STAND

EXHIBIT DESIGN AND 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.**

ANY DEMONSTRATION OR ACTIVITY THAT RESULTS IN EXCESSIVE OBSTRUCTION OF AISLES OR PREVENTS READY ACCESS TO A NEARBY EXHIBITOR'S STAND SHALL BE SUSPENDED FOR ANY PERIOD SPECIFIED BY SHOW MANAGEMENT.

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, peninsula and island booths, they will not be furnished with back drape or drape partitions.

EXHIBIT STAND HEIGHT REGULATIONS

Standard Booth

One 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 feet (3m).

Corner Booth (499 SF or Less)

A standard booth located on a corner (two sides open to aisles) less than 20' deep and totaling less than 500 square feet. 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 feet (3m).

Corner Booth (500 SF or More)

A standard booth located on a corner (two sides open to aisles) at least 20' deep and totaling 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 feet (4.5m).

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 feet (4.5m).

Peninsula Booth

An exhibit space with an aisle on three sides and whose backwall is shared by another exhibiting company is considered a peninsula space. 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 feet (6m).

Island Booth

An exhibit space with all four 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 feet (6m).

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

HANGING SIGNS

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

Standard Booth:	10 feet
Corner Booth (499 SF or Less)	10 feet
Corner Booth (500 SF or More)	15 feet
Perimeter Booth	15 feet
Peninsula Booth	20 feet (less than 399 SF)
Island Booth	20 feet (less than 399 SF)

An identification and/or graphic sign suspended above a peninsula or island exhibit space 400 square feet or larger and a have depth greater than 20 feet will be permitted as follows:

Height -- Hanging identification sign(s) and/or graphic(s) may be at an 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 -- The maximum weight limit for all signage and rigging inside the exhibit hall is 3,000 pounds per 30-foot cross span.

CANOPIES AND MULTI-LEVEL OR COVERED EXHIBIT STANDS

Covered exhibits, canopies or double deck stands must adhere to the *GWCC Guidelines for Multi-Level and Covered Exhibits* document included in the Exhibitor Services Manual. If you have a question about this regulation or any of the other fire protection requirements, contact the Fire and Safety officer, Georgia World Congress Center, 285 Andrew Young International Boulevard, N.W. Atlanta, Georgia 30313-1591; (404)223-4000.

Canopies, false ceilings and umbrellas will be permitted to a height that corresponds to the height regulation for the appropriate exhibit configuration of which they are a part. For example, canopies will not exceed 10 feet (3m) in height in a standard booth configuration.

Furthermore, canopies, false ceilings or umbrellas will not be used for identification or display purposes except as would normally be allowed for any exhibit component within the regulations set forth for the exhibit configuration.

PLATFORMS

Equipment and viewing platforms are not limited in height, but the platform may not exceed the height of the equipment.

TOWERS

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

1. 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' (6m) in height.
2. All towers in excess of 12'0" (3.66m) must have drawings available for inspection by Show Management and the Official Contractor, during the time the tower is being erected, exhibited and dismantled at the Show 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

No company sign or advertising shall be displayed on exhibits and/or products at a height that exceeds the height regulations for the exhibitor's stand (for height regulations, please see page 8.), 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.

DEFACING OF BUILDING OR EXHIBIT FACILITIES

Each exhibitor is liable for any defacing or damage from their own acts to the exhibit building or exhibit 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 without the written consent of the GWCC. 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 Facility Department of the GWCC and Show Management.

EQUIPMENT SALES, SOLD SIGNS & CUSTOMER NAMES

An exhibitor may receive orders for, or sell its equipment during the Show 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.

EXTRA LIGHTING

All special illumination must be indirect and completely shielded so as to eliminate glare and interference with other exhibitors and guests. The use of flashing or rotating lights will not be allowed. Products on display which have such lighting must be pre-approved by Show Management.

ILLUMINATION

Electricity is the sole permissible agent for illuminating purposes.

INFLATABLE OBJECTS

Helium filled balloons and other inflatable objects are permitted within the height restrictions indoor as long as the objects are within the confines of the assigned space. Helium tank storage inside GWCC is prohibited. With Show Management approval, exhibitors are permitted to display static helium balloons after submitting "Balloon Waiver" and filing a damage deposit with GWCC Exhibitor Services.

MOTION & NOISE CONTROL

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.

Demonstrations found by Show Management to be objectionable due to noise or sound pressure/vibration level will be closed down. Exhibitors shall be responsible for supervising the actions of employees, visitors or spectators testing display equipment located in their exhibit area. Exhibitors must make every effort to respond to neighboring exhibitors' complaints concerning noise, sound and/or vibration nuisances.

