

IMPORTANT SHOW INFORMATION

AGE LIMIT IN EXHIBIT HALL

No one under 21 years of age is allowed into **International Hospitality Week Events** either as an attendee or as booth personnel. For reasons of safety and the professional nature of this event, this policy will be strictly enforced.

AMERICANS WITH DISABILITIES ACT

Exhibitor acknowledges and agrees that, in connection with the Show, it will be a public accommodation as defined under Title III of the Americans with Disabilities Act ("ADA"). As a public accommodation, Exhibitor agrees that in connection with the Show, Exhibitor will: (1) provide, at its expense, any auxiliary aids and services as may be necessary to ensure effective communication with Exhibitor by attendees of the Show; (2) assure, at its expense, that displays posted at or on Exhibitor's booth(s) are accessible to individuals with disabilities; and (3) not discriminate or retaliate against any individual in violation of the ADA.

ANNOUNCEMENTS

Public address announcements in the Exhibit Hall will only be made for emergencies and Show Management information. General announcements or prize winner announcements cannot be made.

BADGES

Badges can be picked up on site at the counter called "exhibitor registration." The deadline to register so you receive your badge in the mail in advance is February 21, 2010. Any exhibitor registering after this date will have to go to exhibitor registration on site to pick up their badge. Please note that you are entitled to 4 badges per 10x10 booth. **BADGES WILL BE REQUIRED AT ALL TIMES!**

BOOTH CHANGES

Booth location may be subject to change at any time from the initial assignment through move-out. Modifications to an exhibitor's display, including, but not limited to fixture placement, material display, material distribution, model's attire and noise levels may be made by Show Management at any time. *Exhibitor's booth space unoccupied by 8:00 p.m. on Monday, March, 8 2010 is subject to reassignment without notification.*

BOOTH CLEANING

In order for individual exhibit booths to be cleaned, exhibitors must order cleaning service directly from GES. To order, fill out the Cleaning Form found on page 77 of the GES kit. Mail or fax the form to GES before the cutoff date of February 14, 2010 to receive the discount pricing.

BOOTH CONSTRUCTION AND ARRANGEMENT

We require that all booths have floor covering. Standard booth equipment (back and side wall draping, and identification sign) is provided by Management without cost to the Exhibitor. If an Exhibitor plans to install a completely constructed display of such a character that the Exhibitor will not require or desire the use of standard booth equipment, no part thereof shall so project as to obstruct the view of adjacent booths. Sidewall construction, if used, may taper diagonally from eight (8) feet at the back wall to floor level at the aisle, or extend as a high panel four (4) feet from back wall, the remaining side rail may not exceed four (4) feet in height. Exceptions to the above specifications are authorized for all self-contained island configurations where a sixteen (16) foot height restriction will apply. The eight (8) foot back wall restriction is removed for all perimeter booths where a twelve (12) foot height restriction will be in effect. Further restrictions may apply as necessitated by ceiling height. Raw wood, cardboard or similar material for wings to booths must be covered or painted if they are visible from adjacent booths. Exhibitor's exhibit or products may not extend beyond the limits of the Exhibitor's booth and no part of any exhibit or product may extend into any aisle.

International Hospitality Week Show Management must approve in advance any special or unusual exhibit construction or installation. Please email questions to dflautt@oxpub.com

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CARPET

The Las Vegas Convention Center is not carpeted. Carpet or floor covering is required in each exhibitor's booth. For carpet color options, please see the carpet rental order form under the "General Contractor's Information section. Be sure to order by February 14, 2010 to get discount pricing.

CONTESTS

Show Management must approve contest of any kind in writing. If you plan any kind of contest of giveaway please let us know. Please email requests to dflautt@oxpub.com for approval.

CONTRACT

Please review all provisions of the Exhibitor Contract for further regulations. **Exhibitors must complete an International Hospitality Week Events Space Allocation Contract prior to move-in.**

CONTRACTORS AND SHOW SERVICES

Forms for a variety of services are included in this Exhibitor Service Kit. These forms should be completed and forwarded directly to the vendor specified on the form. We feel we have selected the best service vendors available for **International Hospitality Week** and encourage all exhibitors to make use of their services.

