

2017 Exhibit Rules & Regulations

This section covers the basic agreement between CADCA and Forum exhibitors. By applying for exhibit space, the exhibitor agrees to adhere to all policies, rules and regulations outlined in this document.

EXHIBIT ACCEPTANCE: *All Exhibit Applications are subject to review and acceptance by CADCA.* First-time exhibitors must include a sample brochure or pamphlet with their Exhibit Applications for this purpose. Unethical conduct or infraction of rules or regulations on the part of the exhibitor or the exhibitor's agents, or both, will subject the exhibitor or exhibitor's agents to dismissal from the exhibit hall, in which event it is agreed that no refund shall be made by CADCA and, further, that no demand for redress will be made by the exhibitor or the exhibitor's agents. The exhibition of products or services at CADCA's 2017 National Leadership Forum (Forum) is neither an endorsement of the exhibitor nor of the products or services exhibited. CADCA is not responsible for any claims made by the exhibitor. In addition, the exhibitor may not, without prior consent by CADCA, incorporate in subsequent promotions the fact that its products or services have been exhibited at the Forum. CADCA reserves the right, even if an Exhibit Application has been approved, to refuse exhibits, curtail exhibits or close exhibits or parts of exhibits that do not, in CADCA's sole determination, comply with its rules and regulations.

EXHIBIT CONTENT: Only products or services listed on the original Exhibit Application and approved by CADCA may be exhibited. Potential exhibitors are advised that the acceptability of products or services for display at the Forum is based on legal, social, professional and ethical considerations. Exhibits must be consistent with the professional nature of the Forum. Exhibit space is not intended for airing either side of a controversial social, political or professional issue. In addition, CADCA reserves the right to decline exhibit requests from companies exhibiting products and services that could be considered competing with CADCA's Member Benefits Programs.

ACCESS FOR PEOPLE WITH DISABILITIES: Each exhibitor shall be responsible for compliance with the Americans with Disabilities Act (ADA) with regard to its booth space, including, but not limited to, wheelchair access provisions. Exhibitors shall indemnify, hold harmless and defend CADCA, its officers, directors, agents, members and employees from and against any claims, liabilities, losses, damages and expenses, including attorneys' fees and expenses, resulting from or arising out of the exhibitor's failure or allegations of the exhibitor's failure to comply with the provisions of the ADA. CADCA works to provide an accessible meeting for all attendees with disabilities and believes that people with disabilities should be given the opportunity to participate and interact to the fullest extent possible. As a prospective exhibitor, CADCA encourages you to make your booth accessible to people with disabilities. This entails simple alterations to remove or modify physical barriers and to provide accessible promotional materials. Exhibitors should set up their displays to allow people using wheelchairs to easily enter the booth and view materials. This can be done by lowering displays or counters and ensuring that there is ample entrance space in the display area. Exhibitors should provide order forms or promotional materials in alternate formats such as large print, Braille or computer disk for people who are blind or visually impaired. Additionally, any videos shown should be captioned for people who are deaf or hearing impaired. Approach people with disabilities with a positive, relaxed attitude in the same way you would approach any other prospective customer. Plan in advance how you will welcome people with disabilities into your booth. If altering your display is not an option, make up in service what you lack in "architecture."

ATTENDANCE: CADCA makes reasonable attempts to attract quality exhibitors and attendees to its exhibition, but makes no representation or warranties with respect to demographic nature, quality and/or number of exhibitors and/or attendees. Traffic by any given booth is a function of efforts made by the particular exhibitor to attract attendees to that particular exhibit and not the responsibility of CADCA. ***CADCA does not supply exhibitors with a list of attendees other than the list provided online and through the Forum app.***

BOOTH ASSIGNMENT: Although CADCA will attempt to accommodate exhibitor requests for specific booths, no guarantees can be made that the exhibitor will be assigned the specific booth(s) requested. The exhibitor acknowledges that it is not contracting for a specific booth(s), but rather for the right to participate as a Forum exhibitor. CADCA reserves the right to alter locations of exhibits as shown on the official floor plan, if deemed, in CADCA's sole determination, to be advisable or in the best interests of the Forum.