Show Management will intervene if necessary, and reserves the right to shut down exhibits deemed objectionable by Show Management. Floor managers in each Show location will rove through the exhibit areas monitoring the decibel level during Show hours. Measurements will be taken at a distance no greater than 10' from the offending display.

First Warning – The exhibitor shall be issued a written warning indicating a violation has occurred and instructing the exhibitor to immediately lower the noise level.

Second Warning – The source of the noise shall be shut off for a maximum of one hour.

Third Warning Final – The source of the noise shall be shut off for the remainder of the Show. There will be no refund, in whole or in part, of any exhibit fees.

SOUND DEVICES, MOVIES, SLIDES, VIDEOS & 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 use of sound devices such as: megaphones, loudspeakers, or other devices, to attract attention is prohibited. 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 Show grounds during AG CONNECT Expo hours is prohibited without the permission of both Show 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 Show. Show Management is authorized to record and use audio/visual materials recorded at AG CONNECT Expo.

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

SUBMISSION OF FLOOR PLANS FOR 2,000 SQUARE FEET OR LARGER

Exhibitors with exhibit space of 2,000 square feet or larger must submit a detailed floor plan to Show Management for approval a final floor plan, no later than December 1, 2010. 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.

Floor plans can be mailed or faxed to Show Management at:

Director of Operations
6737 W. Washington Street, Suite 2400
Milwaukee, WI 53214
Fax Number: 414-272-2672

All Show Rules pertaining to height, signs, etc., restrictions do not include the exhibitor's products. Exhibitors are warned not to depend upon measurements scaled from the Show floor plan; if detailed measurements are required, contact Show Management. Exhibitors are cautioned not to arrange for their exhibit construction until written approval of their dimensional sketch has been given by Show Management.

GWCC LOAD LIMITS

The load limits for Exhibit Halls B1 – B5 exhibit areas are unlimited however any equipment 1 million pounds or heavier must submit a detailed floor plan to the GWCC Facilities Department – 285 Andrew Young International Boulevard, N.W. Atlanta, Georgia 30313-1591; (404)223-4000.

SAFETY & SECURITY

SECURITY

Every reasonable precaution will be taken to protect property during the installation, Show and dismantling periods. However, neither Show Management, service contractors nor GWCC are responsible for the safety of the property of exhibitors from theft, damage by fire, accident, vandalism or other causes. Show Management recommends that exhibitors make special arrangements with the Official Security Contractor of AG CONNECT Expo 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.

FLAMMABLE MATERIALS

Vehicles on display must have the battery cables disconnected and the gas tank must either be taped shut or have a lockable gas cap and may contain no more than one-half (½) tank or ten (10) gallons of fuel, whichever is less.

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.

PROMOTING YOUR STAND ONSITE

FOOD & BEVERAGE SERVICE

Levy Restaurants has exclusive rights to all food and beverage (including bottled water) at the Georgia World Congress Center facility. Food and beverage consumed, prepared or distributed, including food and beverage items used for promotional purposes, must be purchased through Levy Restaurants and are subject to regulations and permit requirements of the Fulton County Health Department, the GWCC and Levy Restaurants.

Alcoholic beverages and food may be served by exhibitors during Show hours provided that:

1. The beverages and food are served in an enclosed area within the boundaries of the exhibitor's rented space or the second story of the exhibit. - OR - The beverages and food are served in an area that is set back at least 5 feet from the aisle or neighboring exhibit.
2. The exhibitor must obtain host liquor liability insurance and provide Show Management with documentation of the insurance.

LITERATURE DISTRIBUTION

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

Distribution from stand-to-stand 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. Please see "Penalties for Violations of Show Rules" on page 9.

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

Canvassing on any part of the GWCC 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 Show Management approval.

LOTTERIES & CONTESTS

Drawings and contests, if permitted by law, are allowed in exhibitor's stands. Exhibitors considering a raffle, drawing, give away, game of chance, the use of slot machines or the like in their exhibit stand are encouraged to contact the appropriate Georgia state agency to confirm that the activity is lawful.

PRESS CONFERENCES

Press conferences during Show days shall be coordinated through Show Management and held in rooms designated by Show Management. Suitable rooms on the Show 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 Show. Exhibitors must apply for the meeting room space, make arrangements for the media function and obtain authorization for the event, through Show Management. Every effort will be made to accommodate all requests.

