

# The Pittsburgh Conference on Analytical Chemistry and Applied Spectroscopy

(a Pennsylvania non-profit Corporation)

## Display Rules and Regulations



**Orange County Convention Center  
West Building  
Orlando, Florida**

**March 11 – March 15, 2012**

Exposition Dates: March 12 - March 15, 2012

**THE PITTSBURGH CONFERENCE  
300 Penn Center Blvd., Suite 332  
Pittsburgh, PA 15235-5503**

Phone: (412) 825-3220  
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E-Mail: [expo@pittcon.org](mailto:expo@pittcon.org)

## Important Dates and Deadlines for Pittcon 2012

### May 2011:

- May 5 - May 6, 2011
  - Exhibitor's Meeting, Orlando, Florida

### June 2011:

- June 1, 2011
  - Booth Space Agreements Available online

### July 2011:

- July 15, 2011
  - Booth Space Agreements and Payments due to qualify for early special rate

### August 2011:

- August 1, 2011
  - Booth Space Agreements and Payments due for regular rate
- August 3, 2011
  - Booth Assignments begin in seniority order

### September 2011:

- September 19, 2011
  - Exhibitor Information for the Preliminary Program Due

### October 2011:

- October 14, 2011
  - Last Day for 75% Refund on Cancellation of Booth Space
- October 24, 2011
  - Booth Assignments Mailed to Exhibitors
  - Exhibitor Service Manual available online

### November 2011:

- November 14, 2011
  - Last Day for 50% Refund on Cancellation of Booth Space
- November 21, 2011
  - Balance of Booth Space Payment Due

### December 2011:

- December 19, 2011
  - Exhibitor Information for the Final Program Due

### January 2012:

- January 6, 2012
  - Last Day for 25% Refund on Cancellation of Booth Space
- January 23, 2012

- Exhibitor Appointed Contractor Form Due
- Hanging Banner, Specialized Lighting and Exhibit Drawings are due to The Pittsburgh Conference
- Certificate of Insurance or Signed Waiver & Release Due to The Pittsburgh Conference

### February 2012:

- February 6, 2012
  - First day items can be received at the Global Experience Specialists – GES Advanced Warehouse
- February 15, 2012
  - OCCC Discount Pricing Deadline
  - Smart City Event Technology Discount Pricing Deadline
  - Global Experience Specialists – GES Advance Discount Pricing Deadline
- February 29, 2012
  - Last day items can be received at the Global Experience Specialists – GES Advanced Warehouse

### March 2012:

- March 7, 2012
  - Exhibitor Move-in begins
  - First day items can be received at the OCCC
  - Global Experience Specialists – GES On-site Pricing Begins
- March 9, 2012
  - Exhibitor Registration Opens – Badge Pick up Only
- March 10, 2012
  - Short Courses Open
- March 11, 2012
  - Technical Program Opens
- March 12, 2012
  - Exhibits Open
- March 15, 2012
  - Exhibitor's Meeting – 11:30 AM-1:00 PM
  - Exposition Closes – 3:00 PM
  - Move Out Starts
- March 15 - 17, 2012 - Move Out Continues

## **Benefits to Exhibitors at Pittcon 2012:**

- Exhibit Floor Space
  - 24 hour Exhibit Floor Perimeter Security
  - Aisle Carpet – Blue
  - Nightly vacuuming of aisles
  - Booth number on floor for space identification
  - 8’ Back Drape in exposition colors- Blue, Gold, Blue
  - 2 – 3’ Side Rails Drape in Blue
  - 7” x 44” booth identification sign with your company name and booth number
  - For aisle carpet and drape colors in the Special Exhibit Areas, please email [expo@pittcon.org](mailto:expo@pittcon.org).
- Company listing published in our Preliminary Program (provided information is received by 9/19/11).
- Company listing published in our Final Program (provided information is received by 12/19/11).
- Company listing on Pittcon Website.
- Opportunity to rent advance registration list of attendees.
- Special exhibitor promotional opportunities (sponsorships).
- Opportunity to rent Seminar Rooms and Customer Contact Room on the exposition floor.
- On-line Exhibitor Service Manual
- 8 Complimentary Registrations for every 10’ x 10 purchased – provide full access to the exhibit floor and technical program
  - 4 for Booth Personnel
  - 4 for Corporate Guest
- Additional Corporate Guest Registrations available at discounted price.
- Complimentary Items: (includes official souvenir, Final Program, Abstract CD, apples)
- Representation by Exhibitor Advisory Council for Marketing (EACFM)
- Regular issues of Expo e-newsletter.
- Complimentary press conference rooms and publicity office to distribute press kits.
- Downloadable Logos
- Discounted Hotel Room Rates – no deposit required.
- Complimentary shuttles from hotels in room block to convention center.
- Exhibitor Lounges available on exposition floor.
- Complimentary Internet Cafes available on exposition floor.
- Professional, Knowledgeable, and Courteous Floor Managers available on exposition floor.

**To ensure a smooth and uneventful move-in, set-up and exposition, please contact The Pittcon Exposition Management if you have any questions after reviewing these Pittcon 2012 Display Rules.**

Exposition Coordinator: Tammy Yallum [yallum@pittcon.org](mailto:yallum@pittcon.org) (412) 825-3220 ext. 205  
 Exposition Chairman: Adrian C. Michael [michael@pittcon.org](mailto:michael@pittcon.org)

## Pittcon 2012 Changes in Display Rules & Regulations

(The following are changes from Pittcon 2011. Note that other requirements from 2011 still apply.)

- **Booth Height Restrictions:** Booth height is restricted to 8'3" (2.5 m) in certain areas on the floor. These areas are marked on the floor plan with hashes. All other areas have a 20' maximum.
- **Banner Restrictions:** Banners are prohibited in all 8'3" (2.5 m) sections of the floor. Banners can be hung as high as 36' from the floor. In cross-aisle booths, banners over the aisle may not be less than 15' from the floor.

## General Information and Requirements

- **Abbreviations:** GES – Global Experience Specialist, OCCC – Orange County Convention Center
- **No Show Policy:** Any booth unoccupied by 8 AM on Monday, March 12, 2012 will be regarded as a “no-show”. There is no refund. All freight will be removed from the exhibitor’s booth and returned to the loading dock at the exhibitor’s expense. **An unmanned booth is a “no-show” and will result in a 20% reduction of seniority.**
- **Children on the Expo Floor:** **No one under the age of 16 is permitted on the exposition floor during set-up and tear-down. No strollers, backpacks, carriages, or similar devices for transporting children are permitted at any time. Children under the age of 16 must register in the Registration Office in order to be admitted to the exposition floor and must be accompanied by a registered adult.**
- **Overhead Lighting:** Overhead lighting and lighting trusses require approval by the Pittcon Exposition Management. All submissions for approvals must be received by January 23, 2012. Exhibitors shall adhere to the following minimum guidelines:
  - Lighting must be directed to the inner confines of the booth space and shall not project onto other exhibits or exposition aisles.
  - Any lighting truss must be offset from the boundaries of the booth by 5' (1.5 m) on all sides.
  - The costs for rigging and wiring are the exhibitors’ responsibility.
- **Specialized Lighting:** Specialized lighting requires approval by the Pittcon Exposition Management and is subject to onsite inspection prior to use at Pittcon 2012. All submissions for approvals must be received by January 23, 2012. Lighting that spins, rotates or pulsates and other specialized lighting effects shall not interfere with neighboring exhibitors or otherwise detract from the general atmosphere of the event.
- **Hanging Banners:** are **ONLY** permitted over island, peninsula and cross-aisle booths and seminar rooms. Banners are not permitted in the 8'3" (2.5 m) height restricted areas on the exposition floor.
  - Hanging Banners must not be hung higher than 36' (11 m) from the floor in Halls A and B. There is no height limit for the bottom of the banner, unless you are placing it over a cross aisle. The bottom of the banner for a cross-aisle shall not be lower than 15' from the floor. **Hanging Banners require approval by the Pittcon Exposition Management.** Only those exhibitors on the approved list will receive rigging services from the OCCC and GES.
  - The deadline for submission of banner requests with detailed drawings and payment is January 23, 2012.
  - Banners for in-line configurations are permitted as long as the banners are suspended from the booth structure and do not violate height restrictions for the booth. **These banners may not be suspended from the ceiling.**
  - The costs and production of banners, as well as any rigging, are the exhibitors’ responsibility.
- **Island Booths:** are blocks of space with aisles on four sides and at least one interior cross aisle purchased by the exhibiting company with a minimum total space of 1,500 square feet. An Island Booth may also have one or more 10' x 10' double-decker booths.
  - Within Island Booths, full use of the floor space to the **maximum height for the area (8'3" or 20')** is permitted. However, sufficient “see-through or walk-through” area must be provided so as not to block the view of adjacent exhibits.
  - The Pittcon Exposition Management must be notified of any **solid structure on any side** such as a wall or built in storage, prior to booth space assignment.

