

XPONENTIAL 2025

Exhibit Display Rules and Regulations

1. **EXHIBIT SPACE RENDERINGS**

Upon the request of Show Management, in its sole discretion, Exhibitor will provide a rendering of Exhibitor's Exhibit Space.

2. **CARPET**

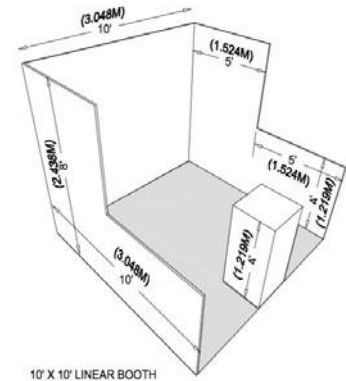
All booths are required to have floor coverings.

3. **LINE-OF-SIGHT**

Line-of-Sight display rules provide restrictions on certain areas of booths to allow attendees to view neighboring booths in their line of sight as they walk the floor. There are a variety of booth types, and each one is addressed below with specific insight on how to implement Line-of-Sight regulations.

- a. **Linear Booth:** Linear Booths, also called "in-line" booths, are generally arranged in a straight line and have neighboring Exhibitors on their immediate right and left, leaving only one side exposed to the aisle.

- i. **Dimensions:** For purposes of consistency and ease of layout and/ or reconfiguration, floor plan design in increments of 10ft (3.05m) has become the de facto standard in the United States. Therefore, unless constricted by space or other limitations, Linear Booths are most commonly 10ft (3.05m) wide and 10ft (3.05m) deep, i.e. 10ft by 10ft (3.05m by 3.05m). A maximum back wall height limitation of 8ft (2.44m) is generally specified.



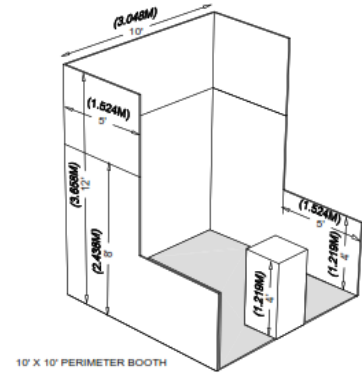
- ii. **Use of Space:** Regardless of the number of Linear Booths utilized, e.g. 10ft by 20ft (3.05m by 6.10m), 10ft by 30ft (3.05m by 9.14m), 10ft by 40ft (3.05m by 12.19m), display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring Exhibitors. The maximum height of 8ft (2.44m) is allowed only in the rear half of the booth space, with a 4ft (1.22m) height restriction imposed on all materials in the remaining space forward to the aisle. Note: When three or more Linear Booths are used in combination as a single exhibit space, the 4ft (1.22m) height limitation is applied only to that portion of exhibit space which is within 10ft (3.05m) of an adjoining booth.

- b. **Corner Booth:** A Corner Booth is a Linear Booth at the end of a series of in-line booths with exposure to intersecting aisles on two sides. All other guidelines for Linear Booths apply.

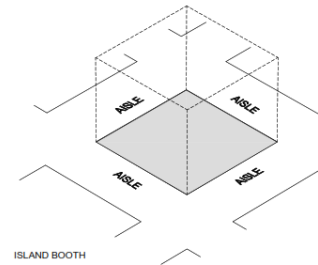
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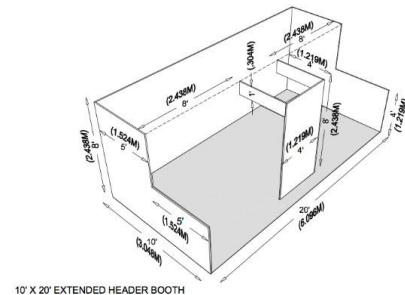
- c. **Perimeter Booth:** A Perimeter Booth is a Linear Booth that backs to an outside wall of the Facility rather than to another Exhibit.
- Dimensions and Use of Space:** All guidelines for Linear Booths apply to Perimeter Booths except that the typical maximum back wall height is 12ft (3.66m).



