



Tanning World Expo 08

Nashville, TN • September 18 – 21, 2008 • Gaylord Opryland Resort & Convention Center

Exhibit Space Application and Contract

Please Print or Type Below

Primary Contact Information (For all exhibit-related correspondence; not to be used for publication purposes.)

*Company Name _____

Primary Contact Name _____

Street Address _____

City _____ State/Province _____ Postal Code _____

Phone _____ Fax _____ Country _____

E-mail _____ Web URL _____

* Unless authorized by ITA, only products of the company listed above may be exhibited in the applied for space.

Exhibitor Description

Each exhibitor is entitled to include a 50-word text description with their listing at no additional charge. All text descriptions should be submitted to ITA via e-mail no later than Friday, July 11 at itaexpo@smithbucklin.com.

Booth Selection & Fees

Please list your top three choices for booth location.

1st _____ 2nd _____ 3rd _____

OR

Desired booth dimensions: _____ ft. x _____ ft.

Companies whom you desire to be near: _____

Competitors from whom you desire separation: _____

Exhibit Space Rates for Linear, Peninsula, and Island Booth Space:

	Member Rate	Non-Member Rate
Each of the first four booths reserved:	\$2,360/booth	\$2,760/booth
Each booth after the first four booths reserved:	\$2,235/booth	\$2,635/booth

NOTE: The member rate for exhibit space applies only to companies that have ITA membership in the categories of equipment manufacturer, allied products, lotion provider, and distributor.

Calculation of space cost:

(first four booths) = _____ + (# of additional booths x rate) _____ = \$ _____

TOTAL COST: = \$ _____

Please complete, sign, and fax or mail this application to:

2008 ITA TANNING WORLD EXPO

Attention: Marlene Robbins/Kelly Marks
2025 M Street, NW, Suite 800
Washington DC 20036

Phone: 202-367-1192; Fax: 202-367-2286

50% deposit is due March 21, 2008.

Please make checks payable to ITA in US dollars and drawn on a US bank.

For ITA Use Only

Exhibit Space Assigned: _____ Date of Assignment: _____

Date Received: _____ Accepted for ITA by: _____

Terms & Conditions

We hereby apply for exhibit space for our use at the 2008 ITA Tanning World Expo. We request ITA to assign us one of our choices or what is considered the best space available. We agree to comply with the EXHIBITOR TERMS AND CONDITIONS/RULES AND REGULATIONS included with this application and as amended in the official exhibitor service manual which will be forwarded at a later date, and with all conditions under which facilities at the Gaylord Opryland Resort & Convention Center have been rented to the Indoor Tanning Association.

We understand that this application becomes a contract when signed by us and accepted by the Indoor Tanning Association.

Authorized Signature _____

Date _____

By signature above the individual signing this contract represents and warrants that he/she is duly authorized to execute this binding contract and agrees to receive email and fax correspondence from ITA at the contact information provided on this application form.

Cancellation or Reduction of Space

In the event that an exhibitor cancels all or part of the exhibit space contracted for, the exhibitor must submit this cancellation notice in writing and will be obligated to pay the Indoor Tanning Association fees based on the following cancellation schedule.

On or before March 21, 2008:

100% of exhibit space fees paid will be refunded minus a \$250 administrative fee.

March 22 - June 20, 2008:

Exhibitor is liable for 50% of the cost of cancelled exhibit space.

After June 20: No refunds will be issued. All sales made after June 20 are final and non-refundable.

EXPO SCHEDULE

The dates and times for exhibitor installation, exhibit show hours and exhibitor dismantling are as follows:

Installation

Wednesday, September 17, 2008: 8:00 a.m. – 6:00 p.m.
Thursday, September 18, 2008: 8:00 a.m. – 6:00 p.m.

Exhibit Hall Open

Friday, September 19, 2008: 11:00 a.m. – 6:00 p.m.
Saturday, September 20, 2008: 11:00 a.m. – 5:00 p.m.
Sunday, September 21, 2008: 11:00 a.m. – 3:00 p.m.

Dismantle

Sunday, September 21, 2008: 3:00 p.m. – 11:00 p.m.