- **Booth Appearance:** Areas next to adjoining booths or visible from the aisles
  - Any portion of the exhibit bordering another Exhibitor's booth must have the back side of that portion finished and must not carry any identification signs or other copy that would detract from the adjoining exhibit.
  - Exposed, unfinished backgrounds must be draped to present an attractive appearance as determined by the Exposition Management. If such draping is not ordered, GES, with the approval of the Pittcon Exposition Management, will install it and charge the Exhibitor.
  - If you are assigned a linear booth on a corner, you must be prepared to drape the area next to the aisle (which shows the back of your booth space).
- **Clearances:**
  - Exhibitors must allow sufficient space for electrical, plumbing and other connections in the rear of their allotted 10' x 10' spaces. Exhibit structures must be limited to 10' x 9.5' to allow sufficient clearances at the rear of the booth for such services.
  - The Exhibitor shall restrict exhibit to the established boundaries of their booth(s).
  - Unless otherwise stated, all aisles are 10' wide with 9' aisle carpet.
- **Exposition Hours:** The Exposition will be open to all properly badged attendees during the following hours:
  - Monday, March 12, 2012 to Wednesday, March 14, 2012 from 9:00 AM to 5:00 PM; and
  - Thursday, March 15, 2012 from 9:00 AM to 3:00 PM, subject to change on notice.
  - Exhibitors will be given access to the Exposition Area at 7:00 AM everyday until 7:00 PM after the exposition closing each day.
  - Exhibitor admittance to the Exposition Area at times other than those listed will be by pass only and will require an accompanying security guard; the cost of said guard will be paid by the exhibiting company.
  - During set-up and tear-down, all properly badged exhibitor personnel will have access to the Exposition Area.
- **Shipping Instructions:** Direct shipments to the OCCC should not be scheduled to arrive before 8:00 AM on Wednesday, March 7, 2012. Shipments to arrive earlier than Wednesday, March 7, 2012 should be shipped to the Global Experience Specialist - GES Advance Warehouse. See the shipping section of the exhibitor's on-line service manual for addresses.
- **Booth Identification and Equipment:** No exhibitor identification signs or materials will be permitted outside the Exhibitor's booth area with the exception of approved Pittcon Promotional Opportunities.
- **Displays on Seminar Rooms:** Exhibitors may display company and product related signage and information on the outside of seminar rooms. However, the information cannot distract from the appearance of that or nearby seminar rooms or cause a disruption in the area. Exhibiting outside of the seminar rooms (e.g., hailing potential customers, stopping passers-by) is forbidden.
- **Display Installation:**
  - Display installation in the OCCC will be permitted beginning Wednesday, March 7, 2012. Installation must be completed by Monday, March 12, 2012 at 8:00 AM.
  - No labor will be available on Sunday unless prearranged. All crates and large boxes must be emptied by 12:00 Noon, Sunday, March 11, 2012. Any exhibit not unpacked by this time will be placed in the booth space or in storage and returned only after the exhibits close on the first day of exhibiting and any associated costs charged to the Exhibitor.
  - Installation must be completed by Monday, March 12, 2012 at 8:00 AM.
  - No exhibitor is allowed to transport or install exposition equipment during exhibit hours.
  - The Pittsburgh Conference is not responsible for any loss or damage from any cause to Exhibitor's crates, boxes and shipping material.
- **Display Dismantling:**
  - After the exhibit opens on Monday morning, March 12, 2012, NOTHING may be removed until the exhibit is officially closed.
  - Dismantling will begin no sooner than 3:01 PM, Thursday, March 15, 2012.
  - All display equipment and material must be packed, ready for shipping by 12:00 Noon, Saturday, March 17, 2012.
  - All material handling forms must show the desired carrier. Global Experience Specialists - GES shall have the authority without further clearance from the Exhibitor to change carriers if designated carriers do not pick up shipments on time.

- **Housekeeping:** General maintenance of an exhibit is the sole responsibility of that Exhibitor.
  - Pressure sensitive tape(s) may not be used on painted surfaces. All carpet tape must be removed from the hall floor and residue scraped by the Exhibitor or their Exhibitor Appointed Contractor (EAC) prior to the end of the last day of move-out. Any tape or residue left by Exhibitors or their EAC will be removed by GES beginning Saturday, March 17, 2012, and the Exhibitor charged for the service at the published overtime hourly rate.
  - Floors must be protected against dripping oil or other substances.
  - If the premises are damaged in any way by act of negligence on the part of any Exhibitor, its agents, servants, or guests, the Exhibitor will pay restitution for such damages to the OCCC.
- **Music, Photographs and Other Copyrighted Materials:** Each Exhibitor is responsible for obtaining all necessary licenses and permits to use music, photographs or other copyrighted material in Exhibitor's booth or display. This provision shall not be deemed a waiver or modification of Paragraph 14 of the Terms and Conditions of the 2012 Booth Space Agreement and Exhibitor shall remain liable for and shall indemnify and hold the Conference and the Authority, their agents and employees, harmless from all loss, cost, claims, causes of action, suits, damages, liability, expenses and costs, including reasonable attorney's fees, arising from or out of any violation or infringement (or claimed violation or infringement) by Exhibitor, Exhibitor's agents or employees of any patent, copyright or trade secrets or privileges.
- **Insurance:**
  - Each Exhibitor shall provide The Pittcon Exposition Management with a certificate of insurance evidencing that during the Term Exhibitor will have in full force and effect a comprehensive general liability insurance policy also containing contractual liability insurance and covering claims of bodily injury, death and property liability arising out of Exhibitor's operations, assumed liability for use of Space and Convention Center, with a combined single limit of at least \$1,000,000.00. Exhibitor's insurance must provide that it is primary coverage for all risks. On the certificate please be certain that the company name under which you are exhibiting is specifically stated. This will assist us in the event that your insurance is carried under the name of a parent company.
  - If the Exhibitor is unable to obtain this coverage, the Exhibitor must sign and return the "WAIVER AND RELEASE". By signing this waiver, the exhibitor assumes all responsibility and releases The Pittsburgh Conference from all claims arising from the Exhibitor's participation in Pittcon 2012. The Conference highly recommends that Exhibitors make every effort to obtain the general liability insurance.
  - Exhibitors who experience difficulty obtaining this coverage at a reasonable cost, may contact Kendra Reilly - John Buttine Inc., 125 Park Avenue, 3rd floor, New York, NY 10017, Phone:(212) 697-1010 x49, Fax: (212) 986-2822, E-mail: kar@buttine.com. John Buttine, Inc - New York is not related in any way to the Pittsburgh Conference or to any members of the Conference Committee. Also, neither the Pittsburgh Conference nor any member of the Conference receives any remuneration or any other consideration from John Buttine, Inc - New York or any of their agents.
  - ALL EXHIBITORS MUST, NO LATER THAN January 23, 2012, SEND A CERTIFICATE OF INSURANCE SHOWING ABOVE COVERAGE (OR SIGNED WAIVER AND RELEASE) TO:  
**Tammy Yallum**  
**c/o The Pittsburgh Conference**  
**300 Penn Center Boulevard, Suite 332**  
**Pittsburgh, PA 15235-5503**  
[expo@pittcon.org](mailto:expo@pittcon.org) or Fax: 412-825-0366
  - Exhibitors will not be permitted to use the space unless a certificate of insurance or signed waiver and release has been delivered to The Pittsburgh Conference. Contractors will not be permitted to operate in the Orange County Convention Center unless a certificate of insurance has been delivered to The Pittsburgh Conference Exposition Management.
- **Canopies:**
  - Canopies or false ceilings may be used in displays but are limited to a maximum height of 20' or 8'3" depending on the booth assignment.
  - Canopies may not overhang the aisles in any configuration.
  - Canopies are **NOT** permitted in a standard 10' x 10' booth since they are over 4' in height and are within 9' of the neighboring booth.
  - Identification signs and other copy are not permitted on the back and/or sides of extended height canopies which are within 9' of and face an adjoining exhibit.
- **Towers:**
  - Towers may be used in displays but are limited to a maximum height of 20' or 8'3" depending on the booth assignment.