- d. **Island Booth:** An Island Booth is exposed to aisles on all four sides.
- Dimensions:** An Island Booth is 20ft by 20ft (6.10m by 6.10m) or larger, although it may be configured differently, with the consent of Show Management.
 - Use of Space:** The entire cubic content of the space may be used up to the maximum allowable height, which is currently 25ft (7.62m), including signage.



- e. **Extended Header Booth 20ft (6.10m) or Longer:** An Extended Header Booth is a Linear Booth 20ft (6.10m) or longer with a center extended header.
- Dimensions and Use of Space:** All guidelines for Linear Booths apply to Extended Header Booths, except that the center extended header has a maximum height of 8ft (2.44m), a maximum width of 20 percent of the length of the booth, and a maximum depth of 9ft (2.7m) from the back wall.



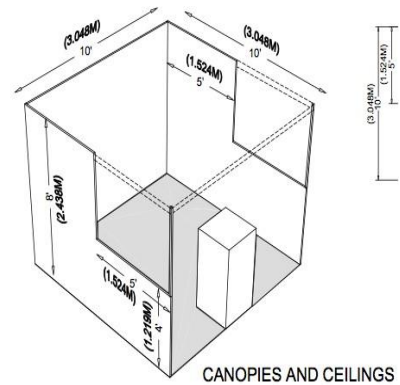
General Note: The reverse side of any wing panel extending from the backwall of the display must be draped to avoid raw exposure to a neighboring booth. If the Exhibitor does not comply, Show Management will have the decorator drape the area at the Exhibitor's expense. In addition, no part of any Exhibit, or signs relating thereto, shall be posted, nailed or otherwise attached to columns, walls, floors or other parts of the building or its furniture, or may in any way deface same.

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4. ADDITIONAL STRUCTURAL REQUIREMENTS

- a. **Multi-story Exhibits and Ceilings:** A Multi-Story Exhibit is a booth where the display fixture includes two or more levels. Additional design, construction and safety requirements are imposed for multi-story exhibits and exhibits with ceilings. Exhibitors planning such booths must submit stamped drawings to Show Management at least ninety (90) days before the Show, for approval by the Facility and Fire Department. Exhibitors are solely responsible for compliance with applicable design and safety rules and regulations pertaining to their Exhibit and Exhibit Space.



- b. **Canopies and Ceilings:** Canopies, including ceilings, umbrellas and canopy frames, can be either decorative or functional (such as to shade computer monitors from ambient light or to allow for hanging products). Canopies for Linear or Perimeter Booths must comply with Line-of-Sight requirements. The bottom of the canopy should not be lower than 7ft (2.13m) from the floor within 5ft (1.52m) of any aisle. Canopy supports should be no wider than three inches 3in (.08m). This applies to any booth configuration that has a sight line restriction, such as a Linear Booth. Designs for covered booths must be submitted to Show Management for approval as described above. Fire and safety regulations in many facilities strictly govern the use of canopies, ceilings and other similar coverings.
- c. **Towers:** A Tower is a free-standing Exhibit component separate from the main exhibit fixture. The height restriction is the same as that which applies to the appropriate Exhibit Space configuration being used. Towers more than 8ft (2.44m) should have drawings available for inspection. Fire and safety regulations in many facilities strictly govern the use of Towers. A building permit or safety lines may be required.
- d. **Hanging Signs & Graphics**
- Rigging at the Facility will be provided by the Official Vendor. All rigging and hanging from hang points at the Facility must conform to all national and local safety codes and is subject to mandatory approval by the staff at the Facility.
 - Only island booths may have a hanging sign or graphics, with prior approval by Show Management requested at least 45 days prior to installation.
 - Hanging signs and graphics should be set back 10ft (3.05m) from adjacent booths and be directly over the Exhibit Space only. Hanging signs may not exceed the 25ft height restriction for island booths. The distance is measured from the floor to the top of the sign. Whether suspended from above, or supported from below, they must comply with all use-of-space requirements.
 - Variances may be issued at the Show Management's discretion. Drawings should be available for inspection at any time upon request of Show Management.
- e. **Tie-offs:** Show Organizer reserves the right to request a stamped certification from a design professional (Civil or Structural Engineer) registered in the state where the Event will be held affirming all calculations and specifications and/or a peer review from such registered design professional for attachment of any structure to provide additional support terminating to the venue (Ex. Tie-off of header, seismic lines, tie-off of video walls). If

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you anticipate needing this service, please reach out to the rigging vendor review and pre-authorization. Tying off may be required depending on height, width and base. In most cases, if a structure is taller than 16', a tie-off will be required. Please see your Event Manager for more detailed information.

