

Show Rules and Regulations

The following rules and regulations are supplementary to the conditions specified on the reverse of your Exhibit Space Contract. Please review all rules and regulations carefully.

ALL BOOTHS

Regardless of size, must conform to the environment of Search Engine Strategies Conference & Expo, as set forth by Show Management.

1. Any display deemed unprofessional in appearance, at the sole discretion of Show Management, will not be permitted.
2. Any portion of a display which extends above or beyond that of the booth adjoining to the rear or side, must be finished with paint or drape, at the Exhibitor's own expense, upon approval by Show Management.
3. No signs or decorative materials may protrude into the aisles or encroach upon neighboring exhibits.
4. All promotional materials must be contained within the booth and may not be posted or distributed anywhere else within the show facilities. This does not pertain to exhibitors who have contracted sponsorships with Show Management.
5. Show Management reserves the right to remove any exhibit, at the owner's expense, if the exhibit portion is NOT within the limits of the contracted exhibit space.
6. If any exhibit interferes with the rights of other exhibitors or does not conform to the prevailing standards of good taste, Show Management may require immediate changes.
7. Product demonstrations are permitted. In booths 10' in depth, the demonstration must be set back a minimum of 4' into the booth and for all others, the depth must be sufficient to allow the attendees to be within the boundaries of your booth.
8. Food and beverage consumed or distributed in the convention center must be purchased through the authorized in-house service supplier.
9. Children (including infants and toddlers) under 18 will not be permitted on the show floor. NO EXCEPTIONS.
10. No images may be projected on any area OUTSIDE of your booth.

BOOTH APPEARANCE

Any linear, perimeter or peninsula booth that has a backwall abutting another backwall or perimeter wall MUST have any space in between finished with draping/end cap masking. Show Management reserves the right to mask any unsightly areas within the Exhibitors booth space at the Exhibitors expense. THIS WILL BE STRICTLY ENFORCED!

- Standard Linear & Perimeter Booths - will be provided with 8' high back and 3' side dividers. ID signs are approximately 7" X 44".

Show Rules and Regulations continued

BOOTH CONSTRUCTION

- Linear Booths: Linear booths are 10x10, 10x20 or 10x30 booths.

Linear Booths may not have a backdrop or back hardwall more than 8' high except where such backgrounds are located on the outer perimeter wall of the exhibit floor, in which case the maximum height of 10' will be permitted, where ceiling height is ample. Any extension from the hardwall may not exceed 8' in height for the rear half and 4' in height for the front half. These restrictions apply to all standard linear and perimeter booths.

- Island Booths: Island booths are a minimum of 400 total sq ft and have aisles on all 4 sides. An island exhibit space is 20'x20' or larger and is surrounded by aisles on all four sides. Island exhibits have a height restriction of 10' provided the ceiling construction permits such a height. Any exhibit exceeding an 10' height limit must receive written confirmation of a variance from Show Management. Any booth that is bi-level with an overhead structure on which people will walk, must comply with the Fire Code items set forth in the Hilton Chicago. Stamped blueprints must be submitted to the Hilton Chicago for review at least 60 days in advance to allow time for any needed corrections.

CEILING HEIGHT(S)

The ceiling height at the Hilton Chicago is: SE Hall 12'6" SW Hall 11'

CEILING-HUNG SIGNS/BANNERS

Signs, or any other kinds of advertising or display material, must conform to the following rules set forth by Show Management.

- Ceiling-hung signs must be hung over the booth, and may not overlap the booth's perimeter.
 - Your booth must be at least 20 feet by 20 feet for a ceiling-hung sign to be permitted.
- There are no exceptions.

EXHIBIT HALL AISLES

Exhibit Hall aisles are the property of Show Management and may not be used by any Exhibitor. Any demonstration or activity that results in the obstruction of these aisles, or prevents ready access to neighboring booths, shall be suspended by Show Management or its representatives.