SPACE ASSIGNMENT PROCESS

Priority Assignments

Exhibit space for the 2008 ITA Tanning World Expo will be assigned in a priority order based on each company's accumulated priority points balance from 2005 to current. For an exhibitor to take advantage of their accumulated priority points and have the best chance of obtaining their preferred location assignment, the exhibitor must submit a completed, signed Exhibit Space Application and Contract and 50% deposit of estimated exhibit space fees by the priority point request deadline of Friday, March 21, 2008. Applications and deposits will continue to be accepted after this deadline, but exhibitors who do not submit their applications and deposits by this deadline risk having their assignment processed outside of the normal

priority order, which may result in assignment to a less desirable space. ITA cannot consider an exhibitor's request for space unless it is submitted on a signed exhibit space application and contract and with the required deposit.

Special Accommodations

ITA will make a reasonable effort to accommodate an exhibitor's size requirements and location preferences. ITA always reserves the right to alter the floor plan as needed to accommodate the requests of exhibitors. If an exhibitor's preferred locations and/or space sizes cannot be directly accommodated, ITA will contact the exhibitor to discuss alternate locations. If ITA is not able to offer a booth assignment that is acceptable to the exhibitor during the assignment process, then the exhibitor may withdraw their request for space and the initial booth space deposit will be promptly refunded in full.

ITA will make a reasonable effort to honor requests by returning 2007 exhibitors to be assigned to their locations from the previous year, but in certain circumstances it may not be possible to do so due to the relocation of traffic aisles and movement of booths or the accommodation of space requests from a company with a higher level of priority points. When such circumstances arise, ITA will make a reasonable effort to relocate companies to comparable booths on the floor plan. ITA will also make a reasonable effort to be sensitive to relationships between particular companies during the assignment process and, when possible, to honor requests from companies who wish to be located near or away from other companies.

EXHIBITOR TERMS AND CONDITIONS / RULES AND REGULATIONS

PLEASE NOTE: *The italicized text within the 2008 Exhibit Rules and Regulations represent changes or additions.*

1. CONTRACT FOR SPACE. This application for space (when accepted by the Indoor Tanning Association and upon return of a confirmation of space assignment) constitutes a contract for the right to use the space. The Indoor Tanning Association from this point forward will be referred to as ITA. By submitting an application for exhibit space, the applicant releases ITA, Gaylord Opryland Resort & Convention Center, and official show contractors and their respective affiliates, employees, officers, mortgagors and contractors (the "Indemnities") from any and all liabilities to applicant, its agents, contractors, licensees, or employees that may arise or be asserted as a result of submission of an application or of participation in this exhibit. Acceptance of an application does not imply endorsement by ITA of the applicant's products, nor does rejection imply lack of merit of product or manufacturer. ITA has sole right to determine eligibility of any company or product for inclusion in the trade show and retains the right to rescind the contract within 30 days of acceptance if the exhibit is deemed to be contrary to the best interests of the show. Upon such rescission, ITA's sole obligation will be to refund exhibit fees paid and received by ITA, as provided in Paragraph 14, except exhibitor will

receive no refund in the event of an exhibitor's breach or repudiation of these terms and conditions. Without obligation to exhibitor (including, without limitation, any obligation to adjust the exhibit fee or compensate exhibitor for relocation costs), ITA has the right to move any exhibitor's location in the exhibit hall for any reason.

2. EXHIBIT BOOTHS. Standard booth background and side rails, decorated with background drape and uniform two-line signs, along with one (1) six-foot draped table, two (2) side chairs, and one (1) wastebasket are provided without charge for standard in-line booths. All other furnishings, equipment, facilities, etc. will be provided by exhibitor at their own expense and responsibility. Booth backgrounds are eight feet in height and divider rails are three feet in height. In the area five feet forward from the rear background of each booth, display materials may be placed up to a height not exceeding eight feet from the building floor. In any portion of the booth beyond five feet from the rear background of the booth, all parts of the exhibit shall be placed not to exceed the height of four feet. Maximum height for island booths is 16 feet in Ryman C1/C2. Any requests for variances to the above