5. SERVICE CONTRACTOR INFORMATION

Show Management has selected Freeman as the Official General Service Contractor of the Show. Show Management will email information on the Exhibitor Service Order Kit to the Exhibitor's point of contact. Should you need to contact the Official General Service Contractor with questions or concerns, please call their Customer Service department at 888-508-5054, or by email at exhibitorsupport@freeman.com.

6. ACCESS TO EXHIBIT HALL/SET-UP AND TEAR-DOWN

a. Installation and Dismantling

- i. Exhibit Space move-in and set-up may begin on Saturday, May 17, 2025, at 8:00 AM. Show Management reserves the right to assign labor and set up any Exhibit Space that is not erected by 3:00 PM on Monday, May 19, 2025 without any requirement of notice to the Exhibitor. The charge for this labor will be expensed to the Exhibitor, and Exhibitor hereby agrees to promptly pay Show Management the full cost of any and all related expenses.
- ii. Move-out begins on Thursday, May 22, 2025, at 3:00 PM. All Exhibits and Exhibit Spaces must be removed and dismantled by 1:00 PM on Friday, May 23, 2025. If any Exhibit Space is not dismantled or Exhibit or display materials remain after such time, Show Management, at its sole discretion, may remove same, and the Exhibitor shall be liable for and agrees to pay all costs for any dismantling, storage and/or shipment of such items, without prior approval of such charges by Exhibitor. Show Management and the Facility shall not be liable for or responsible for any damage to or loss of any Exhibit or display materials or other property of an Exhibitor or its personnel, representatives, or agents due to removal, discarding or storage under any circumstances whatsoever.

b. Ready to Exhibit/ Exposition Hall Access

- i. All Exhibits must be in place ready for the opening of the Exposition. Exhibitor personnel are allowed to enter the Exposition Hall two (2) hours prior to the posted Exposition hours each day of the Exposition. If an Exhibitor requires earlier entry, it must obtain written permission from Show Management.
- ii. Exhibitors must exit the Exposition Hall at posted times during move-in and move-out, and within thirty (30) minutes after close of Exposition Hall on Tuesday, May 20, 2025 and Wednesday, May 21, 2025. Subject to Show Management's prior written approval, which will be provided in Show Management's sole discretion, special timework permits may be available for late stays at the Exposition Hall. Additional security may be required, and charges may be incurred by Exhibitor as a result.

- c. Exhibit Inspections:** All Exhibits and Exhibit Spaces may be inspected by Show Management during set-up days. Any Exhibitor deviating from the Contract or other applicable laws or regulations will be required to immediately make modifications to their

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Exhibit and/or Exhibit Space, as applicable, at the Exhibitor's sole cost and expense prior to opening of the Exposition.

- d. Late Set-up/ Early Tear-Down:** Exhibit Spaces are required to be occupied by the assigned Exhibitor and Exhibit for the duration of the Exposition. If an Exhibitor fails to adhere to the set-up schedule or begins tear-down of its Exhibit or Exhibit Space prior to the designated times, or otherwise abandons its Exhibit Space at any time during Exposition hours, the Exhibitor will be in violation of the Contract.