- Towers may not be placed in the part of any booth that is 5' from the front AND within 9' of a neighboring booth.
- **Identification signs and other copy are not permitted on the back and/or sides of extended height towers which are within 9' of and face an adjoining exhibit.**
- **Raised Floors:**
  - Raised floors or platforms are permitted as long as the combined height of the platform, display material, equipment and people standing on the platform conforms to the height restrictions of the specific booth configuration.
  - Raised floors over 1' (0.30 m) in height will require a safety railing and drawings must be available for inspection by the Pittcon Exposition Management, GES and the OCCC officials during the time the platform is being erected, in use and dismantled.
  - The drawings must include the signature or stamp of a structural engineer.

**REGULATIONS GOVERNING FLAMMABLES, COMPRESSED GASES, AND HAZARDOUS MATERIALS:**

(a) Exhibitors, service contractors and event promoters must comply with all Federal, State and local fire and building codes that apply to places of public assembly (see Chapters 5, 8 and 31 of the prevailing N.F.P.A. Life Safety Code 101 and Orange County Fire Regulation 6005). All curtains, bunting, draping, etc., must be made of flame retardant materials.

(b) Fire fighting and emergency equipment may not be hidden or obstructed, including fire extinguishers, strobes, fire hose cabinets and standpipes. All emergency exits, hallways and aisles leading from the Orange County Convention Center (OCCC) must be kept clear and unobstructed. Fire lanes must be maintained at all times on the loading dock.

(c) Welding and/or cutting equipment is prohibited in the OCCC except as part of an exhibit, which must be approved by the Orange County Fire Rescue Services Department through OCCC Event Coordination.

(d) **FLAMMABLE fluids, substances or materials of any nature may not be used in any booth. All decorative materials must be flame-proofed** before being taken into exhibit area. All materials and installation must comply with the requirements of all inspection authorities who have jurisdiction.

(e) Shredded paper, excelsior, foams and other flammable plastic materials used in packing must be removed from the building. By order of the Fire Bureau, no flammable material is to be scattered in the booth.

(f) Empty boxes, crates and cartons used to ship or store equipment or supplies must be placed in storage areas designated by Pittcon Exposition Management and the Fire Bureau.

(g) There shall be no storage of cartons, boxes or other combustible materials behind individual displays.

(h) The City of Orlando fire regulations state that only a one-day supply of operational and advertising material may be stored within the booth.

(i) Empty gas cylinders and tanks may be displayed as part of an exhibit. With Pittcon Exposition Management and OCCC approval, compressed inert gases may be used for demonstration purposes. All cylinders and tanks (empty and full) must be properly secured at all times. The use of compressed inert gases shall comply with all applicable rules and regulations (see the Exhibitor Service Manual).

(j) With Pittcon Exposition Management and OCCC approval, vehicles may be displayed subject to applicable regulations (see the Exhibitor Service Manual). No gasoline or diesel powered vehicle may be operated inside the OCCC. Vehicles that remain in the exhibition hall as part of a display must have the battery cables disconnected. The gas tank must either be taped shut or have a lockable gas cap and may contain no more than one-half (1/2) tank or ten (10) gallons of fuel, whichever is less.

(k) Hazardous chemicals or materials, including but not limited to pesticides, herbicides, poisons, oxidizers, flammable and combustible liquids such as kerosene, gasoline, and diesel fuel (with the exception of approved display vehicles as described above), and hazardous and combustible gases, are prohibited inside the OCCC at all times, including move-in and move-out.

(l) Any exhibit and equipment that, in the judgment of Pittcon Exposition Management or the OCCC, would be or might be dangerous to persons or property or otherwise incompatible the OCCC structure, systems, and furnishings is prohibited.

(m) The Exhibitor is responsible for removal of hazardous waste and must comply with all applicable Federal, State and local regulations. Hazardous waste includes materials that are ignitable, corrosive, reactive, toxic or biohazards (as defined under 40 CFR 261 subpart C and D). If materials are questionable, contact OCCC Event Coordination. Costs or applicable administrative expenses incurred by the OCCC for the removal of hazardous waste left in or about the OCCC will be assessed to the Exhibitor.

(n) All Exhibitors planning to demonstrate or display lasers should be familiar with the contents of the American National Standard Z135.1, the Safe Use of Lasers. Particular attention should be focused on section 4.5.1 relating to laser demonstrations and displays.

- Any potentially dangerous laser beams must be enclosed or otherwise made inaccessible to visitors.
- All laser beams must terminate in a beam block substantial enough and suitable for the energy and wavelength.
- Precautions must be taken to minimize all exposure to stray laser beams, spurious reflections, and any intense non-laser light sources (e.g., UV arc lamps, flash lamps, dye fluorescence) that can pose a serious eye hazard.
- Exhibitors shall provide notification to OCFRD Office of the Fire Marshal detailing the type and location(s) of all lasers. A permit will be required for all lasers with a classification of IIIb or higher. Orange County Fire Rescue Department, Office of the Fire Marshall, 109 East Church Street, Lower Level, Orlando, FL 32801-3319. Office: (407) 836-0004 – Fax: (407) 836-8310.

(o) Exhibitors should be aware that a Safety Officer (SO) will conduct inspections of all exhibits. Any exhibits judged to be unsafe, for any reason, will be summarily shut down until sufficient corrective modifications have been made. However, acceptance of the exhibit by the SO does not constitute a guarantee that the exhibit meets all safety standards or is safe under all conditions.

### Seminar Rooms (20' x 20' Units)

**Option 1- Without Ceiling (\$6,700/unit):** This room is constructed of sound-absorbing Velcro panels and will include the following: exposition-color carpeting, 2 draped tables, 6 side chairs, 2 wastebaskets and 2 lockable doors. Furniture and additional items for the room can be rented from GES.

**Option 2- With Ceiling (\$8,000/unit):** This room is constructed of sound-absorbing Velcro panels and will include the following: exposition-color carpeting, 2 draped tables, 6 side chairs, 2 wastebaskets, 2 lockable doors, ceiling, lighting, air conditioning and a graphic header. Furniture and additional items for the room can be rented from GES.

Electrical service is a separate cost and must be ordered from OCCC using their form which is located on the exhibitor services section of the website. The Exhibitor Service Manual will be available online in late October / early November. Hanging Banners are permitted over Seminar Rooms. See Page 4 for more information.

### Customer Contact Rooms

Several customer contact rooms will be available in the exhibit hall for rent. These rooms will be of similar construction as the seminar rooms but will be of smaller size. These rooms will provide exhibitors with a facility to hold short meetings in the exhibit hall with staff and customers. For additional information on room sizes, locations and costs, please contact the Exposition Department at 800-825-3221 or 412-825-3220 x.204.

### Booth Configurations

The following information is based on material endorsed by the International Association of Exhibitions and Events (IAEE).

**Material in this section has been reproduced from above endorsement, or modified in parts to present exhibiting rules and regulations of The Pittsburgh Conference.**

The tenet on which all Exposition Management is based can be summed up as follows: *"All exhibitors are equal regardless of size, and should be given an equal opportunity, within reason, to present their product in the most effective manner to the audience."*

The Exposition Management must establish rules or guidelines to make this possible while allowing the greatest flexibility within each exhibit. You are our customers; we want you to be successful.

The exhibitor's responsibility can be summed up far more simply: *"Be a respectful neighbor."*

With these thoughts in mind, please review the rules and regulations outlined on the following pages. Each section begins with an actual rule or guideline and is followed by the *intent* which is of major importance. By recognizing the *intent* you can be reasonably sure you will always be "a respectful neighbor."