design regulations must be submitted to ITA in writing no later than Friday, August 22, 2008. Designs for all inline, peninsula, and island booths not being supplied by the official contractor, Freeman, must be submitted to ITA for review and approval no later than Friday, August 22, 2008. Rigging in the exhibit hall is permitted only above island booths, must be approved by ITA prior to Friday, August 22, 2008 and must be performed by the facility's designated contractor. *Any requests to the facility for turning off lighting above booths must be pre-approved by ITA show management. Because lighting is ambient, and any change to lighting made by one exhibitor might impact surrounding exhibitors, an exhibitor that requests lighting to be turned off above their booth may be required to install additional lighting to return light levels for surrounding exhibitors to normal levels.* All exhibits must be set by 6:00 pm on Thursday, September 18, 2008. Any booth not occupied by this time can be resold or reassigned by ITA. Exhibits not conforming to these specifications or which in design, operation, or otherwise, are objectionable in the opinion of the management will be prohibited. Ryman C1 and C2 Exhibit Halls at the Gaylord Opryland Resort & Convention Center are NOT CARPETED. ITA will carpet aisle

space within the exhibit hall. All exhibit space must be completely carpeted by the exhibitor, and the carpet must completely cover the total square footage of the exhibit space based on the final exhibit hall floorplan. All exhibits not appropriately carpeted, at the discretion of ITA, are carpeted and/or corrected by Freeman at the expense of the exhibitor. Exhibitor acknowledges that, under ITA contract with the Gaylord Opryland Resort & Convention Center, exhibitor may be required to use facility's contractors for services and materials and agrees to do so.

3. USE OF EXHIBIT SPACE. No exhibitor may sublet, assign, or apportion any part of the space allotted, or represent, advertise, or distribute literature for the products or services of any other firm or individual except as approved in writing by ITA. The purposes of the exhibits are to inform, educate, and sell products to the indoor tanning industry. All exhibit activities must be confined to exhibitor's contracted booth space.

4. DISMANTLING. Exhibits may not be dismantled before the close of the show, and exhibitors found in violation of this policy may forfeit their priority points for future ITA events. Exhibits must be removed by the exhibitor from the premises no later than the time indicated in the official exhibitor manual. The premises must be left broom clean by the exhibitor. Exhibitor shall be liable for all expenses, including, but not limited to, all storage and handling charges, resulting from the failure to remove exhibit material from the exhibit hall prior to the conclusion of the dismantling period as specified by ITA.

5. BOOTH REPRESENTATIVES. Exhibitor's booth representatives shall be restricted to employees of the exhibiting companies who are actually working in the exhibitor's booth. Booth representatives shall wear "EXHIBITOR" badge identification furnished by ITA at all times. ITA may limit the number of booth representatives at any time. Exhibit booths are required to be continuously staffed during open show hours, and exhibitors who fail to do so may forfeit their priority points for future ITA events.

6. PROPER ATTIRE AND CONDUCT. Exhibitor's representatives' manner or appearance and dress must be such as not to offend even the most critical reviewer. Any breach of this rule may result in the exhibitor being banned from the show. Exhibitors operating sound motion picture equipment, record players, loudspeakers, or any other noise-creating devices shall do so only at a level which will not interfere with other exhibitors or add unduly to general acoustic inconvenience, or ITA may require discontinuance of their use and ITA's judgment that interference is occurring is conclusive. All speakers must be directed inward towards exhibitor's booth. Should the wording on any sign or

area in exhibitor's booth be deemed by ITA to be contrary in any way to the best interests of the trade show, exhibitor shall make such changes as are requested. All demonstrations of services or equipment, interviews, and other exhibit activities must be conducted so as not to infringe on the rights of other exhibitors or offend visitors to the exhibit and ITA's judgment that such infringement is occurring is conclusive.

7. MUSIC LICENSING. Exhibitors using music in their booth, either live or mechanical, must be prepared to provide ITA with a copy of the exhibitor's licensing agreement with ASCAP, BMI or other such licensing organization. Further, should exhibitor play music, exhibitor agrees to indemnify and defend the Indemnities from any action, claims, demands, liability, damages, settlements or costs (including without limitation, reasonable attorney's fees) brought against or incurred by any Indemnities by ASCAP, BMI or other such licensing organization for the playing of such music.