7. **SAFETY REQUIREMENTS**

a. Structural Integrity

- i. All Exhibit displays must be designed and erected in a manner that will withstand normal contact or vibration caused by neighboring Exhibitors, laborers, or installation/dismantling equipment, such as forklifts. Displays must also be able to withstand moderate wind effects that may occur in the Facility when freight doors are open. All local building codes and regulations for temporary structures are to be followed.
- ii. All Exhibits measuring 20ft by 20ft (6.10m by 6.10m) or larger require digital drawing, plans or renderings to be submitted to Show Management at jwalsh@mdna.com and to the Official General Service Contractor at exhibitorsupport@freeman.com no later than 45 days prior to the move-in date for the Exposition.
- iii. Exhibitors must ensure that any display fixtures such as tables, racks, or shelves are designed and installed properly to support the product or marketing materials to be displayed.
- iv. Aisles and exits as designated on approved Show plans shall be kept clean, clear and free of obstructions. Booth constructions shall be substantial and fixed in a position in a specified area for the duration of the Exposition. Easels, signs, and other objects shall not be placed outside of Exhibitor's Exhibit Space. Under no circumstances should there be any obstacles placed in front of the emergency exit doors.

b. Fire Safety

- i. Exhibit Space construction shall be substantial, and the Exhibit shall be contained within the Exhibitor's Exhibit Space for the duration of the Exposition.
- ii. All materials used in the Exhibit Space, including the Exhibit, booth construction, and all decorative materials (drapery, table coverings, banners, foam board, signs, set pieces, etc.) must be non-combustible or flame retardant. Certificates of flame-retardant treatment may need to be submitted to the local Fire Department along with samples of said materials prior to construction of the Exhibit Space. You must maintain copies of any such certificates in the Exhibit Space throughout the entirety of the Exposition, as the Fire Department can require verification at any time. Utilizing cardboard boxes as parts of exhibits or displays is not permissible.
- iii. Under no circumstances are open flame devices such as lighted candles, lighters or sparklers, or any gasoline, kerosene, combustible gasses, or other combustible or explosive substances or materials permitted in the Facility, except as specifically approved by Show Management, the Facility, and the local Fire Department.

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- iv. Foam plastic elements greater than ¼-inch thickness shall not be permitted. Fire resistant foam board signage, not greater than ½-inch thickness, is acceptable in Exhibit Spaces.
 - v. Running fuel-powered motors or machinery: All fuel-powered motors must have an exhaust system that will prevent any fumes from being emitted. Prior approval from Show Management, the Facility, and the local Fire Department is required. A Fire Watch may be required; please contact the Facility for more information.
 - vi. Exhibitors must dispose of any waste products they generate during the exhibition in accordance with all applicable guidelines, including those established by the Environmental Protection Agency and the Facility. No oils, combustibles, or any liquids other than water may be poured in the Facility drainage or sewer systems. No tools, machines or other items may be emptied, washed, or rinsed in Facility restrooms. Please contact the Facility for additional information.
- c. Storage:** Fire regulations prohibit storing product, literature, empty packing containers, or packing materials behind back drapes or under draped tables. However, exhibitors may store a limited supply of literature or product appropriately within the booth area, so long as these items do not impede access to utility services, create a safety problem, or look unsightly.
- d. Electrical:** Exhibitors must adhere to the following minimum guidelines when determining Exhibit Space electrical needs:
- i. All 110-volt wiring must be grounded three-wire.
 - ii. Wiring that touches the floor must be "SO" cord (minimum 14-gauge/three-wire) flat cord, which is insulated to qualify for "extra hard usage."
 - iii. Cord wiring above floor level can be "SJ" which is rated for "hard usage."
 - iv. Using zip cords, two-wire cords, latex cords, plastic cords, lamp cords, open clip sockets, and two-wire clamp-on fixtures is not recommended and is often prohibited. Cube taps are prohibited.
 - v. Power strips (multi-plug connectors) must be UL approved, with built-in over- load surge protectors.
- e. Lighting:** Exhibitors must adhere to the following minimum guidelines when determining booth lighting:
- i. No lighting, fixtures, lighting trusses, or overhead lighting are allowed outside the boundaries of the Exhibit Space. Exhibitors intending to use hanging light systems or lighting that is potentially harmful, such as lasers, ultraviolet lights or flashing or strobe lights that can trigger photosensitive epilepsy must submit drawings and specifications to Show Management at jwalsh@mdna.com at least 90 days in advance for approval.
 - ii. Lighting, including gobos, should be directed to the inner confines of the Exhibit Space. Lighting must not project onto other exhibits or exhibition aisles. Lighting that spins, rotates, pulsates, and other specialized lighting effects must be in good taste and not interfere with neighboring Exhibitors or otherwise detract from the general atmosphere of the Show, as determined by Show Management in its sole discretion.
 - iii. Currently, some convention facilities are not allowing certain types of quartz halogen lighting fixtures due to potential fire hazards. Exhibitor has sole

