EXHIBITION HALL RULES & REGULATIONS

The Exhibition Hall is exclusively for the education of persons attending the meeting, and Exhibitors are expected to conduct themselves accordingly.

1. **Booth Carpeting.** Aisle carpeting will be provided by INTA throughout the Exhibition Hall. The Exhibitor is responsible for providing carpet within its contracted booth space. The Exhibitor may provide its own carpet or may rent carpet through INTA’s contracted decorating company. In the instance that the Exhibitor will be providing its own carpet, the Exhibitor must indicate this on the carpeting request form provided by INTA’s decorating company. If carpet is not pre-ordered or supplied by the Exhibitor, it will be provided for the Exhibitor in the show’s color by INTA’s contracted decorating company at the Exhibitor’s expense.

2. **General Exhibit Booth Regulations.** (VERY IMPORTANT)
   a. All exhibitors will be responsible for providing floor covering (e.g. carpet, wood) for their contracted booth space.
   b. Exhibit materials may not project beyond lease line.
   c. The back of exhibit side walls (the side which will face your neighbors) must be finished; the back of exhibit back wall must also be finished if exposed from behind or from the side. Exposed and unfinished exhibit displays will be masked at the exhibitor’s expense.
   d. No guests or children will be allowed on the tradeshow floor at any time!
   e. All exhibits are subject to an on-site inspection; if your exhibit, product, or any part of your display has to be repositioned, or if masking drape or carpet has to be ordered, any and all costs incurred will be at the exhibitor’s expense.
   f. All island booths will have to submit a rendering of their exhibit booth design to be approved by INTA prior to the meeting.
   g. Hanging signs or banners used as company identification are prohibited for inline booths. You can only hang a sign or banner in an island booth.
   h. Exhibitors are not allowed to set up their own wireless internet.
3. **Certificate of Insurance and Liability.** Exhibitor shall obtain general liability, property damage and fire insurance of not less than $1,000,000 combined single limits at the exhibitor’s own cost and expense. **International Trademark Association (INTA), HKCEC and Freeman Decorating Services** must be named as coinsured with limits of liability of at least $1,000,000 combined single limits including bodily injury, property damage, fire and theft. Proof of such coverage shall be furnished to Paula Lee (plee@inta.org) no later than **Monday, April 7, 2014**. This proof shall include:

Send or Email to:
Paula Lee
International Trademark Association
655 Third Avenue, 10th Floor
New York, NY 10017-5617
Phone: +1- 212-642-1721
Fax: +1- 212-768-7796
Email: plee@inta.org

4. **Installation – Showing – Dismantling.** Hours and dates for installation, showing, and dismantling shall be those specified by INTA in its Exhibitor Agreement. The Exhibitor shall be liable for all storage and handling charges resulting from failure to remove exhibit material from the Exhibition Hall before conclusion of the dismantling period specified by INTA.

5. **Damage to Property.** The Exhibitor is liable for any damage caused to building floors, walls or columns, or to standard booth equipment, or to other Exhibitors’ property. The Exhibitor may not apply paint, lacquer, adhesive or other coating to building columns and floors or to standard booth equipment.

6. **Alcoholic Beverages.** Exhibitors cannot serve alcohol in their contracted booth space.

7. **Attendance.** INTA shall have sole control over Exhibition Hall admission policies at all times. Admittance to the Exhibition Hall is limited to representatives of exhibiting companies and registered attendees. No other persons will be admitted to the Exhibition Hall for the purpose of demonstrating products, distributing materials, personnel recruiting or viewing products and services, etc.

8. **Automatic Space Release.** If you fail to arrive for setup by **Sunday, May 11, 2014 by 9:00 a.m.**, INTA will automatically release your space, whether INTA fills your booth space or not. No refunds will be given.

9. **Booth Representatives.** The Exhibitor’s booth representatives shall be restricted to employees or representatives of the exhibiting company who are registered to attend the Meeting. Booth representatives shall wear “Exhibitor” badge identification, furnished by INTA, at all times. INTA reserves the right to limit the number of booth representatives at any time.
10. **Demonstration Equipment Placement.** All demonstration equipment, including the operator’s position, must be located at least two feet removed from the aisle line of the exhibit area.

**Decoration.** INTA shall have full discretion and authority in the placement, arrangement and appearance of all items displayed by the Exhibitor, and may require the replacement, rearrangement or redecorating of any item or of any booth that INTA deems inconsistent with the principal purpose of the Exhibition or inappropriate for any other reason, and no liability shall be attached to INTA for costs that may devolve upon the Exhibitor thereby. Exhibitors building special background or side dividers must make certain that the surfaces of such dividers are finished in such a manner so that they are not unsightly to Exhibitors in adjoining booths. If such surfaces remain unfinished by 8:00 a.m. on the opening day of the Exhibition Hall, INTA shall authorize the official decorator to effect the necessary finishing, and the Exhibitor must pay all charges involved thereby.

a. **Balloons (air or helium) are prohibited.**

11. **Sub-Leasing.** The Exhibitor may not sublet its space, nor any part thereof, nor exhibit, offer for sale, give as a premium, or advertise articles not manufactured or sold in its own name, except if such articles are required for the proper demonstration or operation of the Exhibitor’s display, in which case identification of such articles shall be limited to the regular nameplate or other identification that in standard practice appears normally on them. Rulings of INTA shall in all instances be final with regard to use of any exhibit space.