Conversion Chart			
Feet	Meters	Feet	Meters
0.5'	0.15 m	8'3"	2.52 m
1'	0.30 m	9'	2.74 m
4'	1.22 m	9.5'	2.90 m
4'6" (4.5)	1.37 m	10'	3.05 m
5'	1.52 m	20'	6.10 m

# STANDARD BOOTH

**DEFINITION:** A single 10' x 10' booth or two 10' x 10' booths in a straight line.

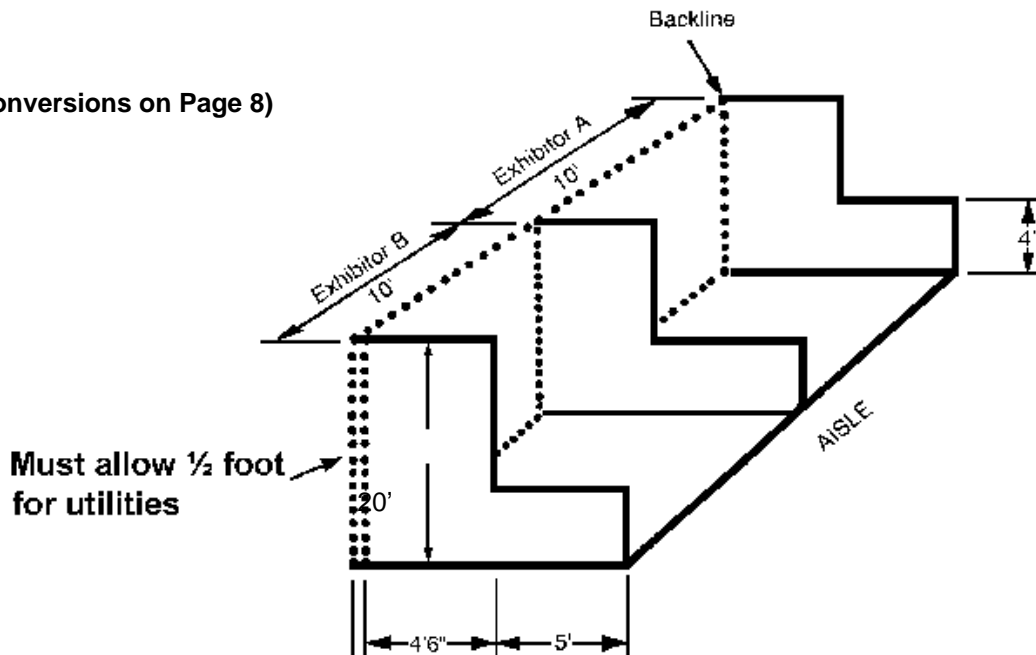
**Restrictions:**

- Exhibitors shall adhere to the restrictions on the height of display materials near a neighbor's exhibit.
  - **Any display materials** (including but not limited to booth structure, product, instruments, foliage, book racks, and related items) **placed in the front 5' (1.52 m) of the booth AND within 9' (2.74 m) of a neighboring booth shall not exceed a total height of 4' (1.22 m).** The 4' limit is the total height of the items on display and any surface upon which they are placed.
  - In the case of a 10' x 10' corner booth, display materials that exceed 4' in height may extend to the front of the booth provided they are within 1' of the aisle adjacent to the side of the booth. However, solid walls or displays that substantially block the line-of-sight are not permitted in 10' x 10' corner booths.
  - In a 10' x 20' booth, display materials that exceed 4' in height may extend to the aisle provided they are at least 9' from any neighboring exhibit.
  - Canopies are not permitted in the front 5' of 10' x 10' or 10' x 20' booths within 9' of any neighboring booth.
- The maximum height for all materials shall be 20' (6.1 m) or 8'3" (2.5 m) if the booth is located in the height-restricted area of the floor.
  - Any portion of the exhibit which borders another exhibitor's booth must have the back side of that portion finished and free of any identification signs or other copy that would detract from the adjoining exhibit. Identification signs and other copy are not permitted on the back and/or side of structures that are within 9' of and face an adjoining exhibit.

**Intent:**

- Every exhibitor is entitled to a reasonable line of sight from the aisle regardless of the size of the exhibitor's booth. The restriction of display materials over 4' in height to the back of the booth is intended to accomplish this aim.
- Signs are banned from the back and/ or sides of booths which adjoin another exhibit and from the back and/or sides of structures (i.e., panels, towers, canopies, etc.) that are within 9' of and face an adjoining exhibit to prevent confusion over the location of the exhibitor's booth.

(Metric Conversions on Page 8)



**Note:**

Although the dimensions of the **booth space** are 10' x 10', **exhibit structures** must be limited to 10' x 9.5' to allow sufficient **clearance** on the sides or rear of the booth for side rails and/or back drape and utility service.

## MULTIPLE STANDARD BOOTH

**DEFINITION:** Three or more Standard (10' x 10') Booths in a straight line (Exhibitor B).

### Restrictions:

- Exhibitors shall adhere to the restrictions on the height of display materials near a neighbor's exhibit.
- End booths that border another exhibitor must conform to the height restrictions established for Standard Booths. In end booths, **no display materials** (including but not limited to booth structure, product, instruments, foliage, book racks and related items) **that exceed 4' in height shall be placed in the front 5' of the booth AND within 9' of a neighboring exhibit.** The remaining interior booths are permitted to contain display material over the 4' height limit anywhere in the booths up to the maximum height of 20' or 8'3" depending on the booth assignment.
- Any portion of an exhibit which borders another exhibitor's booth must have the back side of that portion finished and must not carry any identification signs or other copy that would detract from the adjoining exhibit. Identification signs and other copy are not permitted on the back and/or

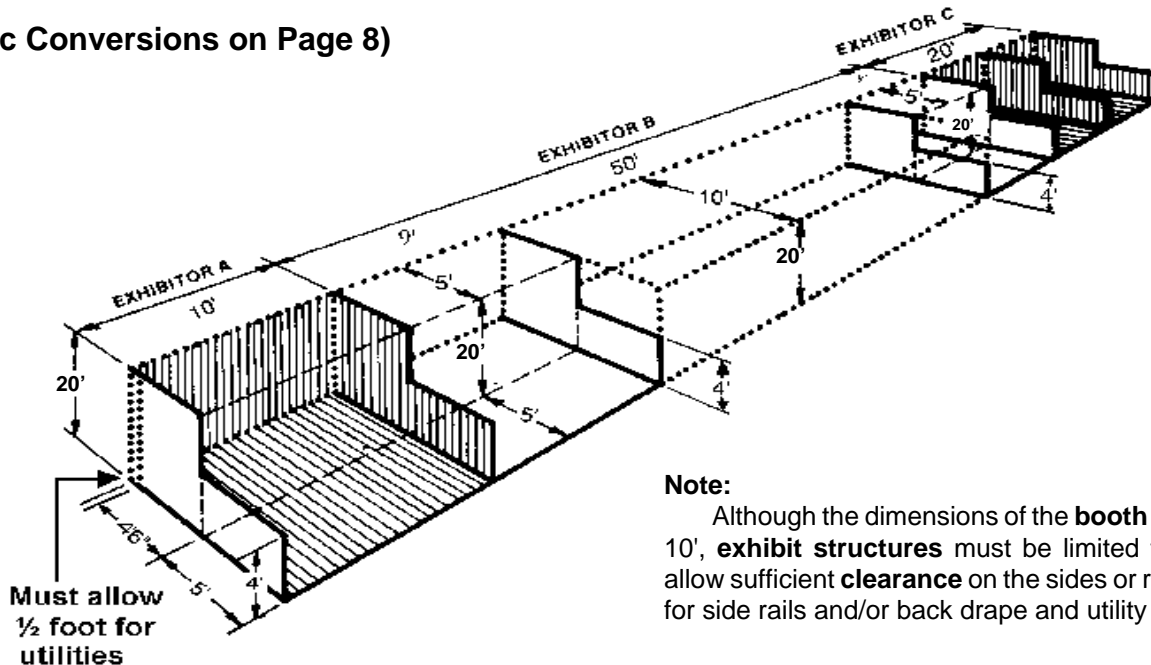
sides of structures which are within 9' of and face an adjoining exhibit.

- Canopies are permitted if they are more than 9' away from the neighboring exhibitor.