2017 Exhibit Rules & Regulations (continued)

BOOTH CANCELLATION / NO-SHOW POLICY: All requests for exhibit cancellations must be submitted via email to yzhu@cadca.org by December 19, 2016 for a 50% refund of the registration fee. There will be **no refunds** after midnight EST on December 19, 2016 and no refunds for no-shows. Any booth unoccupied by 4 pm on Monday, February 6, 2017, will be regarded as a "no-show." The exhibitor will have been deemed to have cancelled the exhibit space contract, and, as such, the exhibitor will pay as liquidated damages 100% of the total contracted space fee. All freight will be removed from the exhibitor's booth and returned to the loading dock at the exhibitor's expense, and CADCA will be free to assign the space to other exhibitors or utilize the space at its discretion. By submitting this registration form, you have agreed to this cancellation policy.

BOOTH SPECIFICATIONS: Booth dimensions indicated on the exhibit floor plan are believed to be accurate but may be approximate. All booths are 10' x 10' or increments there of. All booths will not be permitted to exceed 8' in height at the back wall and 4' in height at the side dividers. Display materials will not be permitted to exceed 4' in height in the front 5' of the booth. Demonstrations, lighting, literature distribution and sound levels must not interfere with the flow of aisle traffic. CADCA reserves the right to have the exhibitor discontinue any activity or dismantle any display/demonstration feature that interferes with the normal traffic flow in the aisles or that overflows into neighboring exhibits. Exhibitors who wish to use any nonstandard booth specifications, design, equipment, etc. that conflict in any way with these regulations must submit two copies of a detailed rendering or proposed layout (including dimensions) at least 10 business days before the Forum for CADCA's approval.

SERVICES AND EQUIPMENT PROVIDED: In addition to use of the space itself for the entire exhibit period, the price of the booth includes a standard 2-line sign showing the name of the exhibitor and the booth number; one 6' draped table with two chairs for 10' x 10' booths or two 6' draped tables with four chairs for 10' x 20' booths; ballroom carpet (if you wish to have a separate carpet color, please order through the exhibitor kit at an additional charge); one wastebasket; janitorial service for the aisles of the exhibit hall; and one complimentary registrations per 10' x 10' booth. Each booth has appropriate pipe and drape. The aisles will be carpeted (Ballroom carpet). Display units, additional furniture, electricity, telecommunications, daily cleaning, etc. for individual booths are not included in the price of the booth package. These items may be ordered at additional cost from the meeting decorator and the Convention Center. Information on ordering these services will be included in the Exhibitor Service Kit which will be ready at the end of December.

MOVE-IN/MOVE-OUT: Exhibits, displays and equipment are to be brought into and taken from the exhibit area via the business center or loading dock only.

FIRE AND SAFETY GUIDELINES: Exhibitors must comply with all federal, state and local fire and building codes that apply in the Convention Center. Details regarding fire and safety guidelines for the Convention Center will be provided in the Exhibitor Service Kit. Exhibitors must comply with all published guidelines.

CARE OF CONVENTION CENTER SPACE: Holes may not be drilled or punched into any surface in the Gaylord National Hotel . The painting of exhibits or signs is not allowed anywhere inside the Hotel. Decorations, Holes may not be drilled or punched into any surface in the Convention Center. The painting of exhibits or signs is not allowed anywhere inside the Convention Center. Decorations, banners, signs, etc. are not to be affixed to any wall, door, window, column, ceiling, or any surface in the Convention Center. **HANGING ITEMS:** Hanging signs, banners or display materials are limited to CADCA services and exhibits unless approved by CADCA.

EXHIBIT OPERATIONS: All exhibitors are expected to contribute to an overall professional environment, and CADCA reserves the right to make on-site judgments regarding conduct that detracts from the environment. For security reasons, exhibitors and their vendors, contractors and agents must wear their badges at all times in the exhibit hall during move-in, exhibit hours and move-out and conduct themselves and wear attire consistent with the professional decorum of the Forum. As a courtesy to those attending the Forum and to fellow exhibitors, booths must be open and staffed during all exhibit hall dates and hours of operation.

DISTRIBUTION OF MATERIALS: Distribution of printed material, audio recordings and/or videos by the exhibitor or its agents is limited to the area rented by the exhibitor in the exhibit hall. Such materials are not permitted in the registration areas, on lunch and/or lounge tables, in or near meeting rooms, in parking lots or in hotel rooms contracted by CADCA. Noncompliance with this regulation will result in the prompt removal of the offending person and property from that area.