8. REJECTED DISPLAYS. Exhibitor agrees that their exhibit shall be admitted and shall remain from day-to-day solely in strict compliance with the rules herein laid down. ITA reserves the right to reject, eject, or prohibit any exhibit in whole or part, or exhibitor or their representatives, with or without giving cause. If cause is not given, and ITA is for any reason deemed to be liable for such rejection, liability shall not exceed the return to exhibitor of the exhibitor fees pro-rated over the period of the trade show at the time of ejection. If an exhibit or exhibitor is ejected for breach of any obligation under this contract or the exhibitor service manual or for other stated reasons, no return shall be made.

9. DAMAGE TO PROPERTY. Exhibitor is liable for any damage or loss to any property (including, without limitation, that of ITA, Freeman, the Gaylord Opryland Resort & Convention Center, or any other exhibitor) caused by exhibitor or its agents, contractors, licensees, or employees. Exhibitor may not apply paint, lacquer, adhesive, or other coating to building columns or floors or to standard booth equipment. The use of nails, screws, fasteners, or other items that may damage building walls and floors is also prohibited, as is the use of confetti.

10. FIRE AND SAFETY REGULATIONS. Exhibitor agrees to accept full responsibility for compliance with federal, state, county and municipal laws and regulations in the provision and maintenance of adequate safety devices and conditions for the operation of machinery and equipment. Exhibitor agrees to comply with all state and local fire and safety laws and regulations. Combustible or explosive materials and substances must be flameproof. Packing containers, excelsior, wrappings and

similar materials must be removed from the exhibit area and must not be stored under tables or behind displays.

11. ALCOHOLIC BEVERAGES. The use of alcoholic beverages in the trade show area by the exhibitor is prohibited except by permission of ITA.

12. ATTENDANCE. ITA shall have sole control over admission policies at all times.

13. EXHIBITOR'S ADMITTANCE DURING NONSHOW HOURS. Booth representatives will be permitted to enter the trade show three (3) hours before the scheduled opening time each day of the show and will be permitted to remain in the exhibit hall up to one (1) hour after the closing hour each night, with the exception of the final night when move-out commences. Exhibitors cannot schedule client meetings in the exhibit hall before or after official show hours unless they are approved by ITA. Exhibit hall security guards will be instructed to turn away non-exhibitor delegates except during official show hours. Exhibitors having special problems that require additional time should check at the Show Office on the previous day, or if the problem is of an immediate nature, should notify ITA immediately to make special arrangements. Temporary badges will be required for non-company employees during move-in and move-out hours and will be provided by ITA.

14. FAILURE TO HOLD TRADE SHOW. Should anything prevent holding of the trade show, this agreement shall terminate, and the exhibitor waives any claim for damages or compensation, and neither party shall have any further obligation against the other, except that ITA shall refund to the exhibitor the amounts paid under the agreement, less a pro rata share of ITA actual expenses incurred in connection with said trade show. Said pro rata share of ITA's actual expenses is to be determined on the basis of the number of square feet of floor space assigned to the exhibitor in relation to the number of square feet of floor space assigned to all other exhibitors at the trade show under similar contracts with ITA.

15. EXHIBITOR REPRESENTATIVE'S RESPONSIBILITY/ INDEMNITY. In addition to any other obligations of exhibitor, exhibitor shall indemnify and defend the Indemnities and any governmental entity for all actions, claims, demands, liability, damages, settlements, fines, penalties or costs (including, but not limited to, reasonable attorney's fees) arising or resulting from exhibitor's, or its agents', contractors', licensees' or employees', activities or presence at the trade show (including, without limitation, those resulting from any labor dispute relating to exhibitor's employees, its breach of these terms and conditions or its failure to comply with ITA's contract with the Gaylord Opryland Resort &

Convention Center, any applicable laws, the official exhibitor manual or ITA's instructions), and including, without limitation, the injury, death, or damage to the property, of any person (including, without limitation, exhibitor's employees) and damages (except as expressly provided otherwise in these terms and conditions) to exhibitor's business, whether or not resulting in whole or in part by the negligence of any person (except the sole negligence of ITA) or by the defect in any premises or products.

16. INSURANCE AND LIABILITY.

General liability and fire insurance is the responsibility of the exhibitor. A certificate of insurance must be sent to ITA naming the Indemnities as co-insured with limits of liability of at least \$1,000,000 combined single limits including bodily injury and property damage. Exhibitor shall maintain such insurance in full force and effect for the term on this contract. ITA assumes no risk, and by acceptance of this agreement the exhibitor expressly releases the Indemnities and all governmental authorities.