### Intent:

- Every exhibitor is entitled to a reasonable line of sight from the aisle regardless of the size of the exhibitor's booth. The restrictions of display material of over 4' in height to the back 5' of the end booths is intended to accomplish this aim.
- Signs are banned from the back and/or sides of booths which adjoin another exhibit (i.e., panels, towers, canopies, etc.) which are within 9' of and face an adjoining exhibit to prevent confusion over the location of the exhibitor's booth.

(Metric Conversions on Page 8)



### Note:

Although the dimensions of the **booth space** are 10' x 10', **exhibit structures** must be limited to 10' x 9.5' to allow sufficient **clearance** on the sides or rear of the booth for side rails and/or back drape and utility service.

## CROSS AISLE BOOTH

**DEFINITION:** Two sets of two Standard (10' x 10') Booths (Exhibitor C) or two sets of Multiple Standard (10' x 30' or greater) Booths (Exhibitor B) which face one another across an aisle.

**Restrictions:**

- Exhibitors shall adhere to the restrictions on the height of display materials near a neighbor's exhibit.
- **Display materials** (including but not limited to booth structure, product, instruments, foliage, book racks and related items) **must not exceed a total of 4' in height when placed within the front 5' of the booth AND within 9' of a neighboring exhibit.** The 4' limit is the total height of the items on display and any surface upon which they are placed. In the case of a 10' x 10' corner booth (Exhibitor C), the height of display materials may exceed 4' within 1' of the aisle adjacent to the side of the booth. However, solid walls or displays that substantially block the line-of-sight are not permitted in 10' x 10' corner booths. The maximum height for all materials shall be 20' (6.1 meters) or 8'3" (2.5 meters) if the booth is located in the height-restricted area of the floor.
- **In a cross-aisle configuration, the aisle is not booth space.** Nothing may be placed in the aisle except carpeting and hanging banners: hanging banners over the aisle may not be lower than 15' from the floor. The aisle must be kept clear of all other display materials (including but not limited to booth structure, product, related items, exhibitor personnel, canopies and signs). Cross aisle

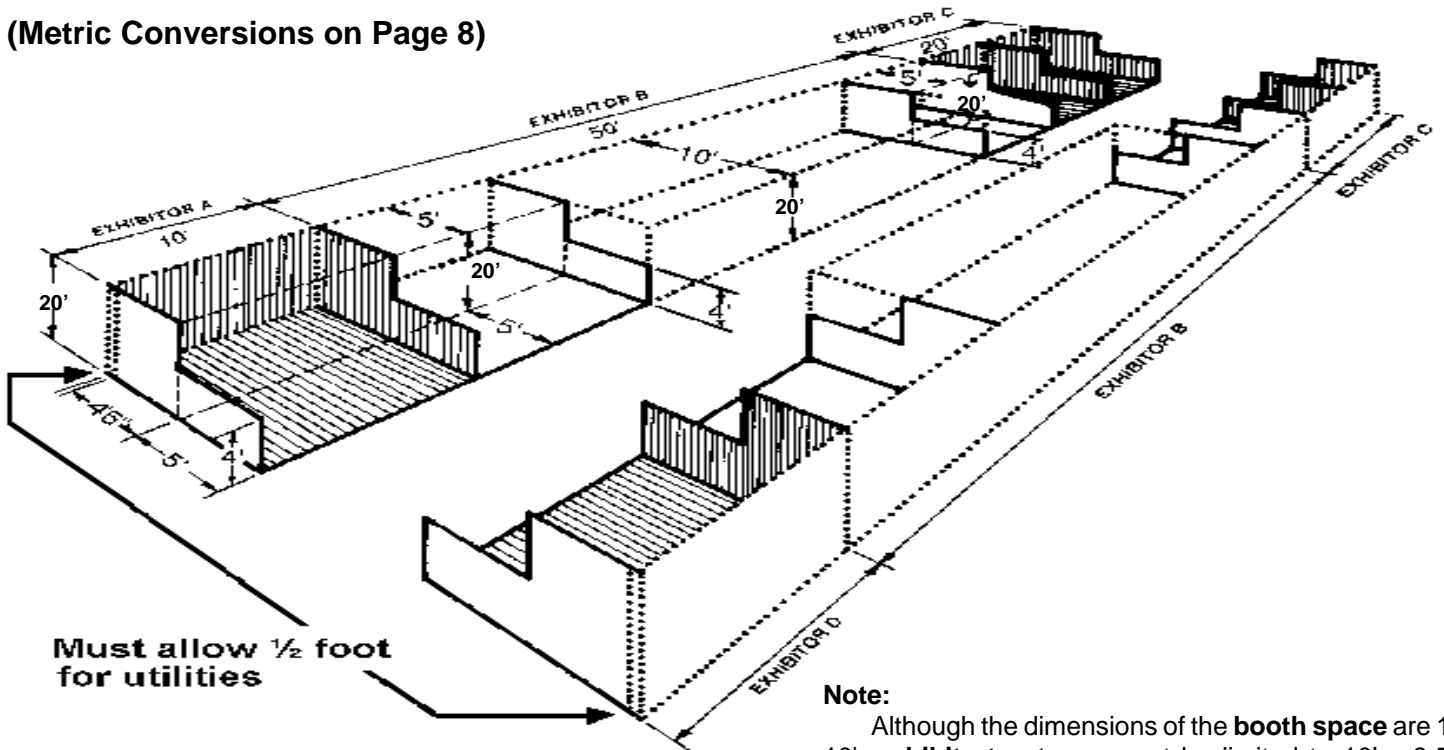
booths are not permitted to cross any center aisles.

- In a 10' x 20' booth (or larger), display materials over 4' in height may extend to the aisle provided they are at least 9' away from any neighboring exhibitor

**Intent:**

- Every exhibitor is entitled to a reasonable line of sight from the aisle regardless of the size of the exhibitor's booth. The restrictions of display material of over 4' in height to the back 5' of the end booths is intended to accomplish this aim.
- Signs are banned from the back and/or sides of booths which adjoin another exhibit (i.e., panels, towers, canopies, etc.) which are within 9' of and face an adjoining exhibit to prevent confusion over the location of the exhibitor's booth.

**(Metric Conversions on Page 8)**



## PENINSULA BOOTH

**DEFINITION:** Two sets of two or more 10' x 10' booth spaces back-to-back with an aisle on three sides (Exhibitor A). This configuration consists of a minimum of (4) booth spaces.

**Restrictions:**

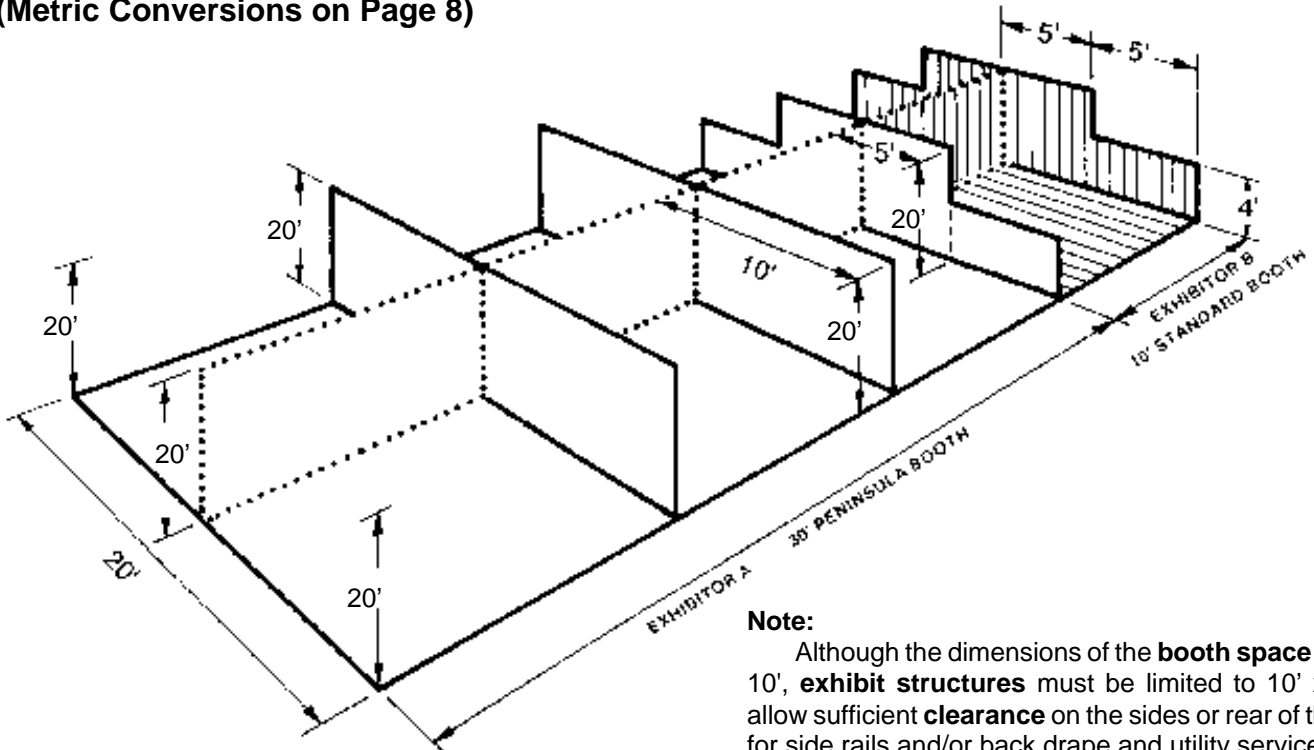
- Exhibitors shall adhere to the restrictions on the height of display materials near a neighbor's exhibit.
- The booths adjoining neighboring exhibits must conform to the restrictions applicable to Standard Booths. **No display materials** (including but not limited to booth structure, product, instruments, foliage, book racks and related items) **may exceed 4' in height if they are placed within 5' of the aisle AND within 9' of a neighboring exhibit.** Display materials elsewhere in the booth may not exceed 20' (peninsula booths are not permitted in the 8'3" section of the floor).
- Any portion of an exhibit which borders another exhibitor's booth must have the back side of that portion finished and must not carry any identification signs or other copy that would detract from the adjoining exhibit. Identification signs and other copy are not permitted on the back and/or sides of structures which are within 9' of and face an