12. **Exhibitor’s Admittance During Non-Show Hours.** Booth representatives wearing Exhibitor badges will be permitted to enter the Exhibition Hall one hour before each day of the Exhibition and will be able to remain in the Exhibition area one half hour after closing, with the exception of the last day of the Exhibition. Exhibitors that require additional time must check with INTA’s Exhibition Management.

13. **Exhibitors’ Discussions, Costumes, Promotion.** The Exhibitor shall not engage in any activities in the aisle or in booths other than its own. The Exhibitor’s representatives wearing distinctive costumes or carrying banners or signs separately, or as part of their apparel, must remain in their own booths.

14. **Floor Plan.** The general configuration of the Exhibition Hall for the INTA Annual Meeting will be available on INTA’s website by March 2014. INTA reserves the right to modify the plan without notice or obligation for any refund.

15. **Flammable Materials.** No flammable fluids or materials of any nature, including decorative materials, whose use is prohibited by national, state or city fire regulations, may be used in any booth.
16. **Lotteries, Contests.** The operation of games of chance or lottery devices, or the actual or simulated pursuit of any recreational pastime, is permitted only as allowed by the laws of the jurisdiction in which the event is being held and upon written approval from INTA.

17. **Noise and Odors.** No noisy or obstructive work will be permitted during open hours of the Exhibition Hall, nor will noisily operating displays, nor exhibits producing objectionable odors, be allowed.

18. **Obstruction of Aisles or Booths.** Any demonstration or activity that results in excessive obstruction of aisles or prevents ready access to nearby Exhibitors’ booths shall be suspended for any periods specified by INTA.

19. **Photographs.** Exhibitors shall take no photographs of other Exhibitors’ booths without prior consent of the Exhibitors involved.

20. **Rejected Displays.** The Exhibitor agrees that its exhibit shall be admitted and shall remain from day to day solely in strict compliance with the rules herein stated. INTA reserves the right to reject, eject or prohibit any exhibit in whole or in part, with or without giving good cause.
   
   If cause is not given, liability shall not exceed the return to the Exhibitor of the amount of rental unearned at the time of ejection. If an exhibit of the Exhibitor is ejected for violation of these rules or for other stated reasons, no return shall be made.

21. **Safety Devices.** The Exhibitor agrees to accept full responsibility for compliance with national, state and city regulations in the provision and maintenance of adequate safety devices and conditions for the operation of machinery and equipment.

22. **Samples, Souvenirs.** The Exhibitor may distribute marketing materials, samples, souvenirs, publications, etc. only from within its booth. The distribution of any article that interferes with the activities in, or obstructs access to, neighboring booths, or that impedes aisles, is prohibited. Neither Exhibitors nor non-exhibitors shall distribute to meeting attendees printed matter, samples, souvenirs and the like, except from within the rented spaces.

23. **Security.** The Exhibitor should take all steps it deems advisable to protect and insure its employees, exhibit, equipment and property from injury, loss or damage during the entire term covered by this contract. The Exhibitor expressly releases INTA, the event venue and their officers, employees and agents from any and all claims for such injury, loss or damage. INTA will engage a security service during the inclusive move-in period, operational hours and move-out period of the Exhibition. However, the furnishing of such service will not increase the liability of INTA, the event venue, their officers, employees or agents. Exhibitor may elect to hire additional security services for its property, at its own expense, through the official General Services Contractor for the Exhibition.

24. **Signs, Illumination.** Education, communication and resource information signs only will be allowed in exhibit booths. Electric flashers or signs involving the use of neon or similar gases are prohibited. Should the wording on any sign or area in an Exhibitor’s
booth be deemed by INTA to be contrary in any way to the best interest of the Exhibition, the Exhibitor shall make such changes or remove signs as requested by INTA. INTA’s decision will be final in such matters.

25. **Presentations Sound Amplifying, Reproducing Equipment.** The use of sound systems is permissible, provided that they are not audible more than three feet into the aisle or into neighboring booths, and that the sound is directed exclusively into the Exhibitor’s booth. INTA shall have absolute control over this regulation, the intent of which is to ensure that sound systems shall not be audibly objectionable to neighboring Exhibitors. Sound amplification may be used by an Exhibitor only for the dissemination of information to the meeting’s audience that directly relates to products and/or services of the particular company displaying such products and/or services at the Meeting. Any presentation that interferes with the activities in, or obstructs access to, neighboring booths, or that impedes aisles, is prohibited.

26. **Amendment to Rules.** Any matters not specifically covered by the preceding rules shall be subject solely to the decision of INTA. These rules may be amended at any time by INTA, and all amendments made shall be binding on the Exhibitor equally with the foregoing rules and regulations.

27. **Agreement to Rules.** The Exhibitor, for itself and its employees, agrees to abide by the foregoing rules and by amendments that may be put into effect by INTA and its contracted decorating company.

28. **Eligible Exhibits.** INTA has the sole right to determine the eligibility of any company or product for inclusion in the Exhibition Hall.

29. **Selling.** Selling is allowed on the show floor; however, Exhibitors are required by the laws of the jurisdiction in which the Event is being held to be solely responsible for the collection and remittance of any sales or other taxes imposed on them.