17. AMERICANS WITH DISABILITIES

ACT. Exhibitors acknowledge their responsibilities under the Americans with Disabilities Act (ADA) to make their booth accessible to handicapped persons. Exhibitor shall also indemnify and defend the Indemnities and any governmental authority against any action, claims, demands, liability, damages, settlements or costs (including, without limitation, reasonable attorney's fees) which may be incident to, arise out of, or be caused by exhibitor's failure to have their booth comply with the requirements of this Act.

18. FLOOR LOAD. Under no circumstances may the weight of any equipment or exhibit material exceed the hall's maximum floor load. Exhibitor accepts full and sole responsibility for any injury or damage to property or person resulting from the failure, knowingly or otherwise, to distribute the load of their exhibit material in conformity with the maximum floor load specifications set forth in the official exhibitor manual.

19. RESTRICTIONS. ITA reserves the right to restrict exhibits which, because of noise, method of operation, or any other reason, become objectionable or otherwise detract from or are out of keeping with the character of the convention as a whole. This includes the raw exposure of any boxes within the exhibiting company's booth. All boxes must be stored out of sight or ITA will dispose of the boxes or have the official show contractor drape and bill the exhibitor. ITA may forbid installation or request removal or discontinuation of any exhibit or promotion which, if continued, departs substantially from the description

given advance approval. In the event of such restrictions or evictions, ITA is not liable for any refund of fees or other compensation to exhibitor (including, but not limited to, costs of removal or alteration). Advertising, displays, demonstrations, conferences, entertainment, convention registration, and hospitality rooms in the interest of business are not permitted except by firms that have rented space to exhibit or by permission of ITA.

20. OBSTRUCTION OF AISLES OR BOOTHS.

Any demonstration or activity that results in the obstruction of aisles or prevents ready access to nearby exhibitors' booths shall be suspended for any periods specified by ITA.

21. INTERPRETATION AND ENFORCEMENT.

These terms and conditions, ITA's contract with the Gaylord Opryland Resort & Convention Center and the official exhibitor service manual, including, but not limited to, the Gaylord Opryland Resort & Convention Center regulations and directions, are incorporated into and are a part of exhibitor's obligations under this agreement. All matters in question not covered by this agreement are subject to the decision of ITA and all decisions so made shall be binding on all parties affected by them as by the original regulations.

22. UNION RESTRICTIONS. Exhibitors are required to observe all union contracts in effect between ITA, their official contractors, the Gaylord Opryland Resort & Convention Center, on the one hand, and various other organizations, on the other hand. ITA is not responsible for interference with the show caused by disputes involving union personnel and individual exhibitors.

23. SECURITY. The provision of any security service may not be construed as an assumption of obligation or duty by ITA with respect to the protection of the exhibitor's property. Exhibitor releases the Indemnities for any loss, damage, theft or destruction of exhibitors' property, and further shall indemnify and defend the Indemnities from any liabilities resulting from any such loss, damage, theft or destruction of exhibitor's property or that of any other exhibitor's exhibit space.

24. CONFLICTING MEETINGS AND SOCIAL ACTIVITIES.

In the interest of the success of the entire convention, the exhibitor agrees not to extend invitations, call meetings, or otherwise encourage absence of members or exhibitors from the convention or exhibit hall during official exhibit or convention hours.

25. USE OF THE ITA LOGO. Exhibitor acknowledges and agrees that the "Indoor Tanning Association (ITA)" name and ITA's logos and trademarks are the exclusive property of ITA and may not be used by an exhibitor unless, and to the extent, expressly provided in a

separate written agreement with ITA. Nothing contained in this contract gives exhibitor any rights to use such name, logos, or trademarks including, but not limited to, any right to use in connection with exhibitor's advertising, products or services. Any unauthorized use of such name, logos, or trademarks constitutes a breach of this contract and, in addition to any other remedies available to ITA at law or in equity, ITA may terminate this contract without obligation to refund any fees paid by exhibitor.