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

PRIZES & GIVEAWAYS

Distribution of giveaways or drawing for prizes is permitted in the exhibit area during the Show. Food or beverages (including bottled water) to be distributed by an exhibitor must be ordered from the Official Facilities Caterer. Exhibitors are responsible for federal, state and local taxes, if any.

PROMOTIONAL ITEMS

Promotional items directly related to the exhibitor's business and products (company hats, t-shirts, scale models, etc.) may be sold at the Show, if desired. Food or beverages (including bottled water) to be distributed by an exhibitor must be ordered from the (Official Facilities Caterer). This is considered a method of promoting interest in the exhibitor's equipment and/or services, similar to the distribution of sales literature, technical information, etc. The exhibitor is responsible for collecting and paying any applicable local, state and federal taxes.

USE OF AG CONNECT EXPO LOGO

The exhibitor acknowledges that the AG CONNECT Expo name and the AG CONNECT Expo™ Show logo are trademarks owned by AEM. Appropriate use of the Show name and logo is permitted by companies exhibiting in the 2008 Show who wish to publicize the Show and/or the fact that the exhibitor is participating in the Show. Any reproduction of the Show logo shall include the trademark symbol, ™.

Exhibitors at AG CONNECT Expo may also request permission from Show Management to use the AG CONNECT Expo name and Show logo on commemorative items to be given away by the exhibitor. Any request shall be made in writing to Show 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. Show Management reserves the right to deny any request, or any use of the Show name and logo, that it finds to be inappropriate, offensive or not in the best interests of the Show.

MEETING/FUNCTION SPACE AT THE GEORGIA WORLD CONGRESS CENTER

UTILIZATION OF MEETING/FUNCTION SPACE

AG CONNECT Expo allocates a limited number of meeting rooms at the GWCC for meetings, offices, storage, hospitality or entertainment. All rules and regulations for the utilization of meeting space shall be determined by the Management Committee. Information pertaining to meeting space is included in the Exhibitor Services Manual.

ENTERTAINMENT RULES

Exhibitors are not allowed to utilize hospitality suites or hold hospitality functions outside their rented space in official exhibit areas during Show hours. AG CONNECT Expo Show hours are: 11:00 AM to 4:00 PM on January 7, 2011, 8:00 AM to 3:30 PM on January 8, 2010 and 8:30 AM to 3:30 PM on January 9-10, 2010.

PRE-POST SHOW FUNCTIONS IN EXHIBIT STAND

Pre-show functions can begin two hours prior to the opening on all show days.

1. Exhibitors are required to submit a request in writing to Show Management that provides the details of the event being held before the show opening. Details should include date and time of the event; projected number of attendees; will an invitation list be provided to Show Management or will attendees be given an invitation that can be shown to security and Show Management.
2. Once the request is submitted, Show Management will determine the best perimeter entrance for attendees to get to the event and a floor plan will be sent to the exhibitor showing the entrance their attendees should be directed to.
3. An exhibitor staff person should be stationed at the entrance with security in order to allow attendees through the gate.
4. Exhibitors are required to staff their booth with one or more security guards (depends on size of the stand) to ensure that attendees stay within the confines of the host exhibitor's exhibit space. The fire-watch guards can also serve as the security guards.

POST-SHOW FUNCTIONS IN EXHIBIT STANDS

Post-show functions may begin at the close of the show each day. Events cannot be held on the show floor on Friday due to the dismantling period) and must conclude two hours after the close of the show each day.

1. Exhibitors are required to submit a request in writing to Show Management that provides the details of the event being held after the show closes. Details should include date and time of the event; projected number of attendees. If the exhibitor thinks attendees who are not on the show floor at the official show closing, invitations should be provided to those attendees in order for the security guards to let them back into the show.
2. Once the request is submitted, Show Management will determine the best perimeter entrance for attendees to get to the event who are not on the show floor already and a floor plan will be sent to the exhibitor showing the entrance their attendees should be directed to.
3. An exhibitor staff person should be stationed at the entrance with security in order to allow attendees through the gate.
4. Exhibitors are required to staff their booth with one or more security guards (depends on size of the stand) to ensure that attendees stay within the confines of the host exhibitor's exhibit space. The fire- watch guards can also serve as the security guards.

HOSPITALITY SUITES & HOTEL FUNCTION SPACE

Information pertaining to hospitality suites and hotel function space will be included in the Exhibitor Services Manual.

INVITATIONS

Exhibitors are encouraged to write to Show visitors in advance of the Show urging visits to exhibit stands or hospitality functions. Pre-printed cards suitable for distribution to Show visitors as invitations to visit hospitality suites are permissible, provided the information on such cards is limited to company name, room or suite number, name of the individual handing out the card, and the hours, within the limits of this general policy, when the hospitality suites will be open. Invitations are limited to exhibitors.