DECORATIONS

Decorations are not permitted on ceilings, painted surfaces, columns, fabric and decorative walls of The Las Vegas Convention Center. All decorative materials must be flameproof and are limited to the confines of your exhibit space. Exhibitor agrees to change the working of any sign determined by Management not to be in the best interest of the Show. Balloons are prohibited. Neon or other gas-based signs are prohibited.

DECORATOR

GES has been selected as the official decorator (service contractor) for all **International Hospitality Week Events**. The forms for labor, furniture, fixtures, etc. can be found under the "General Contractor's Information" section. Take advantage of pre-show discounts and return completed forms via mail or fax prior to the deadline date of February 14, 2010. GES will have a service desk on-site during move-in, throughout the show and move-out for any other serves needed. *Remember, when you order any services on-site, you will be charges substantially higher rates, so plan ahead and ORDER EARLY!*

DEMONSTRATIONS

All demonstrations by Exhibitor must be located so that assembled crowds are within the Exhibitor's space and not blocking any aisle or neighboring exhibits. Any photos, products or other materials considered objectionable by Management may not be openly displayed in exhibit booths. Exhibitors are prohibited from taking any type of photograph or videotape of the exhibition or any portion thereof without the prior written consent of Management. Unauthorized use of photography or videotape equipment is subject to confiscation by Management.

DIMENSIONS

Dimensions of all exhibit areas are believed to be accurately stated on the floor plans, but Management shall have no responsibility for any discrepancies or errors.

DISTRIBUTION OF PROMOTIONAL ITEMS

Distribution of advertising material and solicitations of any sort shall be restricted to the Exhibitor's booth. Exhibitor shall arrange its exhibit so as not to obscure or prejudice adjacent exhibitors. This includes the registration area, common aisles, conference rooms and every area other than your booth. Solicitation of business distribution of promotional materials from booth space is prohibited by any other than exhibitors.

DRAPE

Your booth consists of 8' high back drape and 3' high side drape. Any request for different colors will be at exhibitor's expense and obtainable from GES for a fee. *Note: Island exhibitors will not be draped unless requested by exhibitor.*

ELECTRICAL

TSE provides electrical services for **International Hospitality Week Events** and will be happy to assist in ordering the correct amount of power for your exhibit. Forms are found under the "utility services" section. Please call (800) 475-2098 with any questions regarding electrical services.

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EQUIPMENT REMOVAL PASSES

Because of the nature of this event and the extreme value of property, equipment removal passes will be required whenever it is necessary to remove equipment from the exhibit hall. Authorized booth personnel must sign removal passes and proper identification will be asked for by security upon exiting exhibit hall. Removal passes may be picked at registration.

EXHIBITOR APPOINTED CONTRACTOR (EAC)

Exhibitor may employ the service of independent contractors to install and dismantle their display, providing the Exhibitor and EAC comply with the requirements and complete the form found under the "General Information" section. The form must be returned to Hollis Green via fax to 662-281-0104 by February 14, 2010. **Note: EAC's will not be allowed to proceed without the required documents and insurance information.**

EXHIBITOR CODE OF CONDUCT

Show management may revoke without refund the privilege of any exhibitor or attendee to attend the show or affiliated events in the event such exhibitor or attendee participates in any promiscuous, sexually provocative or other inappropriate behavior as determined in the sole judgment of show management.

EXHIBITOR DRESS CODE

Dress for exhibit hall and educational sessions are professional/casual business attire. Models, booth/staff employees should avoid dress that may be interpreted as promiscuous, provocative, or overly suggestive. For purpose of example, overly suggestive halter tops, bikini tops or other revealing clothing will be deemed inappropriate. Show management reserves the right to deem any attire inappropriate and therefore not allow show admission to any events affiliated with the show.