26. PAYMENTS, SPACE REDUCTION & CANCELLATION POLICY.

Exhibitor shall have the right to cancel at any time by written notice to ITA. An initial deposit of 50% of exhibit space rental is due with the submission of the signed application for exhibit space, and final payment of all outstanding exhibit space rental fees is due by June 20, 2008. Cancellations received by March 21 will be refunded in full minus a \$250 administrative fee. If an exhibitor cancels between March 22 and June 20, 2008, they are liable for 50% of total contracted space rental. If an exhibitor cancels after June 20, 2008, they are liable for 100% of total contracted space rental. No refunds will be made after June 20, 2008, and all sales made after June 20 are final and non-refundable. Any reductions in the amount of exhibit space booked will be treated as cancellations for that portion of the space that is being released, subject to ITA's cancellation policy as stated above.

27. WHERE TO SEND PAYMENTS. All check payments owed to ITA for exhibit space are to be issued in US dollars and drawn on a US bank, to be sent to the following payment address: 2008 ITA Tanning World Expo, ATT: Marlene Robbins/Kelly Marks, 2025 M Street, Suite 800, Washington, DC 20036.

28. PROHIBITION OF SALES. The sale of goods or services in the exhibit hall is prohibited at all times, as this type of activity would threaten ITA's status as a tax-exempt organization. While order taking in the exhibit hall is permitted and encouraged, exhibitors agree not to deliver any goods and/or services while on-site for the 2008 ITA Tanning World Expo, including during the teardown period. For the purposes of this prohibition, "sale" is defined as the receipt of any legal tender (regardless of issuing country) by an ITA exhibitor in exchange for any goods or services offered by that ITA exhibitor. In light of the importance of enforcing this prohibition, any exhibitor found to be in violation of this prohibition will forfeit their right to occupy the contracted space, and any cost for the removal of the exhibitor's display and/or products will be borne by the exhibitor. Additional penalties, such as a reduction of priority points, may be assessed by ITA for violation of this clause. If the exhibiting company holds a certificate in the state of Tennessee that states they are eligible for the sale of goods or services, then

that company must forward a copy of the certificate to ITA by August 22, 2008.

29. PROTECTION OF PROPERTY RIGHTS.

The exhibitor represents and warrants to ITA that no materials used in or in connection with its exhibit infringe upon the trademarks, copyrights (including, without limitation, copyrights of music and other materials used or broadcast by exhibitor) or other intellectual property rights of any third party. The exhibitor agrees to notify ITA immediately of any information that the exhibitor becomes aware of regarding actual or alleged infringement of any third party's trademarks, copyrights or other intellectual property rights. The exhibitor will indemnify, defend and hold ITA, its agents and its successors harmless from and against all losses, damages and costs (including reasonable attorney's fees) arising out of, or related to, claims of infringement by exhibitor of the trademarks, copyrights and other intellectual property rights of any third party. Notwithstanding the foregoing, ITA is not liable for and expressly disclaims all liability for infringement or alleged infringement of the trademarks, copyrights or other intellectual property of any third party arising out of the actions of any exhibitor.

30. OFFICIAL GENERAL SERVICES

CONTRACTOR. Freeman has been selected by ITA to be the official general services contractor for the 2008 ITA Tanning World Expo. Among other services, Freeman is the official drayage contractor for receipt of exhibit materials and delivery of those materials to the exhibit space. Shipments of exhibit materials, whether by motor freight (common carrier) or by air, should be forwarded in accordance with the specific instructions given by Freeman in the Exhibitor Service Manual that will be forwarded to confirmed exhibitors at a later date. Neither the hotel nor its staff is prepared or authorized to receive or handle an Exhibitor's shipment. Please note that onsite shipments cannot be received until the first day of exhibitor move-in. Freeman will have complete control of all dock and loading facilities and will receive all direct and advance shipments and van loads, handle all freight, labor and equipment.

31. OTHER OFFICIAL CONTRACTORS.

ITA, Freeman and/or the Gaylord Opryland Resort & Convention Center may designate official show contractors to serve as the exclusive providers of certain services to the exhibitors, and exhibitors agree to utilize these official show contractors as needed when these contractors have arrangements for exclusivity.