adjoining exhibit.

**Intent:**

- Exhibitors adjoining peninsula exhibits are entitled to the same reasonable line of sight from the aisle as they would expect if they were next to a Standard Booth.
- Signs are banned from the back and/or sides of booths which adjoin another exhibit (i.e., panels, towers, canopies, etc.) which are within 9' of and face an adjoining exhibit to prevent confusion over the location of the exhibitor's booth.

**(Metric Conversions on Page 8)**



**Note:**

Although the dimensions of the **booth space** are 10' x 10', **exhibit structures** must be limited to 10' x 9.5' to allow sufficient **clearance** on the sides or rear of the booth for side rails and/or back drape and utility service.

## ISLAND BOOTH – INCLUDING DOUBLE-DECKER BOOTHS

**DEFINITION:** An Island Booth is a block of space with aisles on four sides and at least one interior cross aisle purchased by the exhibiting company with a minimum total space of 1,500 square feet. An Island Booth may also have one or more 10' x 10' double-decker booths.

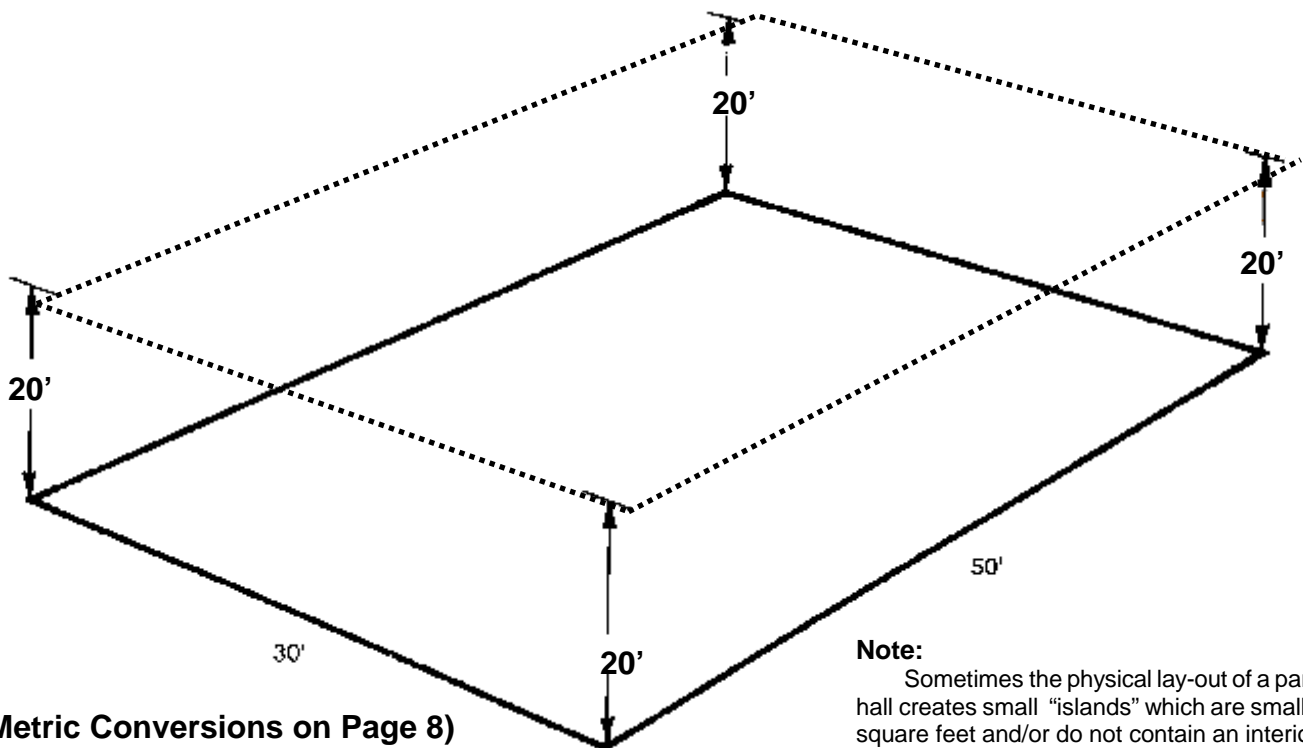
**Restrictions:**

- All display material (including but not limited to booth structure, product, instruments, foliage, book racks and related items) is restricted to 20' in height. Because an island is automatically separated by the width of an aisle from all neighboring exhibits, **full use of the floor space to the maximum height is permitted**; however, sufficient "see-through or walk-through" area must be provided so as not to block the view of adjacent exhibits.
- Detailed plans of the booth must be submitted to The Pittsburgh Conference Exposition Management for approval to avoid problems during set-up.
- At least one cross aisle must be purchased by the exhibiting company. This cross aisle can be used as part of the exposition area.
- To assure proper and appropriate placement on the

floor plan, Pittcon Exposition Management must be notified prior to the booth space assignment of any solid structure on any side of the Island Booth, such as a wall or a built in storage unit.

**DOUBLE DECKER BOOTHS:**

- All double-decker booths must adhere to the 20' height maximum, which runs from the ground floor to the top of the upper level booth. This includes persons, equipment, and signage. Access to the upper level booth(s) must be included in the floor space of the ground level booths.
- Three copies of the detailed plans of the structure for Double Decker Booth(s) must be submitted to Pittcon Exposition Management for approval by January 23, 2012.



(Metric Conversions on Page 8)

**Note:**

Sometimes the physical lay-out of a particular exhibit hall creates small "islands" which are smaller than 1,500 square feet and/or do not contain an interior cross aisle. These "islands" can be treated as if they were legitimate island booths if the entire "island" is purchased by one exhibitor. These "islands" are unique to specific exhibit halls and their existence cannot be guaranteed.