SIGNAGE

The Exhibitor shall not post, exhibit, or allow to be posted or exhibited, signs, advertisements, showbills, lithographs, posters or cards of any description, inside, in front or in any part of the show site building(s). Should the wording on any sign or any area of an exhibitor's booth be deemed by Show Management to be contrary in any way to the best interest of the entire show, the Exhibitor shall make changes as requested by Show Management at the Exhibitor's sole expense.

UNOCCUPIED BOOTH SPACE

If the said premises or any part thereof shall become vacant within the duration of the show, Show Management or its representatives may enter the same either by force or otherwise without being liable therefore, and may at its own option permit a party other than the exhibitor to occupy the premises. Show Management may receive compensation therefore, applying the same to payment of such expenses as may be incurred in entertaining and securing another to use the surplus, if any, to be paid over to the Exhibitor. Nothing herein shall be construed as imposing any obligation on Show Management to permit another to use the premises, or in any way affect the obligation of the Exhibitor to pay the full amount specified in the Exhibitor Application and Contract.

Show Rules and Regulations continued

EARLY TEAR-DOWN

Attendees have the right by the means of their admission to view exhibits on the last day of the exposition until closing. Exhibits must remain open and intact until the closing of each show day. Early teardown is not permitted.

SHOW HOURS

All exhibits should be completely set up no later than 8:00pm on Monday, December 5, 2006 and ready for business during the Official Show Hours.

Tuesday, December 5, 2006 9:45am-7:00pm

Wednesday, December 6, 2006 10:00am-4:00pm

INSURANCE

Show Management, its employees, and its authorized contractors are not responsible for any loss or damage to any Exhibitor by reason of theft, transportation, perils, fire, breakage, etc. The Exhibitor and its authorized agents or contractors agree to carry the appropriate insurance and to indemnify and hold harmless Show Management, GES Decorating Company, and the Hilton Chicago their contractors, officers, agents, and employees against all claims, losses, suits, damages, judgments, expenses, costs, and charges of every kind resulting from its occupancy of the exhibit space contracted for by reason of the personal injuries, death, or property damages sustained by any person or others. Exhibitors should obtain insurance to cover these risks.

BOOTH ACTIVITIES AND PERSONNEL

Show Management reserves the right to enter any portion of the premises and to eject any objectionable person or persons from said premises and, upon exercise of this authority, the Exhibitor hereby waives any right and all claims for damages against Show Management. Exhibitor's representatives wearing distinctive costumes, or carrying banners or signs separately or as part of their apparel, must remain in their own booths. These representatives may not wear clothing that Show Management deems inappropriate.

FIRE REGULATIONS

The Exhibitor shall not, without written consent of Show Management, put up or operate any engine or motor machinery on the premises or use oils, burning fluids, camphor, kerosene, naphtha or gasoline for either mechanical or other purposes. No flammable fluids or materials of any nature including decorative materials are permitted in any booth.

PERSONAL INJURY

The Exhibitor accepts full and sole responsibility for any injury or damage to person or property resulting from failure knowingly or otherwise, to construct, place or cause to exist any portion, whole or part of their exhibit, product or personnel that causes injury, death or damage to any person or property, in and around their exhibit.

TRASH REMOVAL

The Exhibitor must arrange to remove excessive amounts of trash or waste materials during the show. Exhibitors are responsible for keeping the aisles surrounding their booth clear of excessive amounts of garbage. If for any reason this is neglected, garbage will be removed automatically at the cost of the exhibitor. Cleaning and Porter Services may be ordered through GES Decorating Company.

Show Rules and Regulations continued

UNION LABOR

All labor used to construct, erect and or arrange your exhibit, display or booth equipment, either owned or rented, in and about your exhibit space, including, electrical and telecommunications, shall be obtained and hired through GES Decorating Company or the Hilton Chicago, respectively. These rules and guidelines apply to Exhibitor Appointed Contractors or any other firms or individuals hired to work on the show floor during set up and dismantlement of Search Engine Strategies. Please consult GES Decorating Company for Show-Site Rules & Regulations.