32. EXHIBITOR APPOINTED CONTRACTORS.

An Exhibitor-Appointed Contractor (EAC) is any company other than the designated official show contractors listed in the exhibitor service manual

that provides a service (display installation and tear down, models, florists, photographers, etc.) and needs access to the exhibit any time during the installation, show dates or dismantling. Such Exhibitor-Appointed Contractors may be used by exhibitors except when an official show contractor has been appointed to serve as the exclusive provider of a certain product or service. Exceptions to using the official show contractors will be granted only if such exception does not interfere with or prejudice the orderly installation, interim services or dismantling of the exhibit. No exception will be granted if inconsistent with the commitments made and obligations assumed by ITA in any contract with service contractors or in its agreements and lease with the exposition facility. For services such as electrical, plumbing, telephone, data lines, cleaning, food and beverage, water/drain, compressed air, and drayage, no exception will be made and the official show contractor must be used. Exhibitors using an Exhibitor-Appointed Contractor for any service agree to indemnify and hold harmless ITA, Freeman and the Gaylord Opryland Resort & Convention Center from any act or situation that would cause ITA, Freeman and/or the Gaylord Opryland Resort & Convention Center to become liable or suffer losses, damages, injuries, claims, demands and expenses, including legal expenses, due to the presence or actions of the Exhibitor-Appointed Contractor. Exhibitor further agrees to obtain an original certificate of insurance from the Exhibitor-Appointed Contractor with the limits and terms as detailed in the exhibitor service manual. Exhibiting companies, their designated agents or Exhibitor-Appointed Contractors must confine their activity to their assigned space. Exhibit facility corridors, hallways, loading docks, and marshaling areas are not to be used for any purpose other than ingress and egress.

33. EXHIBITOR SERVICE MANUAL. The Exhibitor Service Manual will be available to all confirmed exhibitors on or about June 13, 2008. Any changes or additions in the rules and regulations will be included in this Exhibitor Service Manual. The Exhibitor Service Manual contains important information and order forms for the services offered by Freeman, including drayage, booth furnishings, carpet, labor, etc., as well as information and order forms for electrical service, telephone, data services, water and drain, etc. All services not ordered in advance may be requested through the Exhibitor Service Desk, which will be maintained at the exhibit facility by Freeman.

34. DISTRIBUTION OF PROMOTIONAL MATERIALS IN THE OFFICIAL HOTEL.

The distribution of promotional materials to the guest rooms for convention attendees in the official convention hotel is prohibited unless authorized in advance by ITA. If such distribution

is authorized by ITA, all copy for such materials must be submitted to ITA for review and approval prior to production. Companies distributing materials in this fashion without prior approval of ITA will be subject to forfeiture of their exhibit space and existing priority points without refund. Distribution, although authorized by ITA, is additionally subject to the restrictions of the host hotel. Distribution or display of promotional materials or products in meeting rooms, the registration area, or any other areas of the facility is strictly prohibited.

35. ADMISSION. Exhibiting companies will receive a base of two complimentary staff badges plus one additional badge per 100 square feet of booth space rented. The complimentary staff badges should only be used for staff working the booth for the exhibiting company. If the exhibiting company wishes to invite their customers, then those attendees would need to register as full conference or tradeshow only. ITA shall have sole control over admission to the exhibit area. All persons visiting the exhibit area will be admitted according to the rules and regulations of the exposition or as amended by ITA. All persons in the exhibit hall must wear an official show badge, including temporary help or entertainers hired by the exhibiting company. No children under the age of 16 will be allowed on the exhibit floor during official show hours unless their parent or guardian has a signed waiver with ITA approval. No children under the age of 18 are permitted in the exhibit hall during set-up or teardown, NO EXCEPTIONS.

36. CHOICE OF LAW. These rules shall be governed by, and construed and enforced in accordance with, the internal laws of the District of Columbia.

37. SEVERABILITY. If for any reason any provision of these rules shall be deemed by a court of competent jurisdiction to be legally invalid or unenforceable, the validity of the remainder of these rules is not affected. Such provision is deemed consistent with applicable law, and, in its modified form, such provision is enforceable and enforced.

38. AMENDMENTS BY ITA. ITA has sole authority to interpret and enforce all rules and regulations contained herein, to make any amendments thereto, and to make such further rules and regulations as are necessary for the orderly conduct of the Expo. Written notice of any and all amendments will be provided to confirmed exhibitors.

39. RISK OF LOSS. Exhibitor shall maintain insurance for all purposes and shall remain responsible for any risk of loss of any of exhibitor's property, including without limitation, any shipment of such property.