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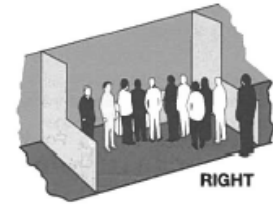
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responsibility for ensuring that all lighting in its Exhibit Space complies with Facility rules.

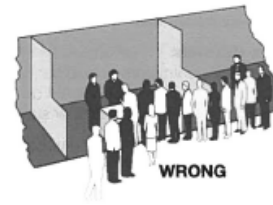
- iv. Any additional non-standard lighting requests, such as reduced lighting for theater areas must be approved by Show Management, the utility provider, and the Facility.

f. Demonstrations

- i. As a matter of safety and courtesy to others, Exhibitors must conduct sales presentations and product demonstrations in a manner which assures all Exhibitor personnel and attendees are within the contracted Exhibit Space and not encroaching on the aisle or neighboring Exhibits. It is the responsibility of each Exhibitor to arrange displays, product presentation, audio visual presentations, and demonstration areas to ensure compliance. Exhibitors must be aware of and adhere to local regulations regarding fire/safety and environment.



- ii. Special caution must be taken when demonstrating machinery or equipment that has moving parts, cooking equipment with an open flame, or any product that is otherwise potentially dangerous. Exhibitors must establish a minimum setback of 3ft (.91m) and/or install hazard barriers as necessary to prevent accidental injury to spectators. Additionally, demonstrations may only be conducted by qualified personnel.
- iii. Demonstrations are permitted only with prior written consent from Show Management, which may be provided in Show Management's sole discretion. A full description of the demonstration intended use must be sent in writing to Show Management at jwalsh@mdna.com no later than thirty (30) days prior to the Exposition opening. Show Management reserves the right to cancel a demonstration during the course of the Exposition for any reason.



g. Sound/Music

- i. In general, Exhibitors may use sound equipment in their booths so long as the noise level does not disrupt the activities of neighboring Exhibitors. Speakers and other sound devices must be positioned to direct sound into the Exhibitor's Exhibit Space rather than into the aisle. Sound and noise must not exceed 85 decibels when measured from the aisle immediately in front of the Exhibit Space. (Refer to OSHA at www.osha.gov for more information.)
- ii. Exhibitors using music in their Exhibit Space or otherwise in connection with their Exhibit, either live or recorded, must provide Show Management with a copy of the exhibitor's Licensing Agreement with ASCAP, BMI, SESAC or other such licensing organization or must expressly warrant in writing to Show Management that no such license is required and must cite the specific exemption.

- h. **Vehicles:** Vehicles may not be displayed without the prior written approval of the Facility. Any fuel-powered vehicle on static display must have the smallest possible amount of fuel, not more than a quarter tank or 5 gallons, whichever is less. Any natural gas or electric (no gas) car must have the battery disconnected throughout the Show.

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8. USE OF AN EXHIBITOR APPOINTED CONTRACTOR (EAC)

- a.** An Exhibitor Appointed Contractor (“EAC”) is any contractor used by an Exhibitor at the Show other than the Official General Service Contractor or other Official Vendors, including anyone who is not an employee of the Exhibitor that will be working with or for Exhibitor in connection with their Exhibit or Exhibit Space such as delivery personnel, technicians, photographers, florists, A/V companies, and anyone hired by the Exhibitor who needs access to the Exposition Hall.
- b.** Permission to use an EAC must be obtained from Show Management, and such permission may be granted in Show Management’s sole discretion, subject to the restrictions of the Facility and Official General Service Contractor. Generally, such permission cannot be given for catering, utilities, booth cleaning or material handling services, as those may be exclusive to the Facility and/or the Official General Service Contractor. Exhibitors who wish to use an EAC must submit a request to Show Management in accordance with the following requirements.
- c.** How to obtain authorization to use an EAC.
There are three principal steps for obtaining authorization to use an Exhibitor Appointed Contractor:

 - i. Exhibitor **MUST** make a request in writing. Exhibitors who wish to use an EAC **MUST** fill out the Intent to Use Exhibitor Appointed Contractor form. Show Management must receive this form no later than May 9 , 2025. No approvals can be granted for requests submitted after the deadline.
 - ii. EACs must provide Certificate(s) of Insurance that comply with the same insurance requirements applicable to Exhibitors as set forth in the Contract. Copies submitted by email to Sales@rainprotection.net. will be accepted. Every person needing access to the show floor must be covered by insurance. (Exhibitors are required to insure their own personnel.) Any person who is not a direct employee of the Exhibitor must provide his/her own proof of insurance before being allowed access to the Exposition Hall.
 - iii. Written acceptance on the Intent to use an Exhibitor Appointed Contractor form, specifying that the EAC will abide by all rules and regulations and other requirements specified in or authorized by the Contract. This written acceptance must be received by Show Management by no later than May 9, 2025.
- d.** Exhibitors will be notified directly only if authorization is **NOT** approved. Therefore, unless the Exhibitor is so informed by Show Management, and if all listed conditions of the request are met, the request for use of an EAC will be considered granted without further notice.
- e.** Rules & Regulations Governing EACs

 - i. The EAC will refrain from placing an undue burden on the Official General Service Contractor by not interfering in any way with the Official General Service Contractor's work.
 - ii. The EAC will not solicit business on the show floor at any time. If found doing so, they will be escorted out of the Facility and prohibited from reentry.
 - iii. The EAC and Exhibitor will be jointly and severally liable to pay the Official General Service Contractor all reasonable costs incurred because of the EAC’s operations at

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- the Facility, including overtime pay for stewards, security, if necessary, restoration of Exhibit Space to its initial condition, marking of the floors, etc.
- iv. The EAC will cooperate fully with the Official General Service Contractor and will comply with existing labor/union regulations or contracts as determined by the commitment made and obligations assumed by Show Management in any contracts with the Official General Service Contractor.
 - v. ALL EACs and their labor must be badged through the Show. No one will be allowed in the Exposition Hall without proper identification and a badge.
 - vi. EACs will not be permitted to store equipment in the Facility. Due to limited space and fire regulations, all equipment must be stored off the premises. If found, equipment will be removed from building at the Exhibitor's expense.
 - vii. The EAC, under no circumstances, will be allowed to remove floor-marking tape until the close of the Exposition.

9. EXHIBIT SECURITY

Content brought into the Facility is done so at Exhibitor's own risk, including without limitation any Exhibit materials, displays, equipment, items, goods, wares, and any other property including personal property of the Exhibitor's Representatives. Show Management will provide access and crowd management personnel during the Exposition installation, Exposition hours and dismantling of the Exposition for general safety and security purposes only. The security services provided by Show Management are not intended or offered, nor are they to be interpreted by Exhibitors, in any form whatsoever, as a guarantee by Show Management or the Facility against any loss, theft or damage to an Exhibitor, Exhibit Space, or any of an Exhibitor's Exhibit or other property. Exhibitor understands and agrees that the provision of such security services constitutes adequate discharge of all obligations of Show Management to supervise and protect the Show. Exhibitor is solely responsible for the security and safeguarding of its Exhibit Space, Meeting Space, and property always. Exhibitor may furnish additional guards at its own cost and expense subject to Show Management's prior written approval. Exhibitor understands and agrees that Show Management is not liable for anything its guard service, or the Facility security does or fails to do. Exhibitors will not be allowed into the Exposition Hall after Exposition hours.

For questions contact Joanne Walsh, Manager, Event Operations at 312-621-5844 or email jwalsh@mdna.com.