EXHIBITOR APPOINTED CONTRACTORS (EAC)

Exhibitors using contractors other than GES, the official labor contractor, for labor and/ or supervision, must notify Show Management by Friday, November 17, 2006 by completing and returning the Notification of Exhibitor Appointed Contractor form. NO EXCEPTIONS.

Contractors other than the official show labor contractors must file the appropriate insurance documentation with Show Management.

Forms from exhibit houses, public relations companies, etc. will NOT be accepted. Failure to fulfill any of the previous requirements will jeopardize the Exhibitor Appointed Contractors ability to obtain proper badges and admission to the exhibit floor, and therefore their ability to serve their clients.

These requirements must be fulfilled by all vendors, service contractors, and supervisory personnel in the following categories:

- Advertising Agencies
- Audio/ Visual Vendors
- Computer Rental Companies
- Exhibit Houses
- Florists
- Installation and Dismantling Companies
- Models, Booth Hostesses, Actors
- Photographers
- Security Companies
- Staging/ Lighting/ Special Effects Vendors, etc.
- Other services Not Mentioned

BADGES

All badges must be picked up at the registration counter for each respective individual entering the show floor. NO EXEPTIONS! No one will be allowed on the show floor without proper identification.

ATTENDANCE AFTER SHOW HOURS

To assure maximum-security protection, after-hours work will not be permitted in the exhibit hall during the run of the show. Everyone must leave the show floor within one hour of the official closing each day. Special authorization may be obtained from Show Management should you find it necessary to work on your product before or after hours.

SECURITY

Exhibitors must make provisions for the safeguarding of their goods, materials, equipment, and displays at all times. Please be security conscious. Do not leave purses, laptops, or any small portable items unattended at any time in your booth.

Show Management will maintain 24-hour perimeter security during move-in, show days and move-out. If you have additional security needs, please contact the official show Security Company.

Show Rules and Regulations continued

A security office will be maintained on-site for your convenience. Please remember, Incisive Media will not be held responsible for lost or damaged property. You are urged to maintain full insurance coverage for damage or loss of your property.

We ask your assistance in our security effort by being aware of the following rules and guidelines:

- Exhibitors must obtain appropriate badges at Booth Personnel Registration.
- Badges must be worn at all times to gain admittance to the exhibit floor.
- Do not identify the product or manufacturer on the outside of your merchandise.
- During move-in, escort your merchandise to your booth.
- During tear down, stay with your exhibit until your empty cartons are delivered and your exhibit is packed, sealed and properly labeled.
- Obtain proper insurance coverage for your goods, including transit to and from the show site.

FREIGHT REMOVAL

The Exhibitor understands that all personal property must be removed in accordance with the desires of Show Management and the Drayage Contractor. Show Management reserves the right to remove or have its agents remove from the building all effects remaining in the building after the time designated by Show Management or the Drayage Contractor at the sole expense of the Exhibitor, without any liability therefore on the part of Show Management, or its designated agents.

SOUND LEVEL

The maximum allowable level of sound emitting from an exhibit booth will be 85 decibels. The sound system speakers may not be placed higher than 6' above the intended audience. They must be positioned downward and inward, toward the center of the exhibit booth or display area and may not be pointed toward the aisles. Distributed speaker systems using many small units are encouraged. Demonstrations found to be objectionable due to noise level, blocking aisles, pedestrian flow, or any other reason will be suspended by Show Management.

SELLING POLICY

The exhibitor shall be solely responsible for obtaining any licenses, permits or approvals required under local or state law applicable to its activity at the Exhibition and for obtaining any tax identification numbers and paying all taxes, license fees or other charges that shall become due to any governmental authority in connection therewith.

PHOTOGRAPHS

No photographs or videos may be taken of any booth or product other than your own except by the Official Show Photographer or accredited press.

AGE LIMITATION

No person under the age of 18, whether accompanied by attendees or exhibitor, will be admitted onto the show floor under any circumstances during set-up, show days or teardown. This rule also applies to infants and toddlers.