EXHIBITS MOVE-IN, MOVE-OUT

Movement of exhibitors in and out of the Hall must be handled by official Show contractor. No exhibitor will be allowed into or out of the Hall without an official clearance from Management. Exhibitor must make its own arrangements for transportation of exhibits and packing material. Management cannot accept or sign for exhibits on behalf of the Exhibitor. At such time after the close of the Show as Management may specify or upon sooner termination of this Agreement, all exhibits shall be removed and cleared from the Show space and vacant possession of the exhibit space shall be delivered to Management in as good and clean order and condition as it was when delivered to Exhibitor. Exhibitor will pay the cost of repairing any damage cause to the Hall facility by the Exhibitor and/or its contractors. Any property remaining after the last day designated by Management for it to be removed may be held or otherwise disposed of by management or The Hall at the Exhibitor's expense. No property may be removed from the Show before the Show ends.

EXHIBITOR SERVICE DESK

A service desk staffed by the official show vendors will be open during move-in, show hours and move-out. **Orders for all services should be placed in advance to take advantage of pre-show pricing. On-site orders may entail delays and higher costs!** *Note: Exhibitors should check directly with show suppliers for status of pre-show and on-site orders in addition to any changes and/or additions to orders.* **TIP: Make sure to keep and bring with you copies of all orders placed.**

HEIGHT RESTRICTIONS

There is a height restriction for all booths on the show floor. If you have a standard in-line booth, your booth will most often consist of a 10' or 20' wide by 10' deep area with 8' high drape across the back and 3' high drape on both sides. **The height limit on standard in-line booths is 8'.** If you have a **perimeter booth** meaning your booth is located on the perimeter of the show floor facing into the floor, your booth will most often consist of a 10' or 20' wide by 10' deep area with 8' drape in the back and 3' drape on both sides. **The height limit on peninsula booths is 12'.** If you have an island booth, which is a stand-alone booth with no other booths connected to it in any side, your booth will not have any drape included and the **height limit on an island booth is 16'.**

HANGING SIGNS

A hanging sign can be placed ONLY over island booths **which are 400 sq. ft. or larger.** No signs can be hung over in-line booths or booths smaller than 20'x20'. All signs must be hung so the bottom of the sign is not LOWER than 20' off of the ground. There are no restrictions on how high the sign can be hung although it is recommended that you do not hang your sign more than 26' off of the ground as it is out of the line of sight when it is placed too high.

ICE

Ice should be ordered through Aramark prior to the show if possible. Please see the ice form available within this service kit. There will also be a GES Service Desk on site. Aramark can be reached at 702-943-6910.

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LABOR

Labor includes all people who install and dismantle your exhibit booth, carpet layers and carpenters. Labor does not include the people who handle your freight (drayage). Remember that drayage service is the movement of your exhibit materials and the cost includes the labor to move it only, not set it up.

LEAD RETRIEVAL

Capturing qualified attendee leads at a show is one of the most important reasons to exhibit! **International Hospitality Week Events** have made it easy for you to increase your leads and maximize your return on investment by offering a great form of electronic lead retrieval at this year's event. Please see the lead retrieval order form under the "registration/lead retrieval" section. Remember to order your lead capture unit before the deadline to get the *Early Bird* price! ***Services ordered after the deadline will result in substantially higher costs!***

LIGHTING

Facility lighting may not illuminate all areas evenly and effectively, and Management assumes no responsibility for providing additional lighting. If available, Exhibitor may order additional lighting at their expense.

MATERIAL DISPLAY AND DISTRIBUTION

Display items include, but are not limited to counter cards, posters, magazines, business cards, etc. These items must display your products or your promotional materials only. No second or third party displaying of materials is allowed. If you have another company's promotional materials to display, please send a sample of the item to dflautt@oxpub.com for approval. All requests will be evaluated to determine if display of these materials is in the best interest of the show. Working in the aisles or approaching people outside of your booth is not allowed. This includes the registration area, common aisles, conference rooms and every other area other than your booth. Please call David Flautt at 800-247-3881 or email at dflautt@oxpub.com with any questions.

MEDIA/PRESS POLICY

Exhibitors may photograph their own exhibits **only**. No live broadcasts will be permitted via internet, radio or television without the expressed written consent of show management. No media will be allowed into the exhibit hall or seminar rooms without badge and appropriate press credentials. A media/press room will be available on site. For any media/press questions please contact Gina Rounsaville at 800-247-3881 or via e-mail at grounsaville@oxpub.com.