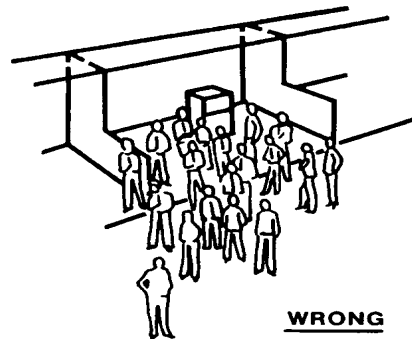
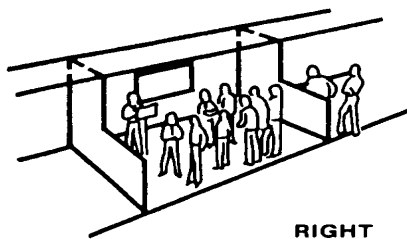
## DEMONSTRATIONS

### Restrictions:

- Demonstrations are not permitted on the aisle line of the exhibit. Sufficient area must be designed into the booth space to absorb any crowds. The Exposition Management will restrict or eliminate any demonstrations that interfere with normal traffic flow or that attract crowds which overflow into aisles or neighboring exhibits. These restrictions are applicable to all booth configurations, including Cross Aisle Booths.
- The volume of live or recorded audio demonstrations shall be no louder than 85 decibels at the booth line. Exposition Management will restrict or eliminate any demonstrations which exceed this limit. The Exposition Management also reserves the right to restrict or eliminate any demonstration determined to be interfering with neighboring displays, no matter the volume.
- Aisles are not booth space and must be kept clear of all display material, exhibitor personnel, canopies and signs.

### Intent

- The aisles are to remain open as public space. Therefore, each exhibitor has the responsibility to assure proper flow of traffic through the entire exhibit. Large crowds gathering to watch a demonstration and, thereby interfering with traffic flow and crowding neighboring booths are an infringement on the rights of other exhibitors. **Aisles must not be obstructed at any time.**
- Excessively loud audio displays interfere with the ability of neighboring exhibitors to communicate with their customers.



## 2012 BOOTH SPACE AGREEMENT—TERMS AND CONDITIONS

1. **DEFINITIONS.** The following terms shall have the meanings given below:

- i. Agreement shall mean the Exhibitor Booth Space Agreement together with (i) these 2012 Booth Space Agreement Terms and Conditions and (ii) the 2012 Display Rules and Regulations, all of which together shall form a single integrated contract.
- ii. Authority - shall mean Orange County, a political subdivision of the State of Florida.
- iii. Center - those portions of the Orange County Convention Center licensed by the Authority to the Conference.
- iv. Conference - The Pittsburgh Conference on Analytical Chemistry and Applied Spectroscopy, a Pennsylvania non-profit corporation.
- v. Conference Week – March 11, 2012 through and including March 15, 2012.
- vi. Event - The Pittcon 2012, exposition of analytical and spectroscopic equipment and materials sponsored by the Conference, scheduled to take place at the Center, March 12 – March 15, 2012 during Conference Week.
- vii. Event Hours - 9:00 AM to 5:00 PM, Monday, March 12, 2012, to Wednesday, March 14, 2012; and 9:00 AM to 3:00 PM, Thursday March 15, 2012 inclusive, daily, during Conference Week, subject to change on notice.
- viii. Exhibitor - the entity, its parent corporation, or any subsidiaries on whose behalf the Agreement was executed.
- ix. Exposition Chairman - the person so appointed and designated by the Conference.
- x. Space - the booths and/or seminar rooms assigned to the Exhibitor by the Conference. Seminar rooms are available for rental only to exhibitors renting booth space.
- xi. Term – March 7, 2012 through and including March 17, 2012.

2. **LICENSE.** Subject to the terms of the Agreement, the Conference licenses and will make available to the Exhibitor at the Center, the Space for the Event, Subject to Exhibitor complying with the terms of the Agreement, the Exhibitor is entitled to and shall be able to enjoy quiet possession and use of the Space without interference by the Conference or any other person. The license hereby granted to Exhibitor is subject to the terms of the Conference's License from the Authority.

3. **RESERVATION/CANCELLATION.** To reserve the Space, the Agreement payment as specified on the Booth Space Agreement must be returned to the Conference by August 1, 2011. If not received by this date, the Conference reserves the right to cancel the Agreement. If Exhibitor's total payment is in excess of \$15,000, total payment must be received by November 21, 2011 or Exhibitor will be deemed to have canceled the Agreement. BOTH THE EXHIBITOR AND THE CONFERENCE SPECIFICALLY RECOGNIZE AND ACKNOWLEDGE THAT THE CONFERENCE WILL SUSTAIN CERTAIN LOSSES IF THE EXHIBITOR CANCELS THE AGREEMENT AFTER ITS EXECUTION. EVEN THOUGH THE CONFERENCE WILL EXERCISE ITS BEST EFFORTS TO RESELL EXHIBITOR'S SPACE, THE PARTIES AGREE THAT THE CONFERENCE WILL INCUR SUBSTANTIAL LOSSES THAT CANNOT BE PRECISELY DETERMINED DUE TO THE DIFFICULTY IF NOT IMPOSSIBILITY OF DETERMINING SUCH LOSSES. ACCORDINGLY, EXHIBITOR AGREES TO THE REFUND POLICY SET FORTH ON THE 2012 BOOTH SPACE AGREEMENT.

4. **CONDITION OF CENTER.** Exhibitor understands and agrees that the Conference has only license to use the Center. The Conference is not in any way responsible for the condition or maintenance of the Center. Exhibitor understands and agrees that all of the Exhibitor's personal property of every kind or description which may at any time be in the Center shall be at the Exhibitor's sole risk, or the risk of those claiming under Exhibitor. The Conference and the Authority shall not be liable for any damage to Exhibitor's property or loss suffered by any cause whatsoever including but not limited to water from any source whatsoever or from the bursting, overflowing or leaking of sewers or steam pipes or from heating or plumbing fixtures or from electrical wires or from gas or odors or caused in any other manner whatsoever.

5. **CANCELLATION OF EVENT.** Subject only to the conditions for refund set forth in the Agreement, the Conference shall not be liable in any way for any loss, damage or injury resulting from the cancellation of Event or from temporary or permanent closing for any reason of all or any portion of the Center, unless such cancellation is caused by the willful act of the Conference. The Conference reserves the right to change the location of the Event to other localities or premises. In such event, reasonable prior written notice will be given to Exhibitor. If reasonable prior written notice is given to Exhibitor, Exhibitor waives its right to all damages, expenses, losses or claims of any nature arising out of such change of location.

6. **USE OF SPACE.** During the Event, Exhibitor shall use the Space only for the exhibit or display of equipment and/or materials manufactured, licensed, distributed and/or sold by Exhibitor. **Exhibitor shall not sublet or share the space with any other person or party, except with the prior written consent of the Conference. In no event shall Exhibitor conduct exhibitions, seminars or distribute literature either outside the Center or in any non-rented space within the Center at any time during Conference Week. No exhibitor-sponsored functions should be held outside of the leased exposition space during exposition hours without the written permission of the Pittsburgh Conference. Solicitation or advertisement of any type in or outside of the Center (outside of the exhibitor's rented space) by either exhibitor or exhibitor's contractor(s) is strictly prohibited with the exception of approved Pittcon Promotional Opportunities.** If the Exhibitor violates this agreement, the Conference may, at its option, remove from the Center Exhibitor's exhibit, including all equipment and/or materials belonging to Exhibitor. Exhibitor shall pay the reasonable costs of removal without liability on the part of the Conference for any damage, loss or expense of any sort whatsoever.

7. **PERMITS.** The Exhibitor at Exhibitor's sole cost and expense shall obtain all permits required to be obtained from public authorities in connection with the exhibit or other activities of the Exhibitor. The Exhibitor shall duly and punctually observe and comply with all currently effective laws, rules and requirements, orders, directions, ordinances, and regulations of (a) the United States of America, the State of Florida, the County of Orange County, the City of Orlando and the Authority; (b) any department bureau, or agency thereof; (c) the Board of Fire Underwriters; (d) any other board or organization exercising similar functions or powers concerning the exhibit or the activities of the Exhibitor; or (e) any union contracts governing the performance of services with respect to the Center. Exhibitor shall also comply with all requests of the Authority and the Conference with respect to the installation, conduct and disassembly of its exhibit. It is the responsibility of the exhibitor to notify the appropriate state agency when NRC-governed radiation sources are being transported across state borders.

8. **NO CONFERENCE ENDORSEMENT.** The Exhibitor shall not in any way represent that any equipment or material is endorsed or approved in any way by the Conference. Exhibitor shall not use the Conference letterhead, seal or any other trademark or service mark of the Conference in any way for advertising or corporate use, or in any other fashion whatsoever, except with the prior written consent of the Conference.

9. **ASSIGNMENT OF SPACE.** The Conference reserves the right to assign the Space and to regulate the use of the Space or the design and appearance of any booth or seminar room. This assignment designation and regulation shall be at the sole discretion of the Conference.

