

EXHIBITOR RULES AND REGULATIONS
Florida Small Farms and Alternative Enterprises Conference • July 31 & August 1, 2010
Osceola Heritage Park, Kissimmee, FL

These rules and regulations govern exhibit displays and presentations in conjunction with the Florida Small Farms and Alternative Enterprises Conference to be held July 31 and August 1, 2010 at the Osceola Heritage Park in Kissimmee, Florida. The exhibitor must follow the rules and regulations set forth by the University of Florida Leadership and Education Foundation, Inc. (UFLEF) herein referred to as the organizers, or this agreement will be terminated. The organizers reserve the right to make such changes, amendments and additions to these rules as considered advisable for the proper conduct of the exhibit, with the provision that exhibitors will be advised of any such changes. Any matters not specifically covered herein are subject to decision by the organizers.

Reservation Data - All booths include:

- Draped 8' high back wall and two draped 3' high side dividers
- One 6' skirted display table, two folding chairs and one wastebasket
- One 7" x 40" identification sign with company name, city, state and booth number
- Brief description in the Florida Small Farms and Alternative Enterprise program if space is contracted and paid by June 1, 2010
- Post-conference list of participants sent within six weeks after the event. The list will include primary attendee name, organization and mailing address. Email address will be optional and included if permitted by the conference attendee.

Booth Option #1: 10' deep x 10' wide; \$600 without electricity – OR– **\$650** with electricity (5 amps; Exhibitor must be in compliance with Edlen Electric Regulations)

In addition, booth option includes

- TWO complimentary conference attendee registrations*
- Option to purchase up to four, one day exhibitor representative floor badges at \$30 each**. Deadline to purchase is July 12.

Booth Option #2: 10' deep x 20' wide (Linear booths only); **\$1,000**

In addition, booth option includes

- Electricity (5 amps; Exhibitor must be in compliance with Edlen Electric Regulations))
- TWO complimentary conference attendee registrations*
- Option to purchase up to four, one day exhibitor representative floor badges at \$30 each**. Deadline to purchase is July 12

Booth Option #3: Non-profit Educational Booth 10' deep x 10' wide; \$275 without electricity – OR – **\$325** with electricity (5 amps; Exhibitor must be in compliance with Edlen Electric Regulations); Limited to one per organization - a limited number are available.

In addition, booth option includes

- ONE complimentary conference attendee registration*
- Option to purchase up to two, one day exhibitor representative floor badges at \$30 each**. Deadline to purchase is July 12

***All booth representatives must be either a registered conference attendee or a one day exhibitor representative.**

****One Day Exhibitor Floor Badges** allows access to exhibit floor only; conference educational sessions and lunch are not included. Lunch tickets for one day exhibitor rep. are available if pre-purchased by July 12 at \$25/each. **No lunch tickets will be available after July 12.**

Registration & Staffing - All attendees including exhibitors must wear the Conference official name badge to enter exhibit hall. **All booth representatives must be either a registered conference attendee or a one day exhibitor representative.** Refer to individual booth option rentals for number of complimentary attendee and one day exhibitor rep. badges available for each rental package.

Assignment - The booth rental application and contract provides three choices for designation of the exhibitor's desired location. Assignment will be determined based on participation in the initial 2009 conference, receipt of payment date, type of display and overall space demands. The organizers will use their best efforts to honor an exhibitor's preferences. However, the organizers reserve the right to make final assignments. Space will not be held without payment in full. Confirmation of booth assignment will be sent by June 28, 2010.

The organizers reserve the right to rearrange the floor plan and to relocate exhibits as necessary to adjust the floor plan to meet the needs of the exhibitors, and to promote the overall success of the event. Spaces cannot be assigned, sublet or otherwise disposed of without consent of the organizers. Any space not claimed and occupied by the end of show setup hours may be reassigned by the organizers without refund of rental paid.

Cancellation of booth rental must be made in writing to the UFLEF, and will result in the following refund policy: 75% of the amount paid will be refunded for cancellations made by June 1, 2010. No refunds will be issued for cancellations after June 1, 2010. Email notice of cancellation to: mstage@ufl.edu

Set-Up & Dismantling Restrictions - Installation of exhibits may begin at the time indicated on the schedule. Children under the age of 18 will be prohibited from the floor during exhibit set-up and dismantling. No exhibitor shall have the right to pack and/or remove materials prior to the closing of the show. All items left in hall after dismantling hours will be disposed of or handled at the contractor's discretion at exhibitor's expense. The exhibitor must surrender display space in the same condition as it was when first occupied.

Display Set-up and Removal

- **Exhibitor MOVE-IN:** Friday, July 30, 2010, 3:00pm to 8:00pm
- **Exhibitor MOVE-OUT:** Sunday, August, 2010, 2:00pm to 5:00pm

Hours Open: Saturday, July 31, 7:00am to 4:30pm; Sunday, August 1, 7:30am to 2:00pm

Use of Florida Small Farms and Alternative Enterprises Conference Logos - Please contact Laurie Osborne if you plan to reference the conference or would like to use the conference logo. Phone: 386-362-1725 ext.102 or Email: losborne@ufl.edu.

