

# Exhibit Rules & Regulations

The 2009 Product Showcase will be held at the Rochester Riverside Convention Center over two days, Thursday, September 24 and Friday, September 25. Be sure to check the AIANYS website at [www.aianys.org](http://www.aianys.org) for convention updates!

## PAYMENT

- Booths paid in full by April 1, 2009 will have a company name and booth number listed in pre-convention publications and web updates.
- Booths paid in full by July 31, 2009 will be listed in the convention wrap up publications, web updates and newsletters and forwarded to all AIANYS members.
- All booths must be paid in full by August 31, 2009.

## BOOTH COST INCLUDES

Draperies for back and side walls of booth  
Standard identification sign

The booth cost does NOT include electricity, rental of furnishings, etc. The service provider will contact confirmed exhibitors directly one to two months prior to convention.

## LATE BOOTH SET UP/EARLY TEAR DOWN

Setting up a booth late or tearing down early disrupts the consistency of the exhibit hall and detracts from neighboring booths. For this reason, NO ONE is allowed to set up after official exhibitor move-out times. (This includes gratis booths). Exhibit hall hours are clearly stated in this prospectus. As result, please make travel/move-in/move-out plans accordingly.

## CANCELLATIONS/REFUNDS

Requests for collation, either full or partial, must be made in writing and sent either by registered or certified mail. Phone cancellations are not acceptable. Requests postmarked prior to June 1, 2009 will receive fifty percent refund. No refunds will be made to requests postmarked on or after August 15, 2009. No refund may be made for space that is unused during all or part of the exhibition. Should space remain unoccupied at the opening of the exhibit, AIA New York State may rent or use it without obligation of refund.

## BOOTH REGULATIONS

- Booth representatives shall be restricted to Exhibitor's employees, agents and authorized representatives. No more than two representatives shall be in the booth at anyone time. Booth representatives shall wear badge identification furnished by Management at all times. All booths must be adequately staffed by the Exhibitor during all open Exhibition hours.
- The maximum height allowed is 8 feet.
- Side height limits are 3 feet high for first 3 feet in from the aisle. Thereafter, an exhibit may go up to 8 feet high for the remaining 7 feet to the back wall (applies to in-line booths, not end-cap booths).
- End cap booths: two adjacent booths at the end of a row. Eight foot maximum height allowable for 14 feet wide. The 3-foot height limit must be observed for the first 3 feet in from the aisle.
- Display material exposing an unfinished surface to neighboring booths are strictly prohibited.
- Unusual signage requests must be reviewed and approved by AIA New York State show management.

## SHIPMENTS

Great Lakes Events, LLC. Is the official handler and service contractor for this show. There is no obligation to use them if you have your own personnel. The service contractor will mail complete information about rental of booth furnishings, drayage, etc., to confirmed exhibitors prior to the show. Completed forms must be returned to Great Lakes Events, LLC. Rental information concerning electricity, water, cleaning, etc., is available through the Rochester Convention Center (585-232-7200). For shipments arriving prior to show, arrangements for storage must be made with Great Lakes Events, LLC.

## SECURITY

- Security will be provided during the course of the show (Move in on Wednesday September 23, through move-out on Friday September 25).
- All exhibitors and guests must vacate the exhibit hall when the hall is closed.

### No exceptions.

## MUSIC IN EXHIBIT BOOTHS

Because of aggressive enforcement laws related to copyrighted music, we must ask our exhibitors either (1) not to play live or recorded music that is subject to licensing by BMI, ASCAP, or any other organization authorized to license copyrighted music, or (2) to obtain themselves, at their sole expense, the proper license from the copyright holder. If an exhibitor plays music that is subject to licensing, and AIA New York State is obligated to pay any copyright holder, all costs of the copyright license, and the incidental costs will be billed to exhibitor as an additional booth charge. Please call AIA New York State if you have any questions regarding the playing of music (live or recorded) in your exhibit booth.

## LIABILITY

AIA New York State, A society of the American Institute of Architects; Rochester Convention Center, City of Rochester do not guarantee the exhibitors against loss, damage, delay or theft of any kind during the course of the show, including move-in and move-out. The exhibitor shall indemnify any agents and employees from any cause or claim whatsoever. It is recommended that exhibitors obtain insurance.

## FIRE REGULATIONS

Booth decorations and construction must conform to fire regulations of the City of Rochester and exhibit facility. Combustible or explosive materials and substances may not be used. Cloth and other flammable materials must be flameproof. Packing containers, excelsior, wrappings and similar materials must be removed from the exhibit area and not stored under tables or behind displays.

## ELECTRICAL REQUIREMENTS

All wiring on displays or display fixtures must conform to the applicable standards established by the applicable governmental agencies and fire inspection ordinances. All display wiring must exhibit the seal and/or such other seals of official approving agencies as may be required at the site of Exhibition.

## LOTTERIES/CONTESTS

The operation of games of chance, or lottery devices, or the actual or simulated pursuit of any recreational pastime is permitted only to the extent permitted by applicable law and on written approval from Management.

## EXHIBITOR SERVICE MANUAL

The exhibitor understands it will receive the Exhibitor Service Manual only when it has paid the full balance due. The Exhibitor Service Manual usually ships four months out from event.

## INSURANCE

At all times during Exhibitor's use of the Premises, Exhibitor shall maintain: Statutory workers' compensation insurance in accordance with the laws of the State of New York; Employers' liability insurance with limits of at least five-hundred thousand dollars (\$500,000.00) per accident covering all of Exhibitor's personnel performing work at the Premises and within the Premises in connection with this Agreement; Comprehensive commercial general liability insurance with contractual indemnity coverage and combined single limits in the minimum amount of at least five-hundred thousand dollars (\$500,000.00) per occurrence for personal injury and property damage; and commercial automobile liability insurance with coverage for owned, non-owned, rented and borrowed automobiles with a combined single limit of not less than two hundred fifty thousand dollars (\$250,000.00). Such insurance policy shall provide coverage insuring against loss, damage or liability for injury or death to persons and loss or damage to property and shall contain no exclusion with respect to property of the Premises or AIANYS.

The aforesaid policies shall be issued by a carrier satisfactory to AIANYS, authorized to do business in New York State; be primary regardless of any coverage maintained by AIANYS and provide at least forty-five (45) calendar days prior written notice to AIANYS of cancellation or reduction in policy limits or coverage. Forty-five (45) calendar days prior to the Product Showcase; Exhibitor shall provide AIANYS with certificates of insurance evidencing the required coverage and, with respect to the comprehensive commercial general liability and commercial automobile liability insurance coverage referenced above, naming AIANYS and the Premises, as additional insured's. Failure of Exhibitor to comply with this provision shall not relieve Exhibitor from liability under this Agreement, nor shall such insurance requirements be construed to conflict with or otherwise limit Exhibitor's indemnification obligations contained herein. Exhibitor waives the right of recovery or subrogation against AIANYS and the Premises, its directors, officers, employees or agents.

## FORCE MAJEURE

Neither party shall be liable in damages or have the right to terminate this Agreement for any delay or default in performing hereunder if such delay or default is caused by conditions beyond its control including, but not limited to Acts of God, Government restrictions (including the denial or cancellation of any export or other necessary license), wars, insurrections and/or any other cause beyond the reasonable control of the party whose performance is affected.