MODELS AND HOSTESSES

International Hospitality Week Events is a professional trade show. Costumed models/hostesses cannot wear "solicitation-type graphics" such as a T-shirt with name and booth number of exhibitor, etc. outside their designated booth area. Show Management will strictly enforce this policy. In addition, models/hostesses may not wear any apparel which may be deemed in bad taste.

MUSIC AND OTHER COPYRIGHTED MATERIAL

Each exhibitor is responsible for obtaining all necessary licenses and permits to use music, photographs or other copyrighted material in the exhibitor's booth or display. Show Management reserves the right to remove from the exhibit all or any part of any booth or display, which incorporates copyrighted material for which the exhibitor fails to produce proof that the exhibitor holds all required licenses.

NOISE LEVEL

Noisy or obstructive exhibits or activities producing objectionable noise or odors are prohibited. Sound amplifying devices may be operated only at levels not objectionable to other Exhibitors and must not be projected outside the exhibit booth. A maximum decibel level of 80 must be maintained at all times during the show. Show Management has the right to stop all electrical services being provided to the booth should any exhibitor abuse the noise level policy is subject to Show Management.

PHOTOGRAPHY & VIDEO RECORDINGS

Unauthorized photography or video taping of exhibits is prohibited. Exhibitors may photograph their own exhibits **only**. See Show Management for any exceptions to this policy.

PLANTS & FLORAL

Nothing spruces up an exhibit like a few well-placed plants and floral arrangements. This is an easy, cost effective way to make your exhibit look warm and inviting. To order plants and floral arrangements complete the form in the "ancillary services" section of this service kit.

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PROTECTION OF FACILITIES

Nothing shall be posted on, or tacked, nailed, screwed, or otherwise attached to the columns, walls, floors, or other parts of the convention hall exhibit area without permission from the proper building authority. Fluids, caustic or staining, must not be used where they may damage floor coverings. Packing, unpacking and assembly of exhibits shall be done only in designated areas and in conformity with directions of Management and the Hall.

SAFETY

All display materials used for decoration must be flameproof. All electrical equipment or devices used in or about an exhibit must be in good operating condition and able to pass fire and/or electrical inspections. Extra materials stored in Exhibitor's exhibit space must not block access to the exhibit or cover electrical wires or outlets. Exhibitor shall cooperate responsibly with local ordinances and The Hall rules regarding health, fire prevention and public safety. If inspection of an Exhibitor's booth discloses a failure to comply with any applicable law, code or regulation, or if Management determines that all or any part of an exhibit presents a fire hazard or other danger, Management may cause the removal of all or a portion of such exhibit at the Exhibitor's expense. Under no circumstances may the weight of any equipment or exhibit material exceed the Hall's maximum floor load. Exhibitor accepts full and sole responsibility for any injury or damage to property or persons resulting from failure, knowingly or otherwise, to distribute the load of its exhibit material in conformity with the maximum floor load specifications.

SHARING BOOTHS

Sub-leasing or multiple companies sharing of exhibit space is prohibited. Only those companies who have officially registered with Show Management and have contracted exhibit space will be allowed personnel and sales literature in a booth. (PLEASE CONTACT YOUR SALES REPRESENTATIVE WITH ANY QUESTIONS REGARDING BOOTH SHARING.)

SECURITY

Management will provide perimeter guard service during the Show and while the Hall is closed. Exhibitor agrees that Management is not liable for anything its guard service, or facility security does or fails to do. This includes, but is not limited to, damage, theft, or loss sustained by Exhibitor's exhibit or its representatives. Exhibitor will not be allowed into the exhibit area after Show hours. Exhibitor is advised to consider arranging security for its specific booth space for either during or after Show hours.

SHIPPING

In order to have your booth/exhibit ready to set-up when you arrive, we encourage you to ship your exhibit and materials in advance to the advance warehouse. The last day shipments may arrive at the advance warehouse is March 3, 2010. If it arrives by this time, GES will have your shipment waiting for you in your booth. Shipping information and labels are located under the "shipping/material handling" section. *Note: Make sure you keep all shipping information at your fingertips in case you need to track your shipment.*

TEMPERATURE

Management assumes no responsibility for temperature levels during setup, exhibit or take-down periods.