10. **PROHIBITED CONDUCT.** A. The following practices are not permitted: 1. Distribution of promotional material, samples, catalogs, pamphlets, or advertising, outside of the Exhibitor's Booth Space with the exception of those materials included in the purchase of approved official Pittcon Promotional Opportunities. All Materials for distribution via Promotional Opportunities must be pre-approved by Pittcon marketing personnel. 2. Use of disruptive audio equipment; 3. Use of "golf carts" or other vehicles to transport conferees from booths to seminar rooms; 4. Use of noisy electrical or mechanical equipment; 5. Wearing of unofficial badges, company name plates, etc. except in addition to official Event badge; 6. Entry into another Exhibitor's booth without permission of that Exhibitor; 7. Photographing or examining another Exhibitor's booth without permission of that Exhibitor; 8. Use of balloons; 9. Demonstrations which create an interference with neighboring exhibits or with the normal traffic flow in the aisles; 10. Demonstrations or activities which create a fire, safety or health hazard or which violate the terms of Paragraph 7 above; 11. Any action, practice, or activity, which violates any of the Pittcon 2012 Display Rules and Regulations. 12. The dispensing of popcorn or liquor on the exposition floor. **Please note wine and beer are permitted. For specifics please see the Pittcon 2012 Display Rules & Regulations**". 13. Live animals. B. Any display or conduct by Exhibitor which unnecessarily obstructs neighboring booths or interferes with free passage in the aisles will not be permitted. The Conference reserves the right to force re-arrangement or removal of any exhibit which, in the Exposition Chairman's opinion, does not comply with this requirement or to remove any personnel or exhibit for conduct which violates this requirement. C. Unethical conduct or infraction of rules by the Exhibitor will subject the Exhibitor to dismissal from the Center. This determination shall be at the sole discretion of the Conference. In this event it is agreed that no refund shall be made and further that no demand for redress will be made by the Exhibitor. The Conference agrees to enforce for the benefit of Exhibitor all use and similar restrictions placed upon other exhibitors and shall assign and transfer to Exhibitor all such rights should the Conference fail to enforce them in the event Exhibitor seeks to enforce such rights against any other Exhibitor. Exhibitor agrees to indemnify and hold the Conference harmless with respect to any and all claims, demands, damages, loss or expense, including reasonable attorney's fees, arising or resulting from Exhibitor's enforcement of such claims.

11. **BADGES AND STAFFING OF BOOTH.** All representatives of Exhibitor must prominently wear the official Event badge at all times while in the Center and comply with all other badging and security requirements mandated by the Conference. **During Event Hours, Exhibitor's booth must at all times be staffed by a representative or employee of Exhibitor.** Employees of an Exhibitor Appointed Independent Labor Contractor are not permitted to wear exhibitor badges. Exhibitor may only badge their own employees, representatives of the company and/or distributors. Exhibitors will be held responsible for the behavior of anyone who registers as one of these categories.

12. **INDEMNIFICATION AND HOLD HARMLESS.** Exhibitor covenants and agrees that it will protect, save and keep the Conference and the Authority forever harmless and indemnified against and from (i) any penalty, damage or charges including reasonable attorney's fees imposed for violation of any law or ordinance occasioned by the act or neglect of Exhibitor or those holding under Exhibitor, (ii) all claims, loss, liability, judgment, cost, damage or expense including all reasonable attorney's fees arising out of or from any accident or other occurrence causing injury or death to any person or damage to any property on or about the Center occasioned by any act, omission or negligence of Exhibitor, its employees, representatives, agents and those persons attending the Event at the specific request or invitation of Exhibitor, and (iii) all claims, losses, liability, judgment, cost, damage or expense including reasonable attorney's fees, arising out of or occasioned by any failure of Exhibitor in any respect to comply with and perform all the requirements and provisions of this Contract.

13. **EXHIBITOR'S OWN RISK.** Please refer to Item #4 above. Exhibitor agrees to place and maintain at Exhibitor's own expense adequate insurance to cover all personal property placed by Exhibitor in the Center. Exhibitor covenants and agrees to indemnify and hold the Conference and the Authority harmless from any injury to or death of Exhibitor, Exhibitor's agents, employees or those persons attending the Event at the specific request or invitation of Exhibitor resulting from or arising out of Exhibitor's use of the Center except that attributable to the negligence or willful misconduct of the Conference.

14. **PATENT, COPYRIGHT, TRADEMARK OR TRADE SECRET.** Exhibitor agrees to hold the Conference and the Authority, their agents and employees, harmless from all loss, cost claims, causes of action, obligations, suits, damages, liability, expenses and costs including

reasonable attorney's fees arising from or out of any violation or infringement (or claimed violation or infringement) by Exhibitor, Exhibitor's agents or employees of any patent, trademark, copyright or trade secret rights or privileges.

15. **DAMAGE TO CENTER.** The Exhibitor shall be responsible for any and all reasonable costs to be paid to the Authority to restore any damage to the Space or the Center caused by the Exhibitor's personnel and employees. The Exhibitor is also responsible for any damages or expense if, because of the act or neglect of Exhibitor's agents or employees, Exhibitor fails to vacate the Center by 8:00 PM on March 18, 2012.

16. **MAILING LIST.** The Exhibitor agrees to use the Conference mailing list **only** for Exhibitor's corporate use.

17. **SECURITY.** The Conference does not warrant nor guarantee the presence of guards at any particular time or place in the Center. The Conference shall have no duty or obligation to safeguard or insure Exhibitor's property or personnel and by its execution of the Agreement, Exhibitor understands and agrees that Exhibitor is solely responsible for protecting and securing its property and personnel. Exhibitor must obtain a blanket rider (portal-to-portal or other "extraterritorial" insurance) to protect its property, personnel and visitors, both during the Event and in transit to and from the Event against loss of any kind including, but not limited to, fire, damage or theft. Neither the Authority's nor the Conference's liability insurance covers Exhibitor's property, personnel or visitors against loss, damage or injury and the Conference is not liable or responsible for any such loss or damage. Small equipment or supplies should be safeguarded against theft before, during and after the Event by tamper-proof attachment displays, locked storage or other appropriate means. Exhibitors are responsible for their own material. If constant surveillance of exhibit equipment or supplies is necessary, Exhibitors must make their own arrangements for security.

18. **INSURANCE.** Each Exhibitor shall provide the Conference with a certificate of insurance evidencing that during the Term, Exhibitor will have in full force and effect a comprehensive general liability insurance policy also containing contractual liability insurance and covering claims of bodily injury, death and property damage arising out of Exhibitor's operations, assumed liability or use of the Space and Center, with a combined single limit of at least \$1,000,000.00. Exhibitor's insurance must provide that it is primary coverage for all risks. If Exhibitor cannot obtain this insurance, Exhibitor must sign and return the "WAIVER AND RELEASE." Exhibitor will not be permitted to enter the Center or use the Space unless the certificate or waiver is delivered to the Conference.

19. **CONTRACTORS.** The Conference will designate various official contractors for such services as installation and dismantling, drayage, decorations and photography. Exhibitor is free to contract with non-official contractors, however, no non-official contractor will be permitted access to the Center or the Space until such non-official contractor has delivered to the Conference a certificate of insurance naming the Conference as additional insured and evidencing that such non-official contractor has in place a comprehensive general liability insurance policy covering claims of bodily injury, death and property damage arising out of the non-official contractor's operations at the Center or in the Space and having a combined single limit of at least \$1,000,000.00. No solicitation of business by any non-official contractor will be permitted in the Center.

20. **MISCELLANEOUS.** A. Agreement shall not become effective until executed for the Conference by the Exposition Chairman and shall be deemed made in the City of Pittsburgh, Pennsylvania. No modifications or amendments to Agreement are binding on the Conference unless specially accepted in writing by the Exposition Chairman. The laws of the State of Pennsylvania shall control the interpretation of the Agreement. The person executing Agreement on behalf of Exhibitor hereby warrants that he/she has authority to do so and that the Exhibitor is bound hereby. B. The Conference reserves the right to reject any Agreement from any Exhibitor who the Conference determines, in its sole and unreviewable discretion, will not be exhibiting equipment or materials relevant to the Event, or who the Conference determines sponsors or produces a trade show or exposition in competition with the Event.