2017 Exhibit Rules & Regulations (continued)

SELLING OF PRODUCTS OR SERVICES: Exhibitors electing to take orders or conduct sales transactions must do so in a manner consistent with the professional nature of the exhibit hall. Orders taken by exhibitors accepting checks or credit cards are permitted. Cash transactions are discouraged.

CATERING/GIVEAWAYS: All catering for exhibit booths must be approved in advance by CADCA and must be ordered through the Gaylord Hotel. Exhibitors are encouraged to review and adhere to other applicable guidelines and codes of ethics. Giveaways should be associated with products or services of the exhibiting company. Popcorn, helium balloons, glitter, confetti, stickers and decals are prohibited.

SOUND: The use of open audio systems is strongly discouraged but not prohibited. Sound from audio speakers should be directed into the booth and not into the aisles. Sound levels emanating from an exhibit space may not exceed 80 db when measured by CADCA from the Gaylord Hotel of any adjacent aisle. The exhibitor must discontinue such use if the sound level exceeds the stated acceptable decibel level, or if, in the opinion of CADCA, it is deemed to be objectionable to attendees or adjacent exhibitors. Music licensing requirements for showing prerecorded video and audio presentations is the sole responsibility of the exhibitor.

SUBLETTING SPACE: No exhibitor may assign, sublet, apportion or exchange all or any part of its exhibit space with or to another organization or business unless prior written consent has been obtained from CADCA. Any materials other than those manufactured or distributed by the exhibitor in the regular course of business may not be exhibited by the exhibitor or be allowed by the exhibitor to be exhibited by other persons or firms without the written consent of CADCA.

SECURITY: As a courtesy, CADCA will provide security for the exhibit hall during move-in and move-out hours and overnight on Monday, February 6, 2017 through Thursday, February 9, 2017. The furnishing of such service is in no case to be understood or interpreted by exhibitors as a guarantee against loss or theft of any kind. Neither CADCA nor the Gaylord Hotel is liable for or carries any insurance on exhibitor property or fixtures. For this reason, exhibitors are encouraged to carry insurance on their exhibits at their own expense. No one, including exhibitors, will be allowed in the exhibit hall prior to 6:30 am once the show opens.

LIABILITY AND INSURANCE: The exhibitor shall, at its sole cost and expense, procure and maintain through the term of this contract comprehensive general liability insurance against claims for bodily injury or death and property loss or damage occurring in or upon or resulting from the premises leased by CADCA. CADCA will bear no liability for personal injuries, whether suffered by the exhibitor, its employees, its contractors, agents or business invitees. CADCA will also assume no liability for loss or damage to the property of the exhibitor, its employees, its contractors, agents or business invitees, regardless of the cause, unless such injury or damage results from, or is caused directly or exclusively by, the negligence or wrongful acts of CADCA. Each exhibitor, in making application for space, agrees to protect, indemnify and hold harmless CADCA, the Gaylord Hotel, and their officers, directors, agents and employees from any and all claims, liability, damages or expenses asserted against them or incurred by them as a result of, or in connection with, any loss of or damage to property, or injury to persons resulting from, arising out of or in any way connected with the negligence, wrongful acts of or breach of contract by the exhibitor or its agents, servants or employees. CADCA shall in no event be liable to the exhibitor for any lost business opportunities or for any other type of indirect, consequential or other type of damages alleged to be due from a breach of this contract or other arising under this agreement or in connection with the Forum. It is understood and agreed that the sole liability of CADCA to the exhibitor for any breach of this contract or for any other cause of action under any theory of liability arising under this agreement or in connection with the Forum shall be limited to refund of all amounts paid by the exhibitor to CADCA pursuant to this contract, as an exclusive remedy.

CONTRACTUAL AGREEMENT: It is agreed that the exhibitor will abide by the rules and regulations cited above before, during and after the exhibition, and by other reasonable rules considered necessary by CADCA or the Gaylord Hotel, provided that these rules do not materially alter the exhibitor's contractual rights. All matters and questions not covered by these regulations are at the decision of CADCA. These rules and regulations may be amended at any time by CADCA, and all amendments that may be so made shall be equally binding upon publication on all parties affected by them, as are the original rules and regulations.