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 Show will lose their priority number in the next Show.

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 Show 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.

SHOW MANAGEMENT RESERVES THE RIGHT TO RESTRICT ACTIVITIES, RESTRICT AND/OR CLOSE EXHIBITS WHICH, IN THE OPINION OF SHOW MANAGEMENT, BECOME OBJECTIONABLE. This includes persons, things, conduct, printed matter, or anything of a character which is deemed not to be in the best interests of all exhibitors or Show Management. An exhibitor's space shall not be used to publicize meetings to be held outside the Show that will detract from Show 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 Show Management. Any questions should be addressed to Show Management.

ENFORCEMENT OF SHOW RULES

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

PREVENTION OF VIOLATIONS

(Pre-Show Planning) -To prevent violations by exhibitors, Show Management will:

1. Send special alert mailings and newsletters to exhibitor representatives to make them aware of the intent of important Show Rules.
2. Establish and publish a clear procedure for handling Show violations and the penalties to be implemented by Show Management to deal with violators.

PROCEDURES FOR IDENTIFYING AND HANDLING VIOLATIONS

Show Installation, Show Days and Dismantling:

1. An exhibitor should contact Show Management if there are any questions concerning the procedures for identifying and handling violations of the Show Rules and Regulations.
2. Show Management and floor managers under the supervision of Show Management will routinely inspect the exhibit floor during Show installation, Show days and dismantling. Their duty will be to assist in the interpretation and enforcement of the rules. The Exhibit Space & Rules Committee and the Management Board will have the final decision concerning all Show rules.
3. Upon discovery of a violation of the Show Rules in an exhibit, Show 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 p.m. on January 7, 2011, if the violation occurs during Show installation, or (c) before the opening of the next Show day, if the violation occurs during Show days. (If the exhibit in violation is unoccupied, Show Management will alert the representatives of the exhibit.)
5. Violations involving ineligible equipment or exhibitors must be corrected IMMEDIATELY during Show 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 Show Management in accordance with the Show Rules and Regulations listed below.
9. An exhibitor wishing to appeal a written notice must do so by contacting Show Management within the time allowed on the written notice to correct the violation.

PENALTIES FOR VIOLATION OF SHOW RULES

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

1. Draping off or covering the item in violation for a period specified by Show 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 AG CONNECT Expo events.
5. Other sanctions deemed appropriate by Show Management.

THE EXHIBITOR AGREES...

1. The Exhibitor shall make no claim for any reason whatsoever against either the GWCC or Show Management for loss or damage or for injury to himself or his employees while in or about the GWCC or for loss or damage by reason of failure to hold the Show as scheduled, failure to provide exhibit space, removal of the exhibit or any other act of Show 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 Show or any act or omission of Show Management or the GWCC.
2. Exhibitor shall bear their own risks of loss or damage to property and injury.
3. The Exhibitor shall make no claim against Show 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. Show 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 Show Management with each insurer's covenant not to exercise any legal or equitable right it may have against Show Management or the GWCC and provide Show Management with a Certificate of Insurance evidencing such coverage with Show Management, the Show Sponsors (AEM), and the GWCC named as insureds.

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 Show is being held. Comprehensive general liability coverage must provide at least \$1 million/\$2 million in coverage and shall name Show Management, the Show Sponsors, the GWCC, and the General Contractor as additional insureds. Automobile liability should include all owned, non-owned and hired vehicles with limits of \$500,000 bodily injury and \$500,000 property damage liability. Show 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 Show Management at:

6737 W. Washington Street, Suite 2400
Milwaukee, WI 53214 -- 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 Show and the GWCC from any and all loss or damage to property and injury aforesaid.

- C. follow the GWCC Building Users Manual rules and all other applicable laws, ordinances, codes and regulations as applicable to the exhibit space. Pertinent information from this manual will be distributed within the Exhibitor Services Manual.
6. Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save Show Management, the GWCC and their employees and agents, harmless against all claims, liability, 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 Show premises or a part thereof, excluding any such liability caused by the sole negligence of the indemnity.



Please contact Show Management if you have questions regarding the AG CONNECT Expo 2011 Show Rules & Regulation.

**AG CONNECT EXPO 2011 SHOW MANAGEMENT
6737 W. Washington Street, Suite 2400
Milwaukee, WI 53214**

**800-867-6060 (Toll Free Number)
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