Official Service Contractor - Exhibit Services, Inc.; 1814 Tappan Blvd., Tampa, Florida 33619; PHONE: 813-623-1163

Exhibit Services, Inc. (ES) is the Official Exhibit Services Company. As the exclusive material handling contractor for this event, exhibitors are to contact ES for shipping, freight, equipment and decoration requirements. Roughly 45 days prior to the event, Exhibit Services will email confirmed exhibitors a website link to retrieve the exhibitor services kit. The kit will also be posted on this website. The kit will contain order forms to make final booth arrangements, including orders for shipping and handling, internet access, additional electricity (if greater than 5 amps or not ordered initially with booth) and orders for booth décor such as carpeting, plants, furniture or any other items you would like to rent for your exhibit. The deadline to make final booth orders is typically two weeks prior to the show. Tentatively the deadline for additional orders is Thursday, July 15th.

Security - The exhibit hall will be secured during all hours that the conference is closed and patrolled by security personnel. Exhibitors are cautioned that small portable items of value and personal items should be properly secured or removed from exhibit hall should they leave their exhibit. In all cases, exhibitors should insure their booth materials at their own expense. The organizers, the Exhibit Service, Inc., SMG (Management Company of OHP) and Osceola County, shall not be responsible for loss of any kind.

General Conduct - The general rule on the exhibit floor: Be a Good Neighbor. No exhibit should be set up so its arrangement or manner of presentation will obstruct or interfere with the general view or rights of any other display. No exhibit shall extend beyond the official floor plan dimensions or into an aisle. Except for special permission, exhibit materials placed along the side rails in the front 6 feet of the booth may not exceed 4 feet in height.

Audio and video devices operated in an objectionable manner in the opinion of the organizers may be prohibited. Booth noise may not interfere with the conversation of other exhibitors or attendees in adjacent meeting activities. Each exhibitor is responsible for obtaining all necessary licenses and permits to use music, photographs, or other copyrighted materials with proof of such being available upon request.

Exhibitors are responsible for complying with all local, state, and federal tax laws. Any additions or improvements to space other than included equipment shall be at exhibitor's expense and must comply with fire department and underwriter rules. No smoking, helium balloons or flammable materials are allowed. The exhibitor agrees to abide by all agreements made between the organizers, the facilities and its agents.

Exhibit Hall Regulations

Alcoholic Beverages – In accordance with State of Florida liquor laws, ALL alcoholic beverages must be purchased from Savor...Osceola Catering by SMG. No alcoholic beverages are permitted to be brought into or leave the building.

Sampling – All items to be distributed are limited to sample size (2 oz). Items dispensed are limited to products manufactured or produced by the exhibiting firm. Food and beverage items used as traffic promoters (i.e. coffee, popcorn, bottled waters, sodas, bar service, cookies, etc.) must be purchased from Savor, catering by SMG. Contact the Director of Food & Beverage with questions on traffic promotion items. Tel: 321-697-3370.

Decorations – A protective covering (i.e., plastic) must be used on the interior floors for any display using soil, dirt, sand or any other landscaping-type materials. Before any material may be placed on the covering, the seams must be taped together to provide a waterproof barrier to protect the floor. Nothing can be taped, tacked, nailed, screwed, or otherwise attached to columns, walls, floors, or other parts of the building or furniture. No adhesive backed decals or duct tape is allowed. Under NO circumstance are adhesive back decals to be given away.

Motorized Equipment – Equipment must remain in off position; battery cables must be disconnected from batteries; gas tanks must have less than 1/4 of a tank of fuel and the gas cap must be locked or taped; no fueling inside the building and all fuel must be stored outside the building; a protective covering must be placed underneath equipment; an extra set of keys to the ignition must be left with the organizers in case of emergency.

Animals – Only service animals are allowed in the exhibit hall.

Accessibility - Each exhibitor shall be responsible for making its exhibit space accessible to persons with disabilities and shall hold the organizers, the Exhibit Service, Inc., SMG (Management Company of OHP) and Osceola County, harmless from any consequences if the exhibiting company should fail in this regard.

Liability - Through applying for exhibit space, the organizers, the Exhibit Service, Inc., SMG (Management Company of OHP) and Osceola County, other sponsors, and their respective directors, officers, employees, agents and representatives shall not be liable for, and are thereby released from, all claims, liabilities, losses, damages, costs or expenses relating to or arising out of an injury to any personnel of exhibitor or to any other person or any loss of or damage to any property of exhibit or to any other property such injury, loss or damage is incident to, arises out of, or is in any way connected with exhibitor's participation in the Florida Small Farms and Alternative Enterprises Conference. The exhibitor shall be responsible for any such injury, loss or damage and any expenses related thereto, and the exhibitor hereby agrees to protect, indemnify, hold harmless and defend the organizers, the Exhibit Service, Inc., SMG (Management Company of OHP) and Osceola County, other sponsors, and their respective directors, officers, employees, agents, and representatives against all claims, liabilities, losses, damages, costs and expenses, including all attorney's fees and cost of litigation, provided that the foregoing shall not apply to injury, loss or damage caused by or resulting from the sole negligence of the organizers, the Exhibit Service, Inc., SMG (Management Company of OHP) and Osceola County, other sponsors, and their respective directors, officers, employees, agents, and representatives.

Certificate of Insurance - It is the sole responsibility of exhibitor to obtain and carry general liability insurance, and when applicable, workman's compensation insurance, and to be able to provide proof of insurance when needed.

Cancellation or Postponement of the Conference - In the event of fire, strikes, riots, civil commotion, acts of God, war, terrorism, epidemics, and other unavoidable circumstances rendering it impossible or impractical for any reason for the organizers, to perform such a contract, the organizers, shall be released from contract. In such events, all deposits and payments made by the exhibitor for exhibit space shall be returned minus any expenses incurred by the organizers, on behalf of the exhibitor.